

# Creating Social Media Graphics: without a graphics designer

---

OLA SUPER CONFERENCE 2020 | 29 JANUARY 2020

MARIAN DOUCETTE | HURON PERTH PUBLIC HEALTH



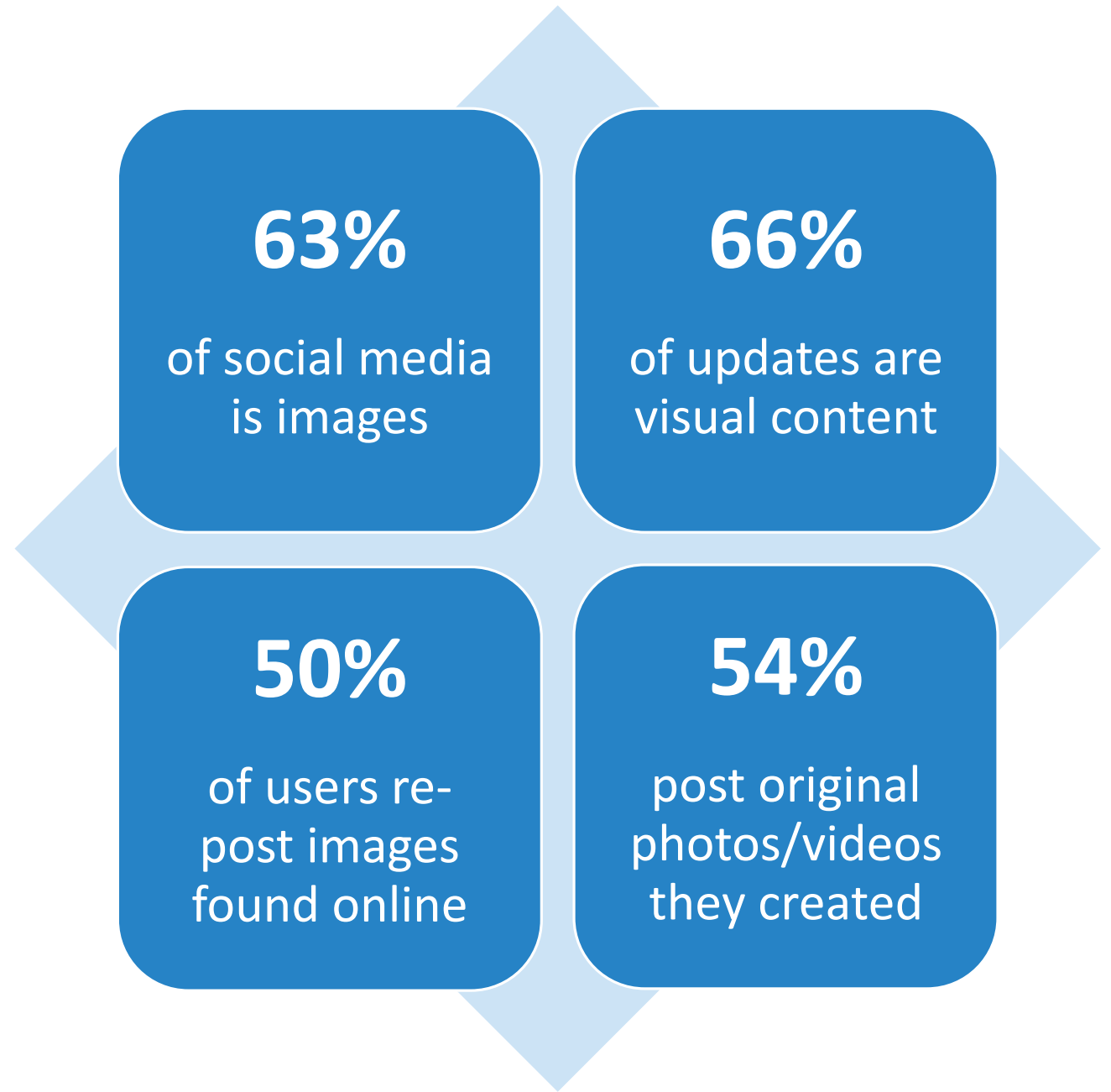
# The New York Times

The Eight-Second Attention Span

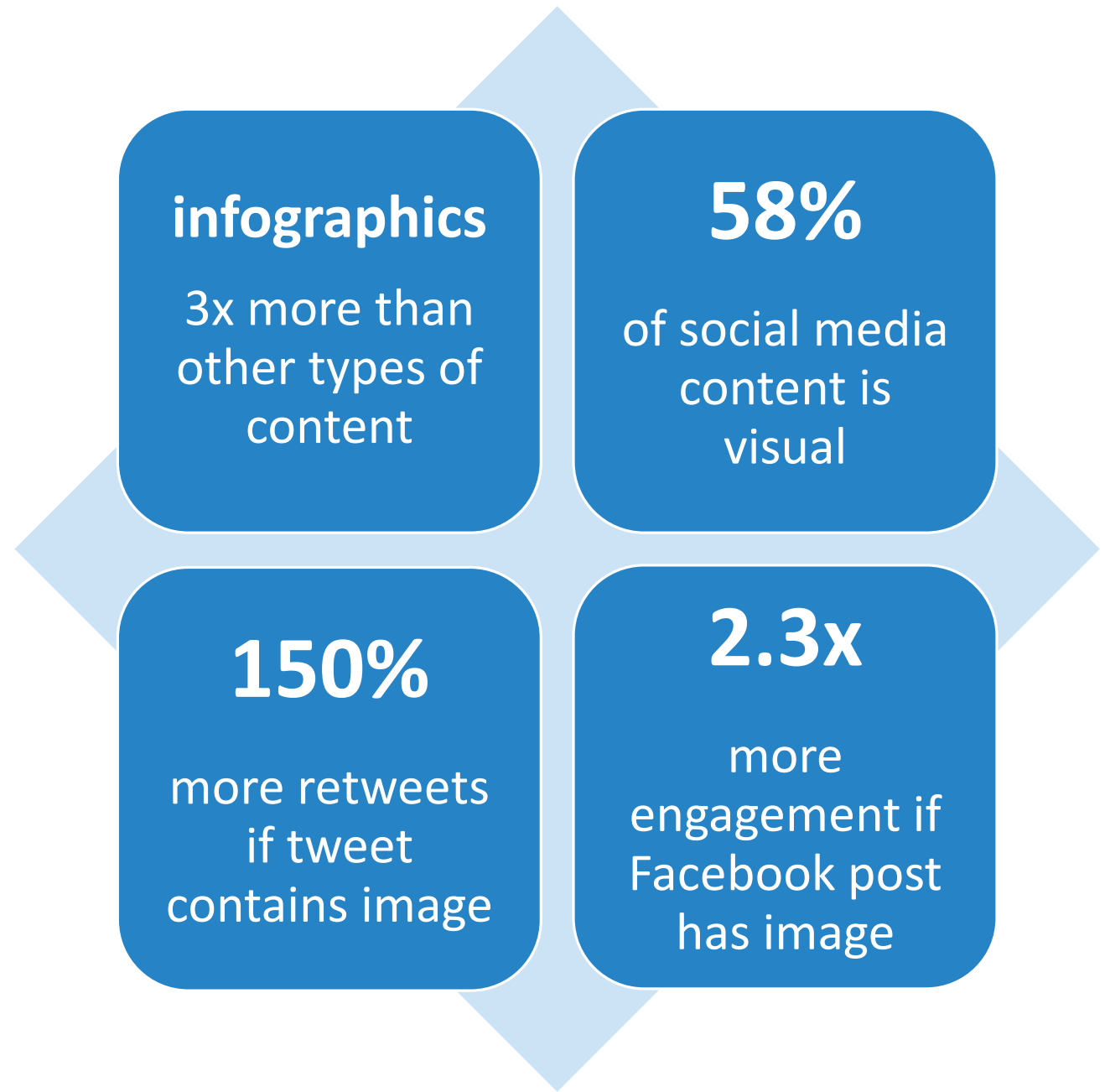
# TIME

You Now Have a Shorter  
Attention Span Than a Goldfish

# Social Media is saturated with **IMAGES**



# IMAGES are liked & shared more



# Images are vital to online success...

---

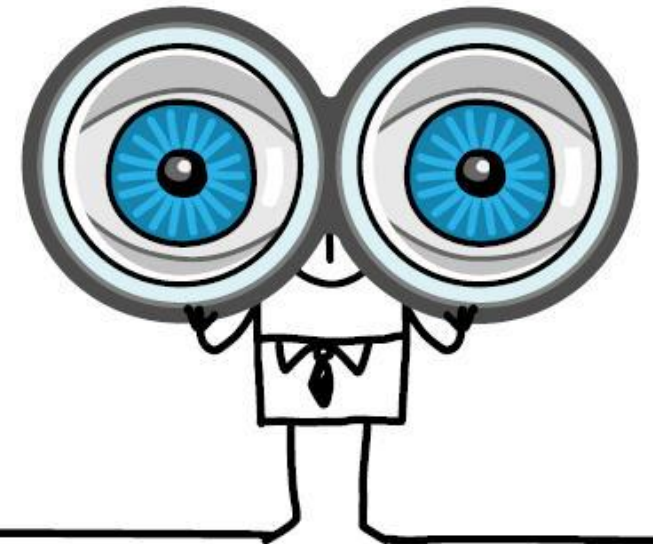
- **94%**
- Content with relevant images get **94% more views** than social posts without
- 94% equates to almost **double the views**, and the **boost is noticed** across **all topics & categories**
- Content with images also get more shares

Stats: Katie Harbath | Global Politics and Government Outreach for Facebook | April 2016

# Getting started...

---

1. Set goals
2. Identify Call to Action (CTA)
  - Brand awareness
  - Deepen relationship with community
3. Content is unmistakably you



