

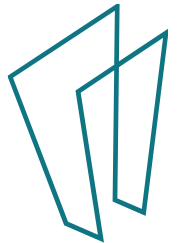


Think Like a Designer

By Annie Tillmann
Digital Learning Specialist
Adult Services

What will we be covering?

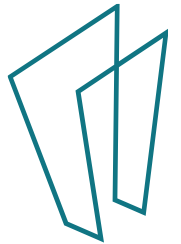
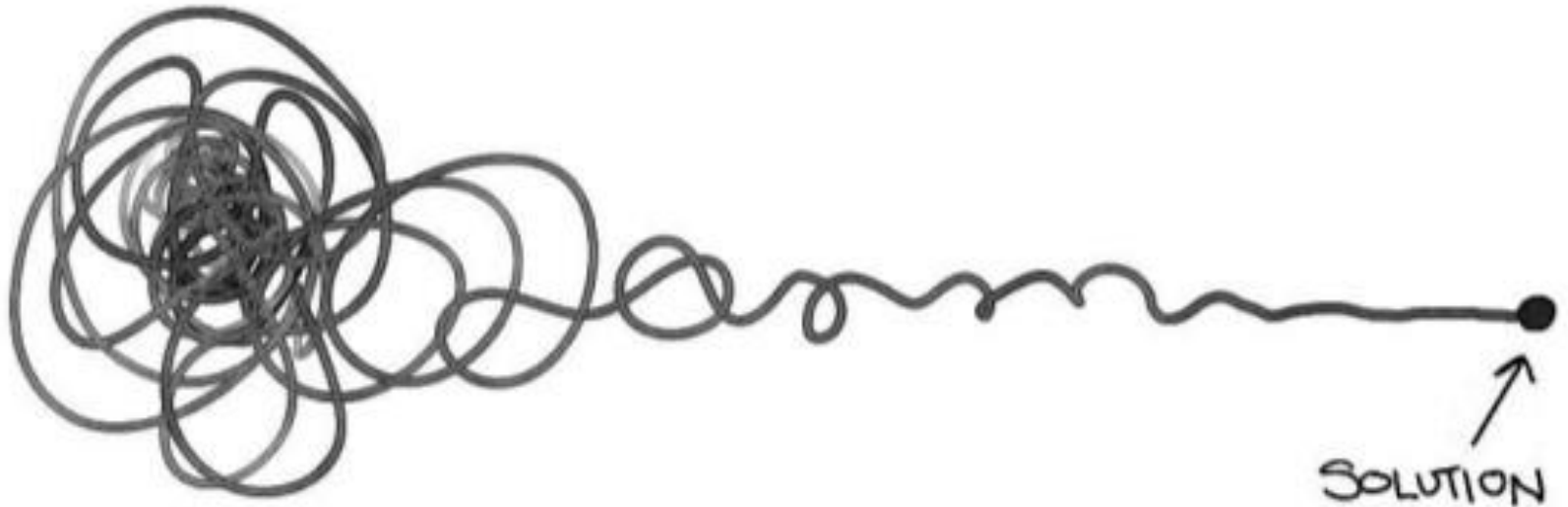
- What is Design Thinking?
- Design Process
- Design Brief
- Design Principles
- Resources
- Exercise
- Questions?

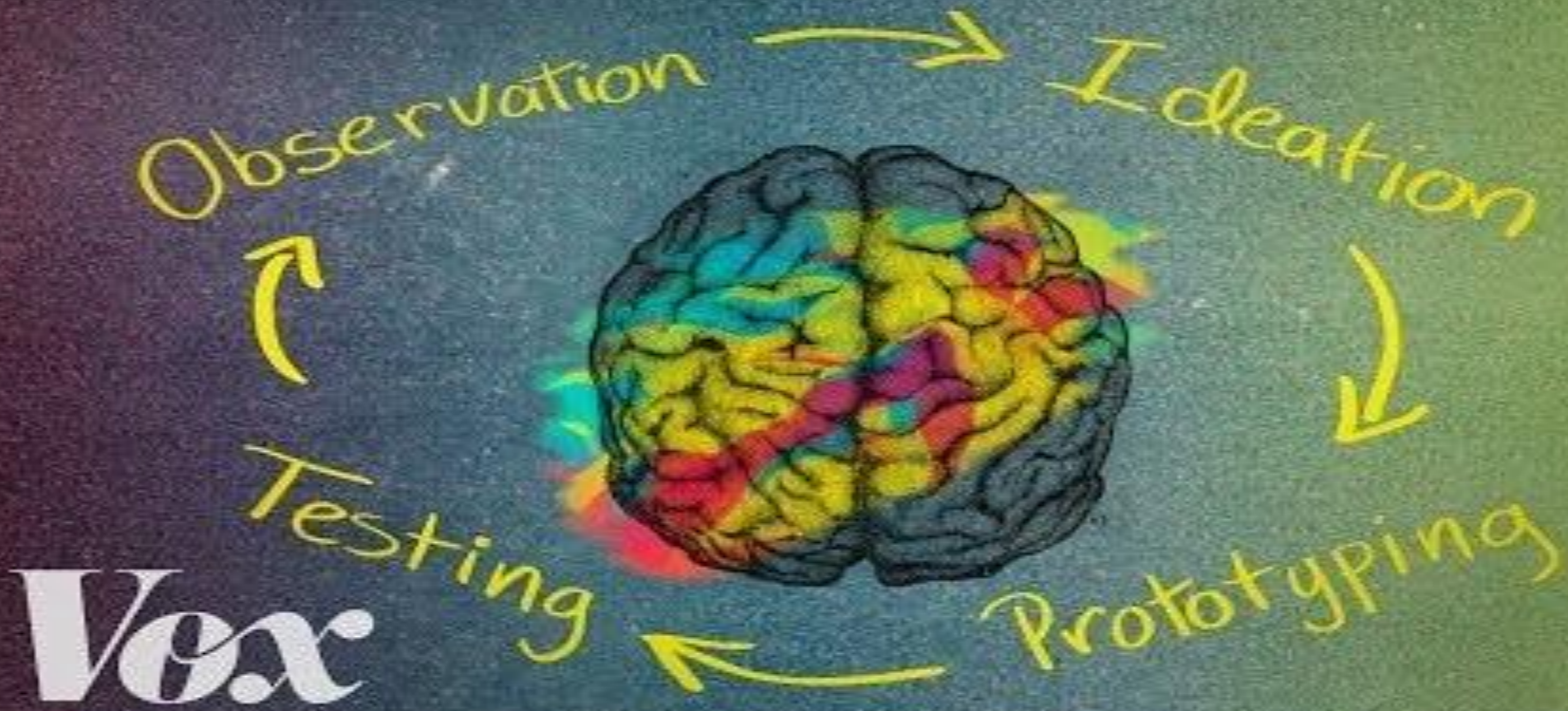


- Design Thinking is an approach and a mindset that can help you solve challenges
- Can be used in different contexts



What is Design Thinking?





