Graphic Design for Non-Designers
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What is a non-designer?
Someone who has taken on the responsibility of creating visual graphics but has no formal training in graphic design, typography, color theory.

Basically, it’s someone who wants to portray information in a visually effective and pleasant way.

Design Principles We’ll Go Over
Readability
Spacing/Alignment
Color
Readability

a measure of how easily words, phrases and blocks of text can be read (a function of typography)

The block of text below is hard to read - yes?
It has a low degree of readability for many reasons!

Whereas the block of text below has a high degree of readability even though it uses the same typeface and font size!

Keep Calm & Pompmy Ipsum can be found here: http://www.pompmyipsum.com/
What affects readability?

Fancy fonts are not the answer, sticking to easy to read and simple font is the easiest way to improve readability
Space and Alignment

Principle of Proximity: group related items together.
Space and **Alignment**

**Principle of Alignment:** nothing should be placed on the graphic randomly. Every item should have a visual connection to something else on the graphic.
THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S
DESIGN BOOK
FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN WILLIAMS
Color

Color can be fun but dangerous. Using too much color on one graphic can confuse the reader. Each color indicates that the information is unrelated to anything else on the page. Doesn’t it seem like these are unrelated sentences?
Programs: Canva and Adobe Spark

- Both have free versions
- Ability to modify design for social platform
- Great templates to get you started
- Upload your own image, or use a free stock photos
- Free icons and other design elements
- Paid versions: upload logos and select colors as your “brand”
Here’s a few things you can create

**Hannah, tell your story with Spark!**

- Instagram story
- Instagram post
- Facebook post
- Photo collage
- Presentation
- Slideshow
- Branded
- Custom size
START BUILDING YOUR FOREVER HOME WITH US
KONES CONSTRUCTION
Everything will be okay
How can we apply these design principles to this graphic?
- Readability
- Spacing
- Alignment
- Color

Despite increased interest in local food during the pandemic...

61% of market operators reported less income in the summer of 2020!

Support local farmers at Townsville Sunday Market, 7am - 12pm at the Center Plaza!

farmersmarketcoalition.org
Same content, clearer design.
• **Readability** -
  Text is easy to read on a solid background and the typeface is the same throughout. We used size, color, and bolding for emphasis.
Spacing / Alignment - Sentences that are related are grouped closely. Each section has space to breathe around the edges.
Color -
Color is used sparingly and thoughtfully. Because the photo is so colorful, we only used a slice for decoration.
Questions?