# Unmistakably ParticipACTION...

**Me after 15 minutes  
of physical activity**



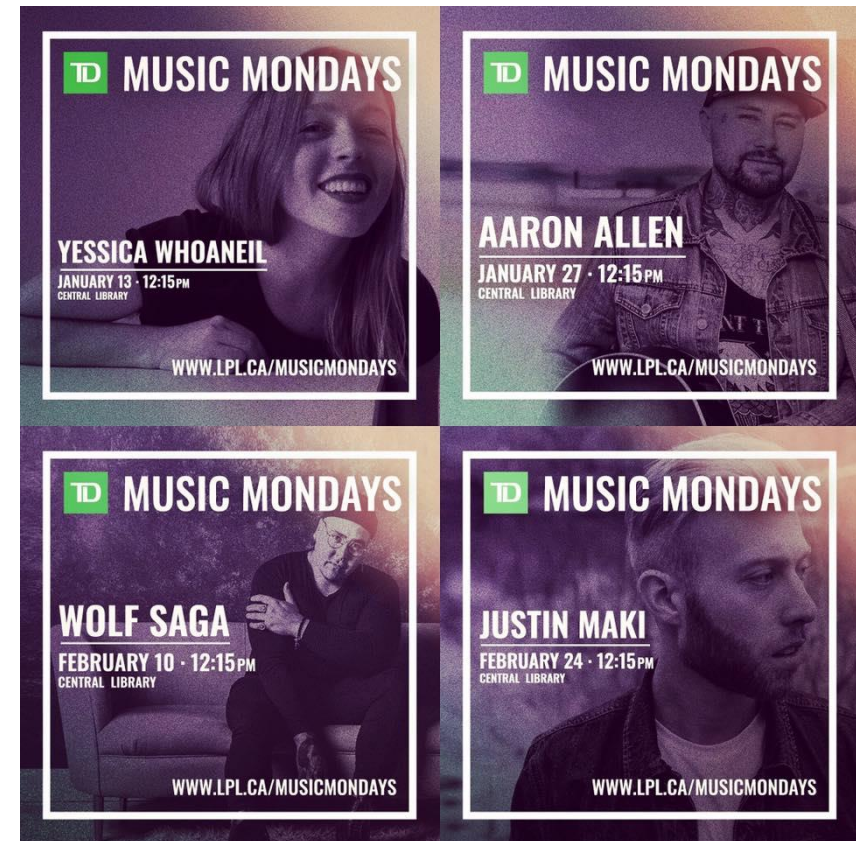
**Happy  
Better**



Examples: [facebook.com/ParticipACTION](https://facebook.com/ParticipACTION) page



# Make it visual...



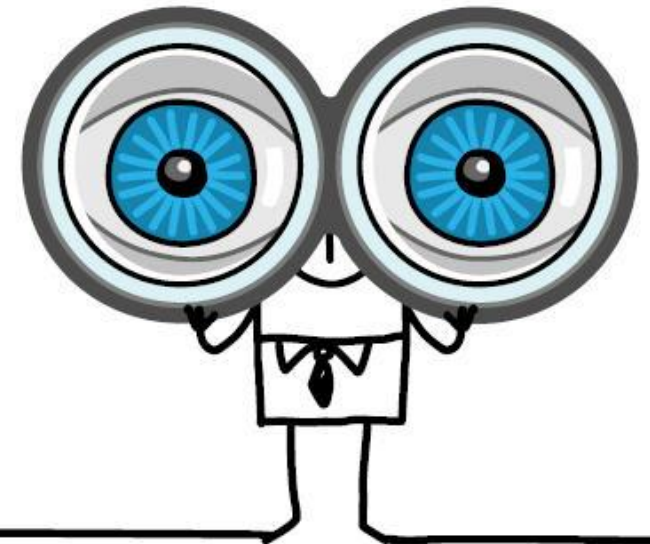
Examples: Charlotte Mecklenburg Library and London Public Library Facebook pages



# Where to look for images...

---

- Original photos/graphics ideal
- **The Noun Project** [thenounproject.com]
- **Unsplash** [unsplash.com]
- **Pixabay** [pixabay.com]
- **StockSnap.io** [stocksnap.io]
- Creative Commons image search



# Keep in mind...

---

Choose images that attract attention & are appropriate to your content. Observe the following:

- **Copyright** – make sure you have permission to use image
- **Licensing** – can you use the image on the web, or for print only
- **Lens** – does the image pass any applicable lens