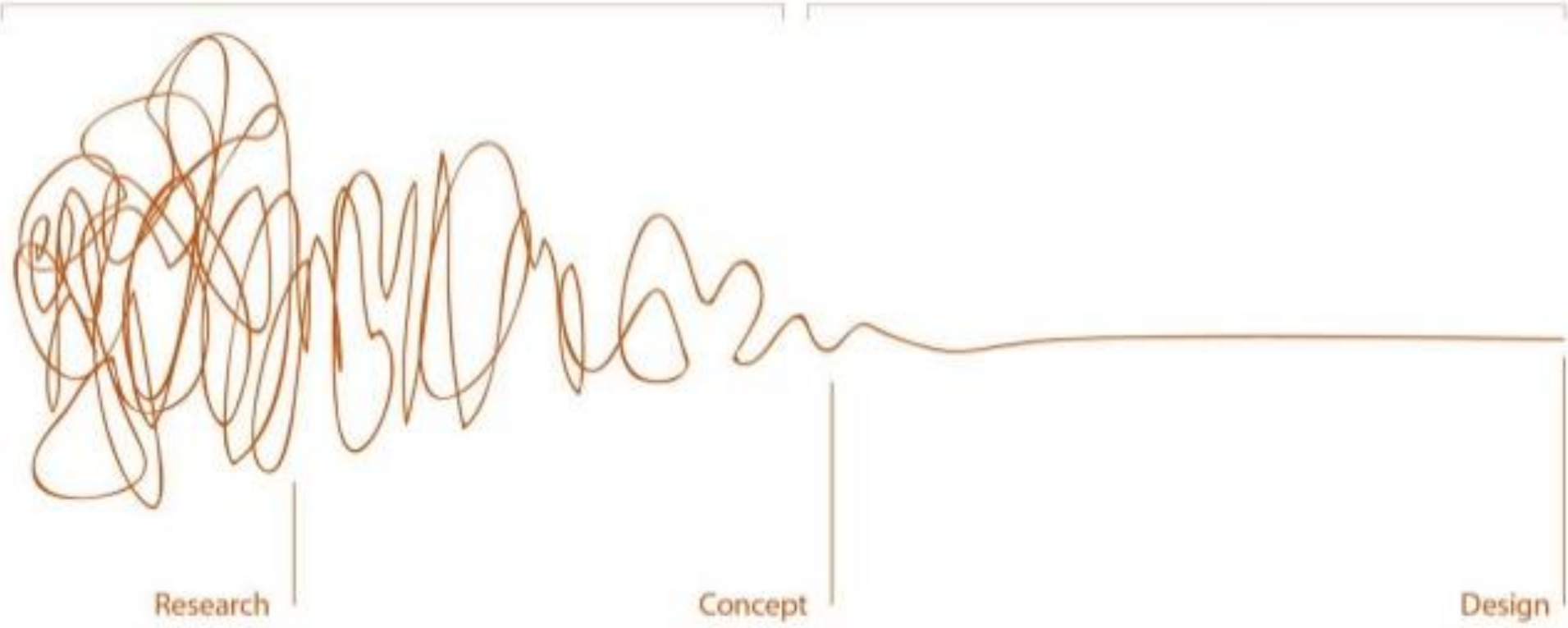
<https://youtu.be/wOrmr5kT-48>

Ideo



Uncertainty / patterns / insights

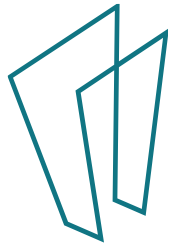
Clarity / Focus



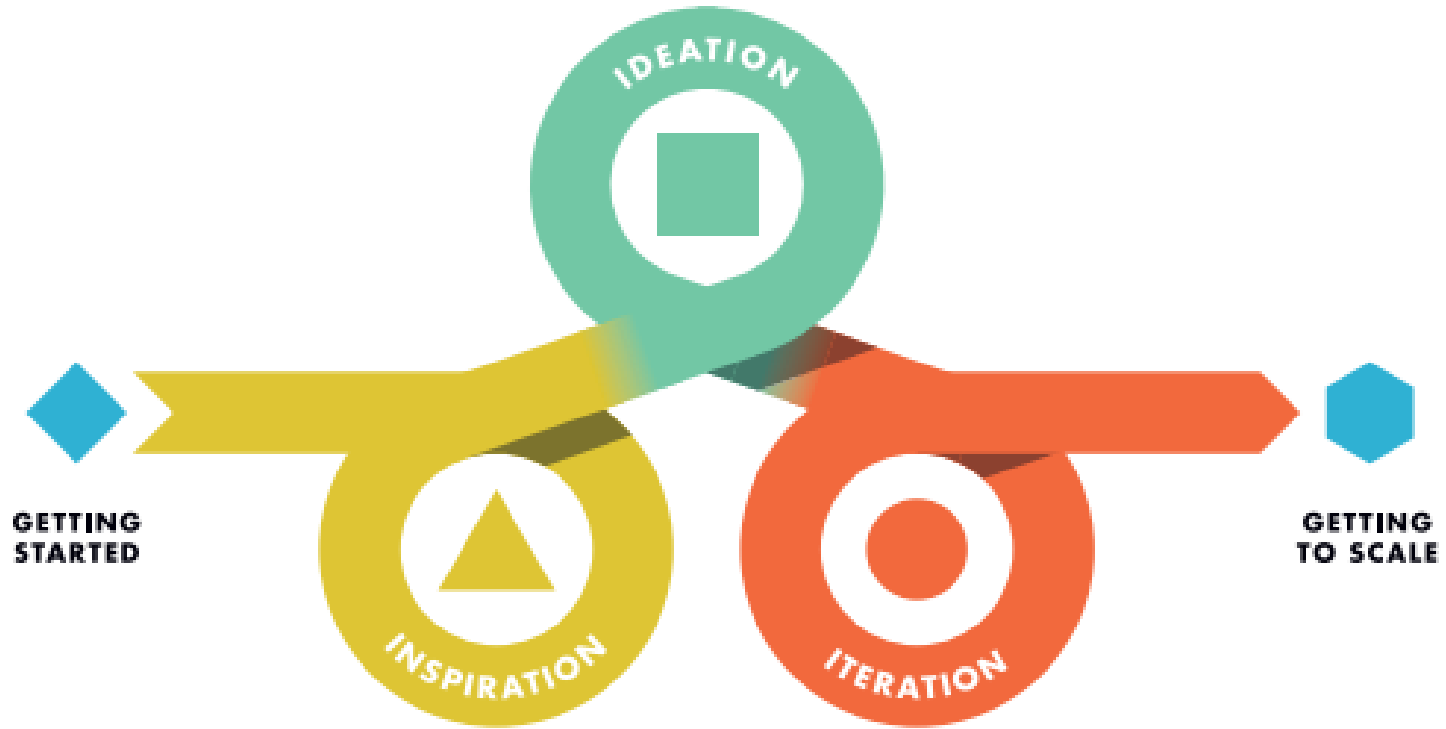
Research

Concept

Design



THE DESIGN THINKING PROCESS



I have
a challenge.



How do I
approach it?

I've learned
something.



How do I
interpret it
and express
my ideas?

I have
a prototype.



How do I
test it with users
and refine it?



The Approach is...

- User-centered
- Based on learning by doing
- Experimental

The Mindset is...

- Freshly naïve
- Creatively confident
- optimistic



Creative Problem solving



Empathise

Problem Observation

Observe and understand the customer experience
Why, Wants, Needs



Define

Concept

Reframe needs into an actionable problem statement



Idea Co-creation

Design

Generate volume and variety of solutions



Prototype

Develop

Visualise possible solutions by creating quick prototypes



Test

Validation

Gain feedback and refine solutions



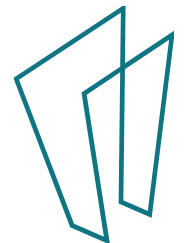
Problem Finding



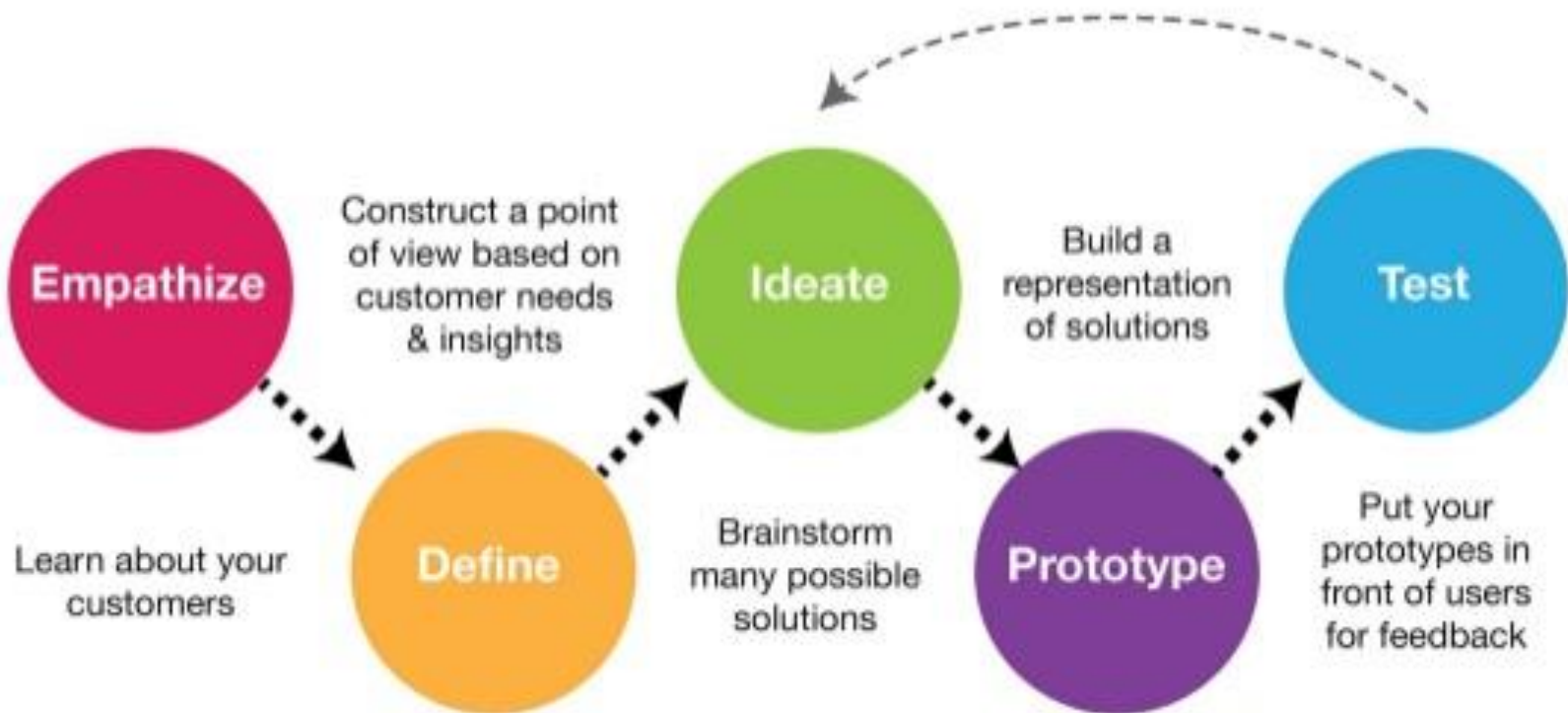
Problem Solving



Solution Testing



Creative Problem solving



<http://www.effectiveui.com/blog/wp-content/uploads/2014/08/ux-design-process.jpg>





INSPIRATION

is about framing a design challenge and discovering new perspectives on the opportunity.



IDEATION

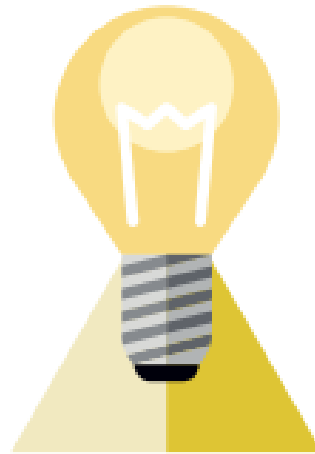
is about generating ideas and making them tangible.



ITERATION

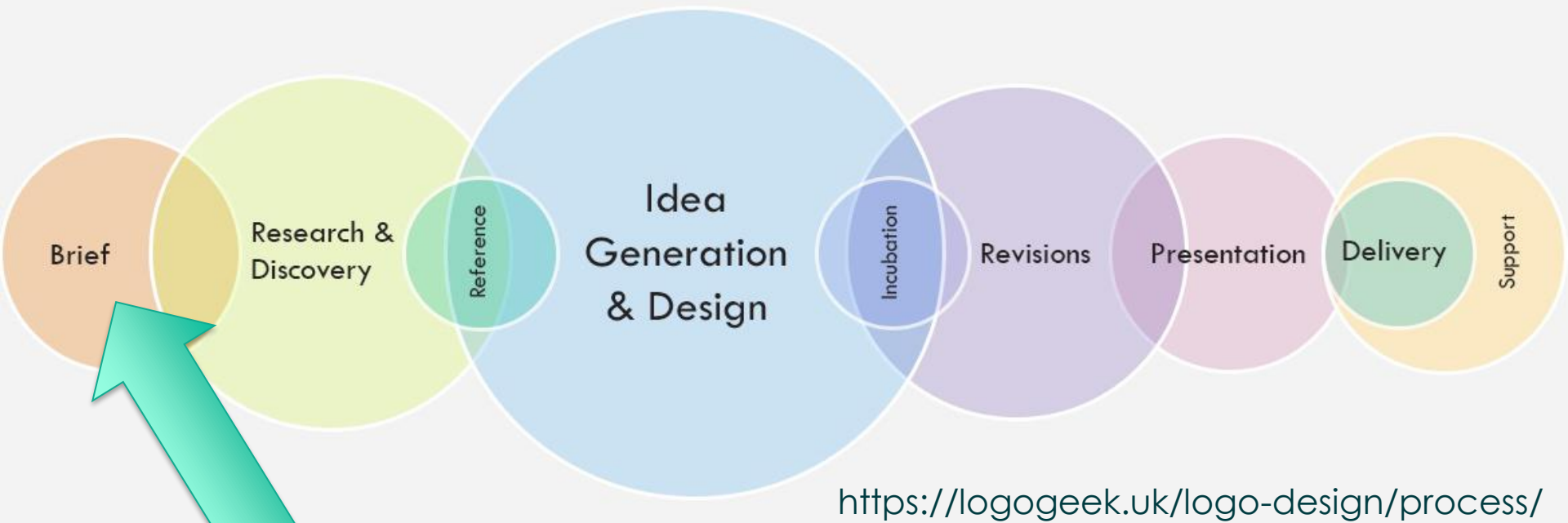
is about continual experimentation based on user feedback.





INSPIRATION





The Brief

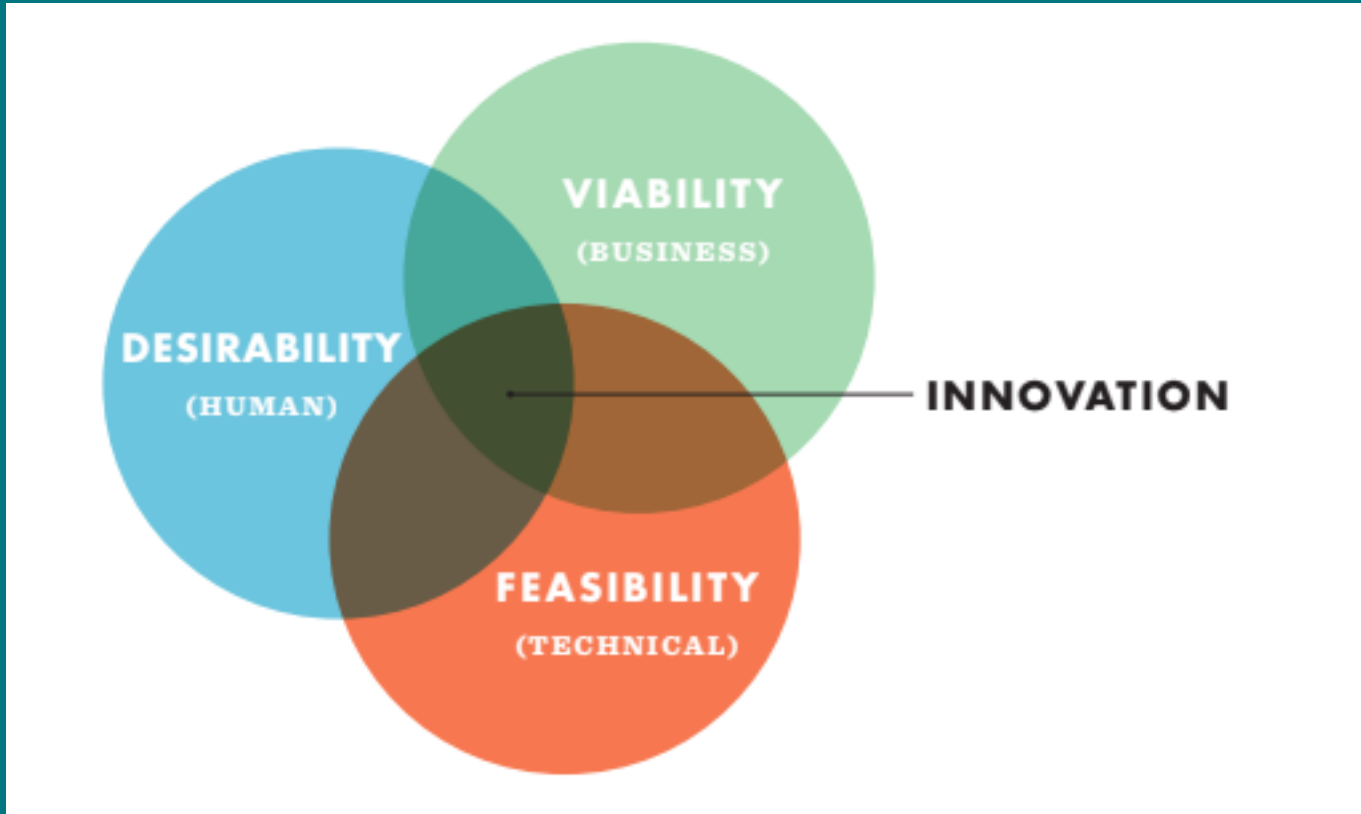


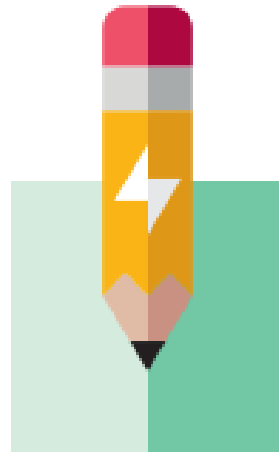
Define Your Challenge

- To define your challenge, identify a user group and a problem that needs to be solved.



HOW MIGHT WE _____?





IDEATION



9 STEPS TO CREATING A KILLER BRIEF FOR YOUR GRAPHIC DESIGNER

1 // INTRO

Describe your business in 1 short paragraph.
What is your 'elevator story'?

2 // FEELINGS

What feelings do you want your brand to evoke?

3 // LOOK + FEEL

What aesthetic are you looking for?

4 // BRAND POSITION

Are you a Target or Chanel?

5 // LIKES + DISLIKES

What brand do you like and dislike? Why?

6 // COMPETITORS

Who are your closest competitors?
What makes your different, unique?

7 // NEEDS

What exactly do you need at the end of the project?

8 // BUDGET

How much \$ have you allocated for the project?

9 // TIMELINE

When do you need the project to be completed?



Background

- Why you are doing this. (It may seem obvious, but it helps to put it down on paper). This is the business background, what the company is, what the business goals are, competitive environment, opportunities spotted in the marketplace etc. Write it simply and clearly - as if to a ten year old

Objective

- What **this particular piece** of promotional material should achieve

Target Audience

- Define them as people, not just job title. Their age, background, what their daily concerns are.

Promise

- What you are offering them in a **single sentence**. (This is not a description of your product or service, it's how it will benefit the reader)

Support for your promise

- The features and details of your product or service which backs up the main benefit in your promise. This can be as long as you like – the more information the better.