# Communicate in an instant...

---

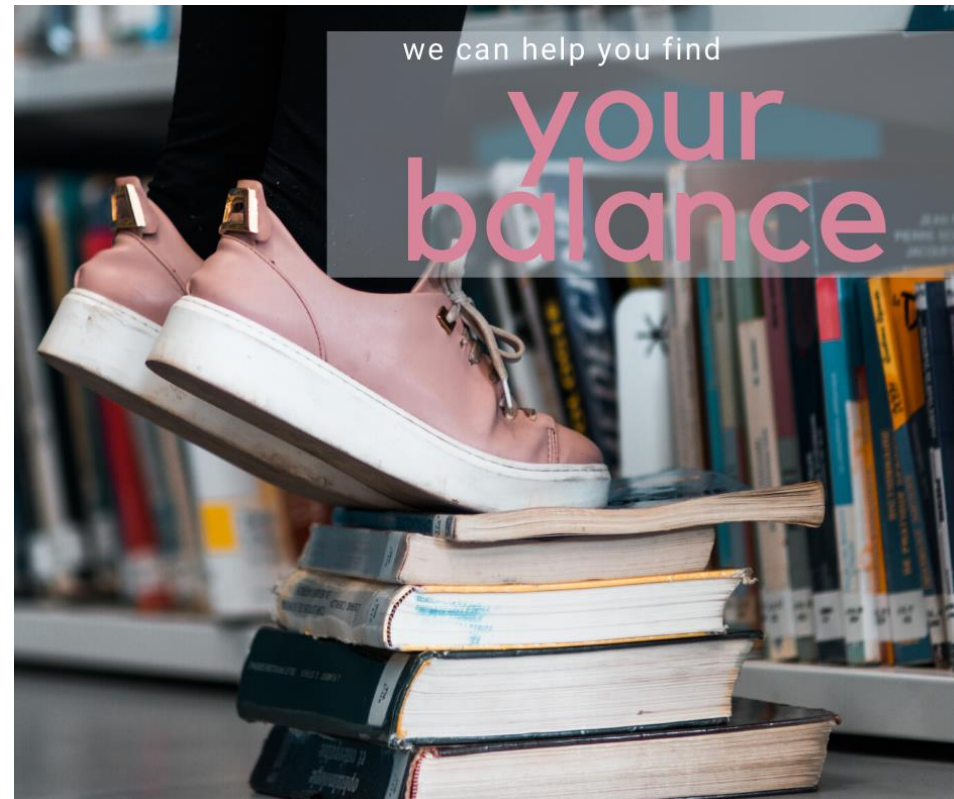


Photo by Rabie Madaci | Unsplash

# Communicate in an instant...



Canadian winter is no joke! The risk of frostbite increases rapidly when wind chill values go below -27°C. Learn the signs of frostbite & when to seek medical attention: [\[link\]](#)

Sample post: Healthy Canadians Facebook

# Keep in mind...

Any special lens' that might apply to your workplace, project or campaign.