Key Message

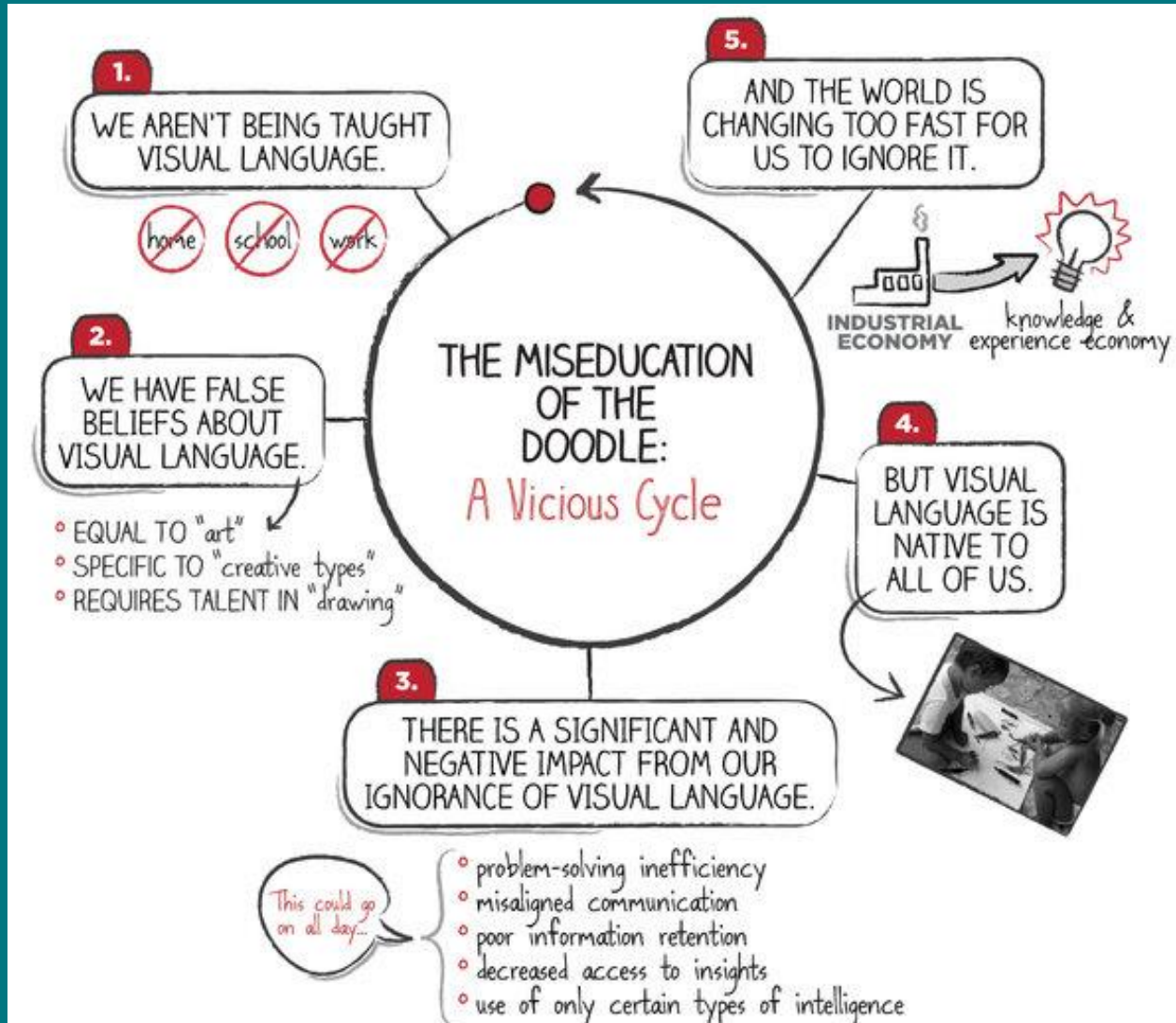
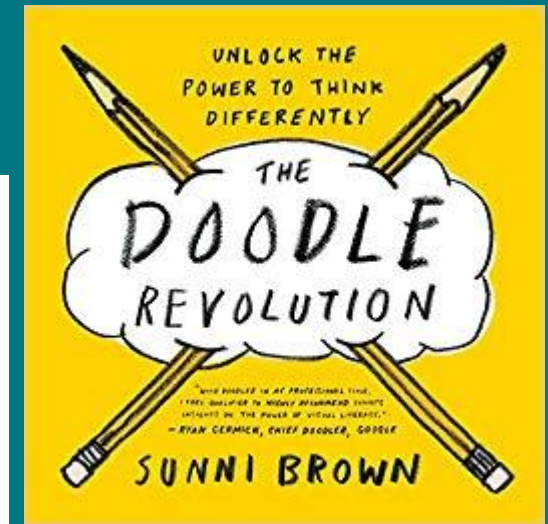
- What the reader should think, feel and **DO** as a result of reading this.

Timing & Parameters

- What format, size etc it is, and when it's required.

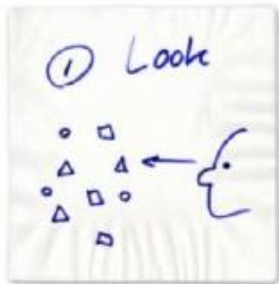


The Doodle Revolution

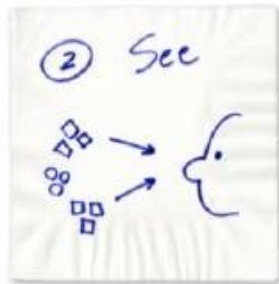


The Back of the Napkin

The 4 steps of visual thinking:



What is out there?
What am I looking at?
What are the limits?
Which way is up?



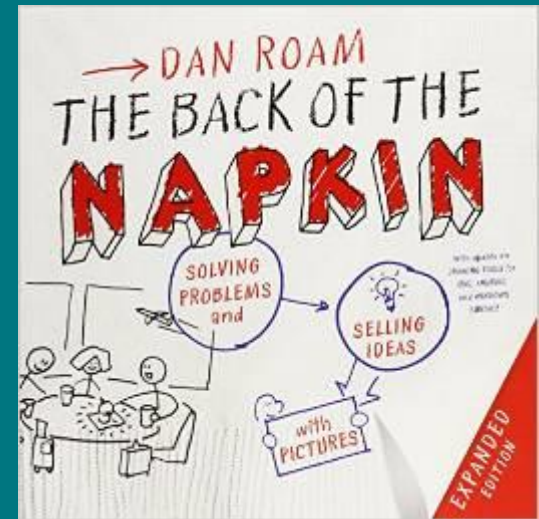
What do I see?
Have I seen this before?
What patterns emerge?
What stands out?
What seems to be missing?



How can I manipulate these patterns?
Can I fill in the gaps?
Have I seen enough – or do I need to go back and look at more?



This is what I saw, and this is what I think it means.
Is this what I expected... or not?
When you look at this, do you see the same things?



4 KILLER TITLES for YOUR VISUAL RESOURCES LIBRARY

#1 The Doodle Revolution - Sunni Brown

- good background + rationale for Doodle
- Oodles of process ideas
- A\$30-ish
- 241 pages
- published 2014

Good resource for information, example visuals + process ideas

#2 Visual Mojo - Lynne Cazaly

- Good how-to resources
- Basics + 60 quick pics
- A\$25-ish
- 168 pages
- 2013

Great workbook - simple to follow, covers the basics

Sunni + Mike both have communities - 'Armies' - interested in doodling + sketchnoting!

#3 The Sketchnote Handbook - Mike Rohde

- It's about IDEAS, not art
- tonnes of info - how to
- Every page = case study in sketchnoting
- THE book for sketchnoting - tonnes of process, style + technique info
- A\$35-ish
- 205 pages
- 2013
- NB: DIO version available

#4 Discovery Doodles - Diane Duval

- inspirational drawing style
- Basics + 7 themed workbooks
- Great ideas for drawing everything from your grocery list -> business + technology
- 2013
- 227 pages
- A\$38-ish
- Sketchbook Basics is available - FREE PDF download

Notes by:
Michelle Walker
michelle@curiousmindsco.com.au



curiousmindsco
drawing at great ideas
www.curiousmindsco.com.au

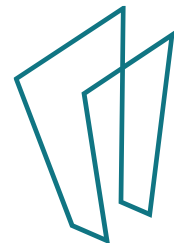


MAKING IT VISUAL



- Our brain processes visuals 60,000x faster than text
- 90% of information transmitted to the brain is visual
- 50% of the brain is active in visual processing
- 40% of people respond better to visual info than text
- 70% of all sensory receptors are in your eyes

<https://www.business2community.com/infographics/images-vs-text-data-winning-visuals-infographic-0887861>



OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



90%
OF INFO TRANSMITTED
TO THE BRAIN IS VISUAL



50%
OF YOUR BRAIN IS ACTIVE
IN VISUAL PROCESSING



70%
OF YOUR SENSORY RECEPTORS
ARE IN YOUR EYES

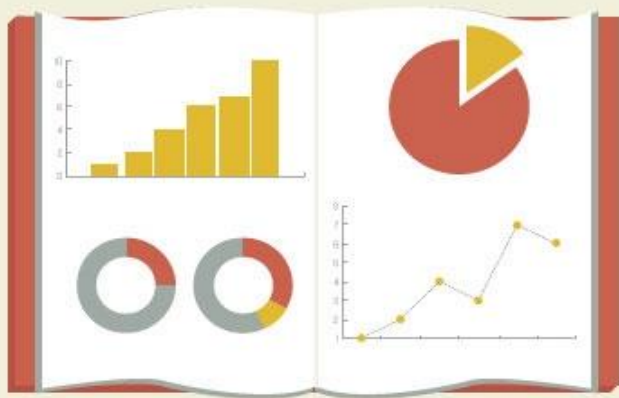


40%
OF PEOPLE RESPOND
BETTER TO VISUALS

WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

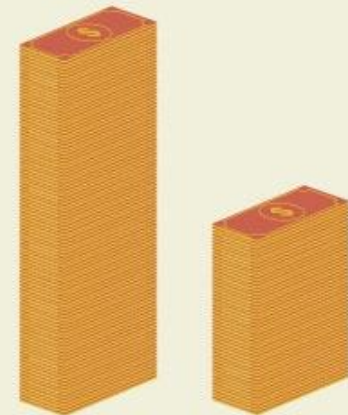
AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform



A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

By Low Ching Ling
lowc@sp.com.sg

THE stock market is heading down. So too the mood among investors. Although there was some relief following the US Federal interest rate cut last night.

But at least one thing is up, although it is hardly cause for celebration.

The cost of living is rising (see graphics at right), and there seems to be no relief in sight.

Should the Government further extend its helping hand to the needy in tandem with rising costs?

At least three MPs asked Dr Vivian Balakrishnan, the Minister for Community Development, Youth and Sports (MCYS): Can the Government be more charitable towards the poor at this time?

The MPs were concerned about those on public assistance (PA).

The scheme provides aid to those unable to work due to old age, illness or disability, have no means of subsistence and no one to depend on.

MP Seah Kian Peng wanted to know if the scheme takes into account the rising Consumer Price Index (CPI) and if the current \$200 monthly payout should be increased to at least \$315, considering the expected escalation this year.

The PA allowance was increased by between \$30 and \$115 a month, depending on family size, for the first time in five years last July to help the destitute cope with the GST hike.

But is it enough to fight inflation, partly caused by the GST increase?

Last November, inflation hit 4.2 per cent, the fastest rise in 25 years.

Some economists have said it could even leap past 6 per cent in this current quarter on the back of record oil prices and higher food costs.

INSIGHT AND A PROMISE

But Dr Balakrishnan said he would not peg the PA allowance strictly to the CPI. Instead, he offered an insight into how he arrived at the amount – and promised a review.

First, he told his staff to consult the the Ministry of Health's (MOH) nutrition department on what food items goes into a "healthy meal".

Next, his staff went to the NTUC Fairprice supermarket to buy them.

He said: "They literally filled their basket and I made them put it in front of me on my desk so I could see that this was the real thing."

"That is what I'm really pegging at." He added: "At the end of the day, there are four things we want to deliver – food on the table, a roof over your head, healthcare when you need it and education for your children – four essential pillars."

As of mid-December, that basket of food cost \$55 a month, he revealed.

"So, any sum of money, cash which you give in excess of \$85, is enough to buy the raw ingredients."

As for housing, PA recipients typically live in subsidised HDB rental flats, Dr Balakrishnan pointed out.

"That sum which we currently provide in terms of cash... is

Rational response to rising costs CHARITY?

- ◆ Public Assistance to be reviewed
- ◆ Subsidies the way to go

enough for food (and a roof over your head).

Yes, the PA allowance, he admitted, is "not a generous amount".

But most PA recipients are "living on more than what the Government gives in cash", he said, referring to long hours and additional food, hampers and help from the local community.

Healthcare costs are also covered by the Government. The Education Ministry gives generous subsidies too.

So, no Singaporean will be deprived, Dr Balakrishnan added that MCYS is reviewing the PA allowance, and will be done by the end of the year.

SPEEDIER REVIEW?

Can he speed up the review, asked Mr Seah.

He noted: "Eleven months from now is rather long given that some estimates of the CPI for this year could be as high as 6 per cent."

And what about those who don't meet the PA criteria but are nevertheless in dire financial straits?

They need help to cope with rising costs too, MPs Halimah Yacob and Liang Eng Hwa pointed out.

They wanted help to be extended to those who need medium-term financial aid and wanted to know if MCYS would

consider raising the \$1,500 monthly household income ceiling for most financial schemes.

The minister clarified that not all schemes are pegged to the \$1,500 threshold, though that sum is also being reviewed.

He noted that the impact of rising prices on the low-income have been cushioned by healthcare, housing and education subsidies, utilities and service and conservancy rebates.

There are also subsidised services for the elderly and disabled with household incomes exceeding \$1,500, the Workfare Income Supplement, and the ComCare Fund. CDFs and other grassroots organisations have the leeway to give aid to "borderline", deserving cases too.

But at the end of the day, the work ethic must not be eroded, Dr Balakrishnan warned.

"Yes, the Government will help, but there's no free lunch" in Singapore.

"If, though bad luck or bad decisions, we hit hard times, the rest of the community will help us out, but without losing the commitment to self-responsibility and the necessary for hard work," he said.



EDUCATION

JUNE
Some NUS course fees up by average of 14 per cent

UTILITIES

JULY
Electricity tariffs up by almost 9 per cent for Jul to Sep

SEPTEMBER
Electricity tariffs up by average of 0.85 cents per kilowatt-hour for Oct to Dec

DECEMBER
Electricity tariffs to go up by nearly 6 per cent per kilowatt-hour in January this year, the highest increase since 2001

HOUSING

TRANSPORT



JULY
Vehicle owners who park in CBD pay 20 per cent more than last year in monthly season parking charges

FEBRUARY
ERP rates at CTE, PIE & ECP up by 10 cents

APRIL
Petrol and diesel prices up by 10 cents a litre

JULY
Pump prices up by 2 cents a litre days after a 2 per cent point GST hike went petrol and diesel prices up by 0.23 to 0.33 cents a litre

AUGUST
ERP rates for cars passing Orchard Road, YMAA and Fort Canning Tunnel galleries up 50 cents

OCTOBER
Adult EZ-Link bus fares up by 1 to 2 cents

NOVEMBER
ERP rates up. New gantries built

DECEMBER
Taxi fare hike

OTHERS

JULY
GST hike from 5 per cent to 7 per cent

Hike of 1.5 to 1.8 per cent for NetS transactions



JANUARY
NHH's A&E fees up from \$70 to \$80

FEBRUARY
Private fees for specialised outpatient clinics at SGH up by \$5

APRIL
SGH's C-class patients pay \$1 more. Those in B2 wards pay \$3 more

MAY
Subsidised patients at four public hospitals pay \$24 or \$25 for visit to specialist clinic, up from about \$21

JULY
CGH's A&E fee up by \$10. Daily treatment fee for B2 and C-class wards up by \$1. Daily ward charge for B2 wards up by \$1

NOVEMBER
Polyclinic consultation fees for adults, which used to be standard \$5, now \$8 to \$8.80. \$4 to \$4.80 for elderly and young children, up from \$4



JUNE
Prices of milk up, according to Cane survey. Price of condensed milk up by 10 to 30 cents, 15 to 47 cents for evaporated milk, 10 to 55 cents for four brands of fresh milk

OCTOBER
Fresh chicken prices up by 30 to 90 cents per kg

NOVEMBER
Over 100 bakeries to raise bread prices by up to 20 per cent after jump in flour prices

NOVEMBER
Noodle prices up 20 to 30 per cent

GOVT RELIEF AND SUBSIDIES

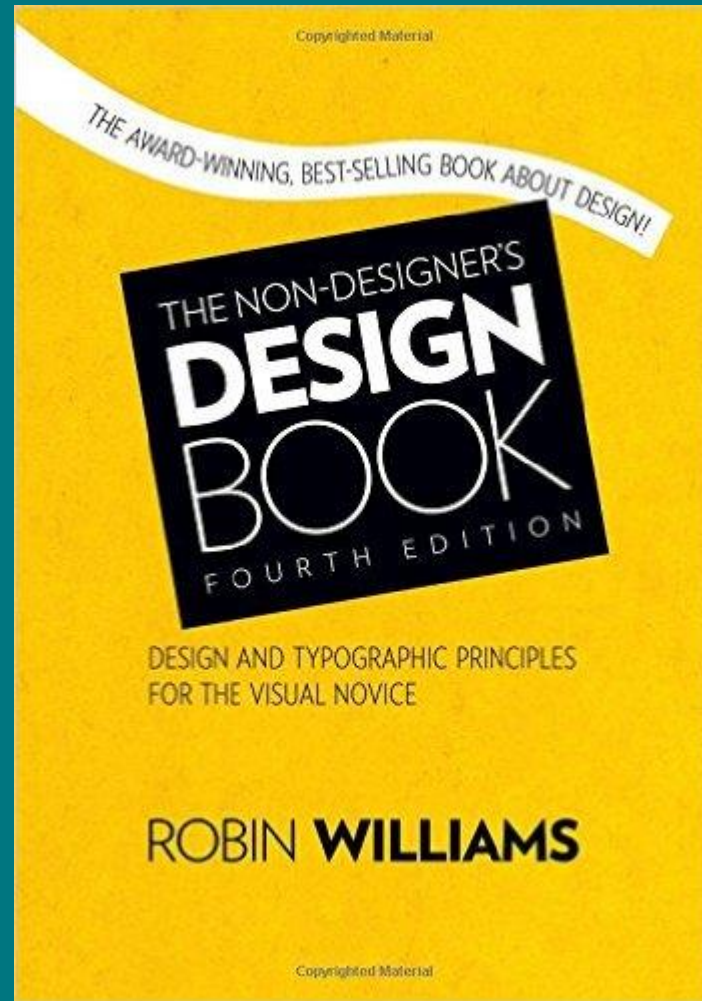
- ◆ **Workfare Income Supplement**
Scheme to reward older low-wage Singaporean workers for staying employed. To qualify, they must be above 35, earn \$1,500 or less monthly and live in property worth not more than \$10,000 in annual value. They must also work at least three months in any six-month period in calendar year, or at least six months in calendar year.
- ◆ **GST credits**
Given to Singaporeans to help offset GST hike last July.
- ◆ **ComCare Fund**
To help those left behind – namely elderly, poor and jobless – as Singapore gets on with economic restructuring.
- ◆ **Utilities and service & conservancy rebates**



P R E L I M I N A R Y

CRAP

- Contrast
- Repitition
- Alignment
- Proximity



(Available at Skokie Public Library)



CRAP

- Why focus on these elements?
 - Consistency
 - Readability
 - Focus

(Available at Skokie Public Library)



CONTRAST



Contrast

- Color
- Weight
- Shape
- Size
- Classification

Good Contrast

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Pool-Box

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

Bad Contrast

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Pool-Box

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Pool-Box

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

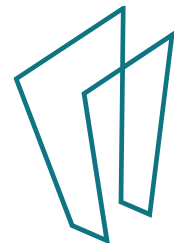
**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Pool-Box

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio



Good Contrast

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami

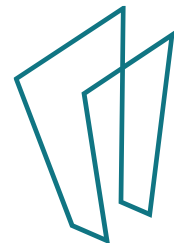
DJ Rob Sherwood
NYC/Cleveland

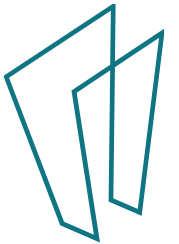
**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm - Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
America George & Grand Poo-Baa

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

Star Trek
AMM



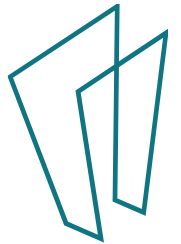


CONTRAST

CONTRAST

CONTRAST

CONTRAST



REPETITION

The principle of **Repetition** states that you **repeat some aspect of the design throughout the entire artwork**. Repeating elements can vary from using the same color or the same font, a particular bullet point or a certain design element.



THE FUTURE OF BUSINESS STARTS HERE.

INDIVIDUAL PITCH DECK TEMPL

ABOUT US

A BREVIS PITCH DECK TEMPLATE



At [Company Name], we are committed to providing exceptional customer service and innovative solutions. Our team of experts is dedicated to helping our clients achieve their business goals. We have a proven track record of success and are looking for new opportunities to grow our business.

MEET THE TEAM



JONATHAN

CEO & FOUNDER

Jonathan is a seasoned executive with over 15 years of experience in the technology industry. He has led several successful startups and is passionate about building a high-performing team. He is currently focused on driving growth and innovation at [Company Name].

MEET THE TEAM



PETER DAVIS

CFO

Peter is a financial expert with over 10 years of experience in corporate finance. He is responsible for managing the company's financial operations and ensuring long-term sustainability.



JENNY KING

COO

Jenny is a strategic leader with over 8 years of experience in operations. She is focused on optimizing processes and driving operational excellence.



JOHN GREEN

CTO

John is a technology expert with over 12 years of experience in software development. He is leading the company's R&D efforts and driving digital transformation.

OUR SERVICES

A BREVIS PITCH DECK TEMPLATE



OUR SERVICES

A BREVIS PITCH DECK TEMPLATE

- HEALTH**
 - Comprehensive health assessments
 - Personalized care plans
 - 24/7 telemedicine support
- LEGAL**
 - Contract review and drafting
 - Intellectual property protection
 - Regulatory compliance
- STRATEGY**
 - Market research and analysis
 - Competitive intelligence
 - Strategic planning and execution
- SALES**
 - Lead generation and qualification
 - Sales funnel optimization
 - CRM integration and training
- RISK**
 - Risk assessment and mitigation
 - Insurance policy review
 - Disaster recovery planning
- CLIENT DEVELOPMENT**
 - Onboarding and training
 - Account management
 - Customer feedback and retention

OUR CLIENTS

A BREVIS PITCH DECK TEMPLATE



TABLE EXAMPLE

A BREVIS PITCH DECK TEMPLATE

ITEM ID	ITEM NAME	ITEM PRICE
ITEM-001	Product A	\$120.00
ITEM-002	Product B	\$80.00
ITEM-003	Product C	\$150.00
ITEM-004	Product D	\$90.00
ITEM-005	Product E	\$110.00
ITEM-006	Product F	\$70.00

THE BIG IDEA.



A CASE STUDY

- Client:** [Company Name]
- Challenge:** [Challenge]
- Solution:** [Solution]



GRAPH EXAMPLE

A BREVIS PITCH DECK TEMPLATE



THE FUTURE OF BUSINESS STARTS HERE

Universal Photo Bank, Egypt

ABOUT US



Head of Customer Service
Head of Sales and Marketing
Head of Finance and HR
Head of Operations and Logistics
Head of Technology and IT

MEET THE TEAM



Johny Marjory
Head of Marketing

Johny Marjory is a professional marketing expert with over 10 years of experience in the industry. He has worked for several leading companies, where he successfully implemented various marketing strategies that resulted in significant growth and brand awareness. He is passionate about staying up-to-date with the latest trends and technologies in the field.

MEET THE TEAM



Peter Smith
CEO

Peter Smith is a highly accomplished business leader with over 20 years of experience. He has a proven track record of driving growth and innovation in various industries. He is a strategic thinker and a strong communicator, known for his ability to inspire and lead teams to success.



Emily Jones
Head of Marketing

Emily Jones is a marketing professional with over 8 years of experience. She has a deep understanding of digital marketing and social media strategies. She is a creative and results-driven individual who has successfully managed multiple marketing campaigns for various clients.



John Collins
Head of Digital

John Collins is a digital marketing expert with over 5 years of experience. He is a specialist in search engine optimization (SEO) and pay-per-click (PPC) advertising. He has helped numerous businesses improve their online presence and drive targeted traffic to their websites.

OUR SERVICES



OUR SERVICES

- Creative**
We provide creative solutions for all your marketing needs. Our team of talented designers and copywriters will work closely with you to develop a unique and compelling brand identity that resonates with your target audience.
- Design**
Our design team specializes in creating visually appealing and user-friendly interfaces for your website and mobile applications. We ensure that your design is not only aesthetically pleasing but also functional and easy to navigate.
- Strategy**
We develop comprehensive marketing strategies tailored to your business goals and budget. Our data-driven approach allows us to identify the most effective channels and tactics to reach your target market and drive growth.
- Social media**
We manage your social media presence across all major platforms, including Facebook, Twitter, LinkedIn, and Instagram. Our team creates engaging content and implements effective social media strategies to increase brand awareness and foster a loyal community.
- User experience**
We focus on creating a seamless and intuitive user experience for your website and applications. Our user-centered design process ensures that your users can easily find what they need and complete their desired actions.
- Branding**
We help you establish a strong and consistent brand identity across all touchpoints. From your logo and color palette to your voice and messaging, we ensure that your brand is clearly defined and easily recognizable.

OUR CLIENTS



TABLE EXAMPLE

Title one	Title two	Title three
Item one	95%	Percentage value
Item two	70%	A second example value
Item three	80%	Percentage value
Item four	25%	Percentage value
Item five	15%	Percentage value
Item six	20%	Percentage value
Item seven	95%	Percentage value

THE BIG IDEA



A CASE STUDY

- Client**
The client is a leading technology company looking to improve its online presence and drive more conversions.
- Project**
The project involved a comprehensive website audit, user experience optimization, and the implementation of a new content marketing strategy.
- Results**
The project resulted in a 25% increase in website traffic, a 15% improvement in conversion rate, and a significant boost in brand awareness.



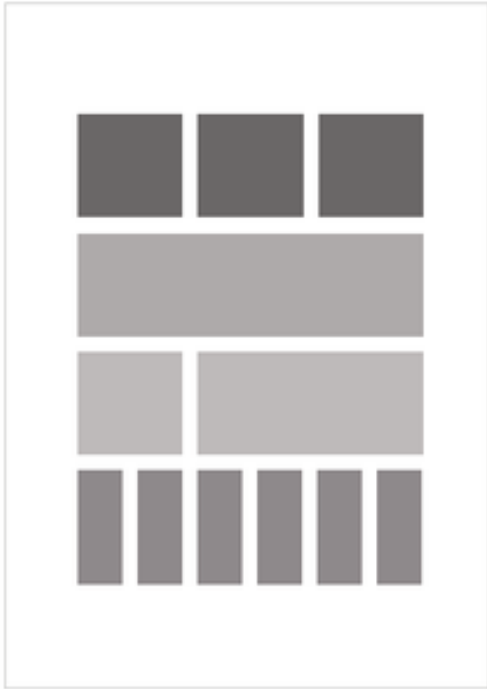
A GRAPH EXAMPLE



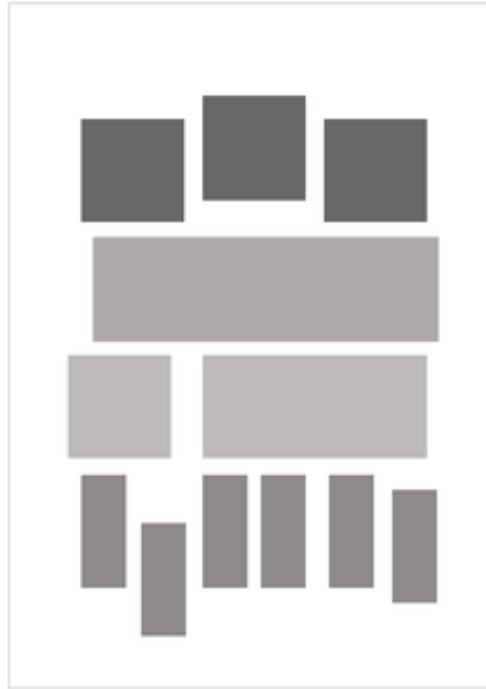
ALIGNMENT

According to the principle of **Alignment**, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.





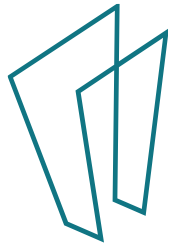
Good alignment



Poor alignment



Mixed alignment



PROXIMITY

According to the principle of **Alignment**, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.



Editor's Letter

EXTENDING THE FAMILY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ut tortor. Integer in nibh id tellus sagittis hendrerit. Duis magna nisi, sodales vel, mollis vel, vehicula eget, lorem. Curabitur enim magna, sagittis quis, rhoncus vel, pellentesque sit amet, dui. Nunc lobortis justo eget nibh. In lobortis dolor in nunc. Sed auctor iaculis mauris. Cras consectetur accumsan nisi. Donec nec sem. Morbi sit amet lorem et sem mollis dictum. Nam vulpate congue nibh. Morbi leo sem, pulvinar tempus, lacinia sit amet, mollis at, augue. Ut faucibus odio in felis. Phasellus mollis posuere mauris. Pellentesque sodales, neque ac tristique elementum, dolor felis malesuada lacus, non aliquam sapien nisl eget est. Pellentesque pulvinar erat id arcu. Vivamus et nisl nec risus tempus consequat. Curabitur quis urna varius orci sodales sollicitudin. Integer porta, dui volutpat aliquet faucibus, lectus arcu elementum risus, in ultricies lacus est id eros. Nunc tellus tellus, viverra vitae, gravida vel, ultrices non, orci.



Nunc eget eros tempus arcu pellentesque pulvinar. In massa. Nunc gravida nibh pulvinar lectus. Suspendisse potenti. Curabitur id ante. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur vulpate dui eget leo. Pellentesque lobortis ultrices purus. Cum sociis natoque penatibus et magnis dis parturient monteempus, lacinia sit amet, mollis at, augue. Ut faucibus odio in felis. Phasellus mollis posuere mauris. Pellentesque sodales, neque ac tristique elementum, dolor felis malesuada lacus, non aliquam sapien nisl eget est. Pellentesque pulvinar erat id arcu. Vivamus et nislollicitudin. Integer porta, dui volutpat aliquet faucibus, lectus arcs, nascetur ridiculus mus. Sed commodo, nulla ut portitor aliquam, urna mi gravida nisi, non accumsan libero velit nec ante. Ves auctor vestibulum. Nam dignissim. Nunc consequat dui eu augue. Donec dignissim ullamcorper risus. Maecenas hendrerit. Vivamus id leo quis libero facilisis.

Your name here. *Editor in Chief*

Ultrices purus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed commodo, nulla ut portitor aliquam, urna mi gravida nisi, non accumsan libero velit nec ante. Vestibulum vel quam eget metus auctor velit.

Editor's Letter

EXTENDING THE FAMILY

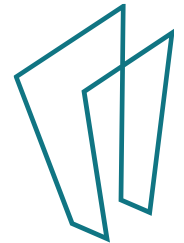
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ut tortor. Integer in nibh id tellus sagittis hendrerit. Duis magna nisi, sodales vel, mollis vel, vehicula eget, lorem. Curabitur enim magna, sagittis quis, rhoncus vel, pellentesque sit amet, dui. Nunc lobortis justo eget nibh. In lobortis dolor in nunc. Sed auctor iaculis mauris. Cras consectetur accumsan nisi. Donec nec sem. Morbi sit amet lorem et sem mollis dictum. Nam vulpate congue nibh. Morbi leo sem, pulvinar tempus, lacinia sit amet, mollis at, augue. Ut faucibus odio in felis. Phasellus mollis posuere mauris. Pellentesque sodales, neque ac tristique elementum, dolor felis malesuada lacus, non aliquam sapien nisl eget est. Pellentesque pulvinar erat id arcu. Vivamus et nisl nec risus tempus consequat. Curabitur quis urna varius orci sodales sollicitudin. Integer porta, dui volutpat aliquet faucibus, lectus arcu elementum risus, in ultricies lacus est id eros. Nunc tellus tellus, viverra vitae, gravida vel, ultrices non, orci.

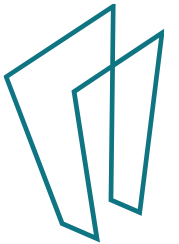
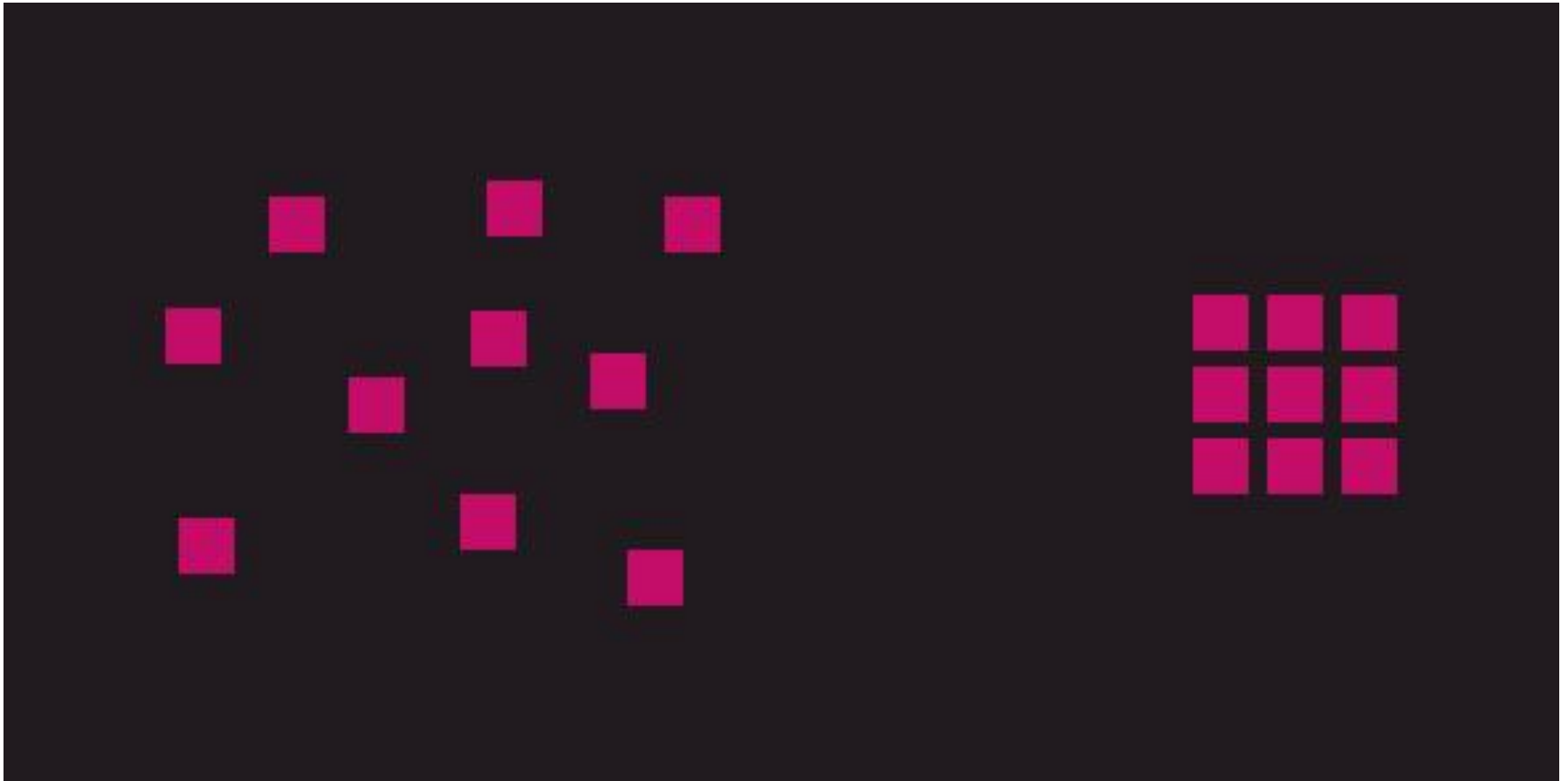


Ultrices purus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed commodo, nulla ut portitor aliquam, urna mi gravida nisi, non accumsan libero velit nec ante. Vestibulum vel quam eget metus auctor velit.

Nunc eget eros tempus arcu pellentesque pulvinar. In massa. Nunc gravida nibh pulvinar lectus. Suspendisse potenti. Curabitur id ante. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur vulpate dui eget leo. Pellentesque lobortis ultrices purus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Sed commodo, nulla ut portitor aliquam, urna mi gravida nisi, non accumsan libero velit nec ante. Vestibulum vel quam eget metus auctor vestibulum. Nam dignissim. Nunc consequat dui eu augue. Donec dignissim ullamcorper risus. Maecenas hendrerit. Vivamus id leo quis libero facilisis.

Your name here.
Editor in Chief





CONTRAST

COLOR



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

TONE/VALUE



SIZE/SHAPE



DIRECTION



To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.



The short version?



Establish a style for each element in a design and use it on similar elements.

PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.



Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy *paperleaf* resource

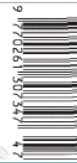
**Yours to treasure
Our exclusive line
of Kate & Wills tat**

G2 Page 10



**The Ashes
The very best
coverage**

In Sport And live online all day



£1.00
Thursday 25.11.10
Published
in London and
Manchester
guardian.co.uk

the guardian

School's out: children take to the streets

- Student protests across UK
- Isolated breakouts of violence
- Clegg's 'regret' over fees pledge

Peter Walker
Paul Lewis
Matthew Taylor
Patrick Wintour

Tens of thousands of students and school pupils walked out of class, marched, and occupied buildings around the country yesterday in the second day of mass action within a fortnight to protest at education cuts and higher tuition fees.

Amid more than a dozen protests, estimated by some to involve up to 130,000 students, the only significant violence came in central London. Late in the evening a crowd rampaged near Trafalgar Square, smashing windows on buses, shops and offices, including the Treasury.



An empty van comes under attack in Westminster yesterday

Earlier a small group of young protesters, many of school age, tried to break through police lines. Others seized on an unattended police van, smashing windows and scrawling graffiti along its side.

The coalition government condemned the protests, saying they were being hijacked by extremist groups. The

phrase associated closely with Margaret Thatcher's efforts in the 1980s to deny the IRA television coverage.

Gove said the government would not waver, adding: "I respond to arguments, I do not respond to violence."

In contrast Nick Clegg, the deputy prime minister whose pre-election pledge to oppose increased tuition fees has made him the focus of student anger, spoke of his "massive regret" in having to rescind the promise.

"I regret of course that I can't keep the promise that I made because - just as in life - sometimes you are not fully in control of all the things you need to deliver those pledges," he told one of several angry callers to BBC Radio 2's Jeremy Vine Show. "Of course I massively regret kind myself in this situation."

But said that the fact the Liberal Democrats had been forced into a coalition, and that the country's finances were worse than they had anticipated, meant they had to accept "a compromise".

Asked about his reaction to footage, earlier in the week of students, hanging him in effigy, Clegg said: "I'm developing a thick skin."

In a further sign of the developing pressure on the government's cuts programme, Len McCluskey, the new leader of Unite, Britain's biggest trade union, put himself and his union at the forefront of "an alliance of resistance". In an interview in today's Guardian, McCluskey says: "There is an anger building up the likes of which we have not seen in our country since the poll tax."

The biggest single protest yesterday was in London, where an estimated 5,000 people - many of them noticeably younger than those who took part in the previous mass protest on 10 November - spent hours "kettled" in Whitehall as officers sought to prevent a repeat of the chaos that has been there through

Special report The Taliban unit with an east London cab driver in its ranks



Fighters in Dhani-Ghorri. At least two of their fellow Taliban live in the UK outside the 'fighting season' Ghaith Abdul-Ahad



In northern Afghanistan, Guardian reporter Ghaith Abdul-Ahad was given extraordinary access to a group of Taliban. Then the Americans attacked

The landscape of Dhani-Ghorri in northern Afghanistan is a quilt of fields outlasted by earthen berms, poplar trees and irrigation canals. Driving into the district to meet the area's Taliban commander late last month, we passed men and boys who cooked rice in mud

Pash tun - from Baghlan and its neighbouring provinces. Most surprising, though, were the two who said they lived in Britain.

We were asked to wait for the district chief in the house of a burly, bearded man who spoke passable English with a hint of a London accent. For most of the time he lived in east London, he said, but he came to Afghanistan for three months of the year to fight. He was a militia and had the rank of a mid-level Taliban commander.

"I work as a minicab driver there," he said. "I make good money, you know. But these people are my friends and my family and it's my duty to come to fight the jihad with them."

"There are many people like me in London," he added. "We collect money for the jihad all year and come and fight if we can."

He shared the compound-style house in Dhani-Ghorri with his brothers and sisters and their families. The oldest brother, a senior cleric or maulvi, also lived in London. Of his two younger

The fighting season was coming to a close, they said, and the four of them were getting ready to return to their civilian lives abroad.

Our host explained the delay in the district chief's arrival, he was resolving a dispute between two villages and would arrive soon.

A succession of bearded farmers who had just finished their work in the fields arrived at the house while we waited, bringing with them a smell of sweat and mud. They chatted about the operation of the day before, when one of their comrades attacked a Nato convoy wearing a suicide vest. He had successfully gained martyrdom by killing himself in the operation, they said.

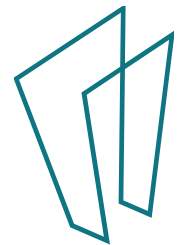
When Lal Muhammad, the district chief, entered the room, all the men jumped to attention.

Lal Muhammad is a short and stern 32-year-old madrassa teacher. In his crisp blue shalwar qameez and dark brown glasses it was easier to imagine him giving a class



Standard Design Tips

- No more than three or four of anything (colors, fonts)
- Keep it SIMPLE
- Rule of Thirds
- Infographics and templates



Futura

Elegant & Understated
Great Readability
It has Personality

Garamond

Mature & Professional
Clean & Sharp
Rich in History

Helvetica

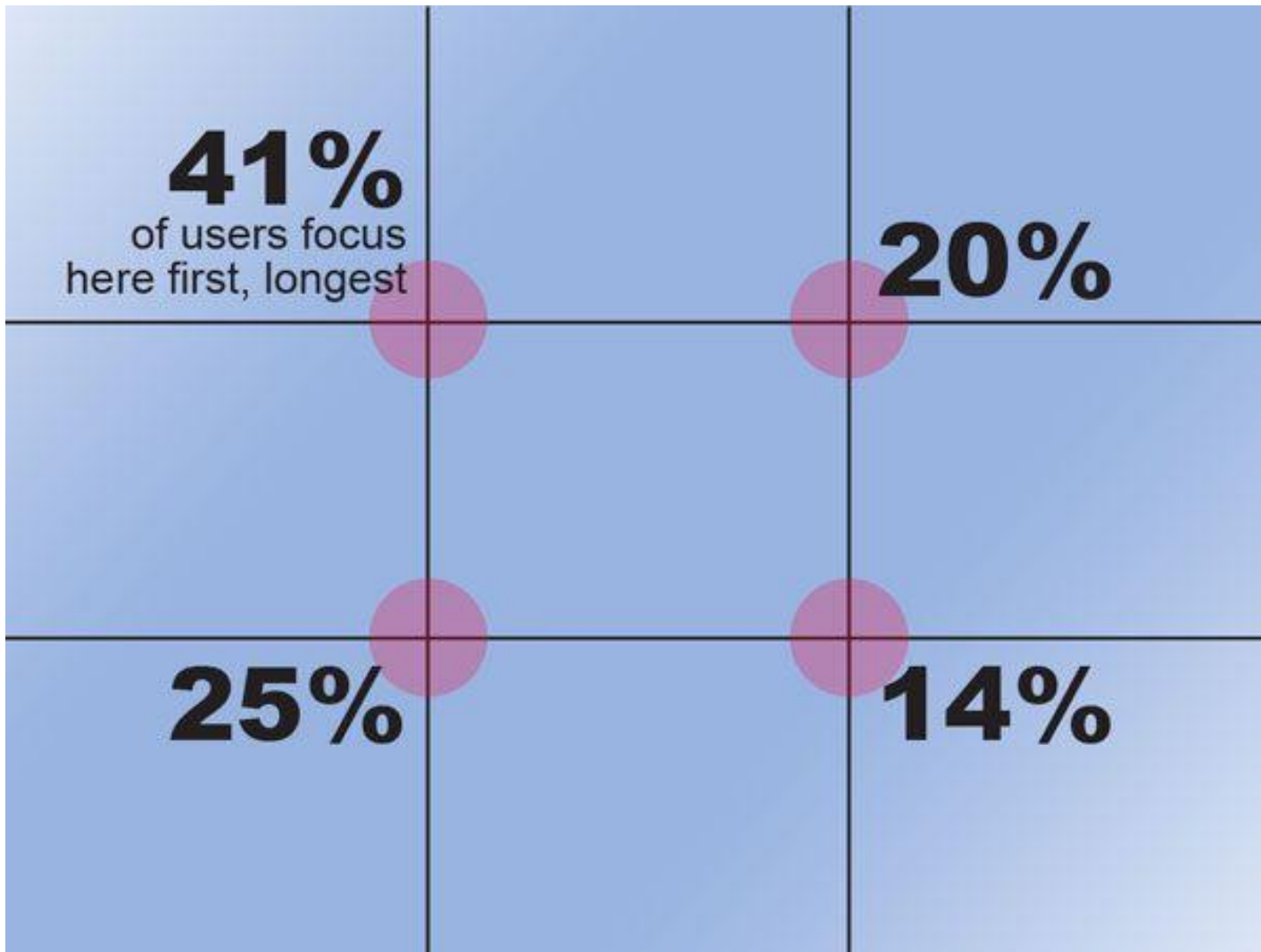
Neutral & Simple
Easy to Read
Even in smaller weights

Gill Sans

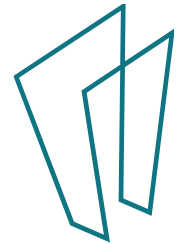
Warm & Friendly
IT'S BETTER WITH GILL SANS
Clean and Understated

Font Choices

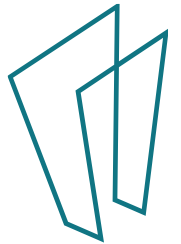




Rule of Thirds



Additional Resources



Questions?
Time to play.



Thank You!

Want a copy of this presentation?
Visit www.skokiellibrary.info/handouts
where this presentation will be available
for four weeks.