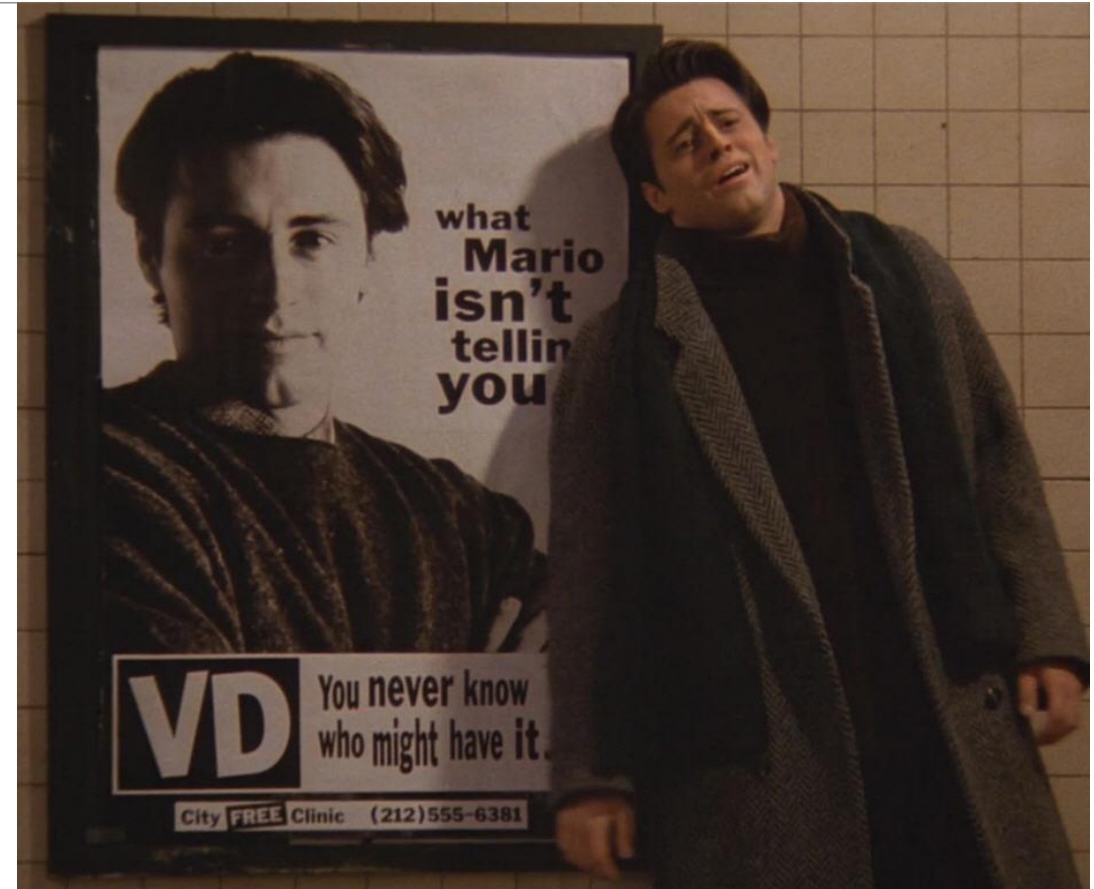




# Keep in mind...

Choose images that attract attention & are appropriate to your content. Observe the following:

- **Sensitivity** – consider the subject (if local) do they want to be the “poster child” for the topic



Friends Season 1 Episode 9 | “The One Where Underdog Gets Away”

# Basic design principles

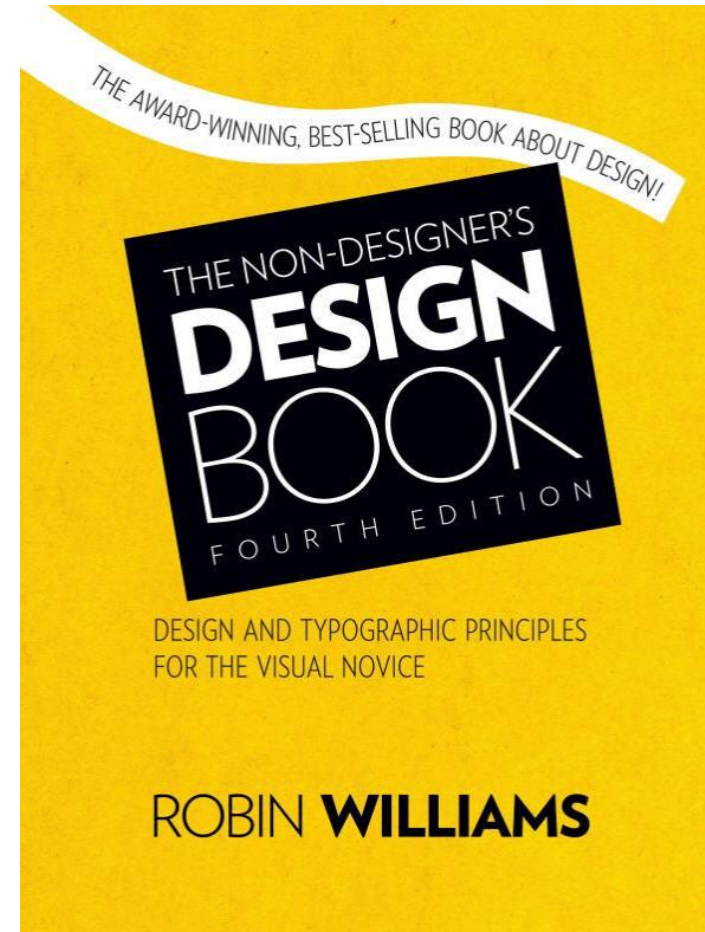
---

WHAT YOU NEED TO KNOW

# The Non-Designer's Design Book

---

by Robin Williams



# Some design principles...

---

- **Contrast**
- **Repetition**
- **Alignment**
- **Proximity**
- **Proportion**



# Contrast...

---





# Contrast...

---



# Repetition...



# Repetition...

---



# Alignment...

---

## Good

Our eye is trained to read from left to right (at least in Western countries). Avoid the urge to centre all of your text! Make sure that other elements on the page are aligned as well.

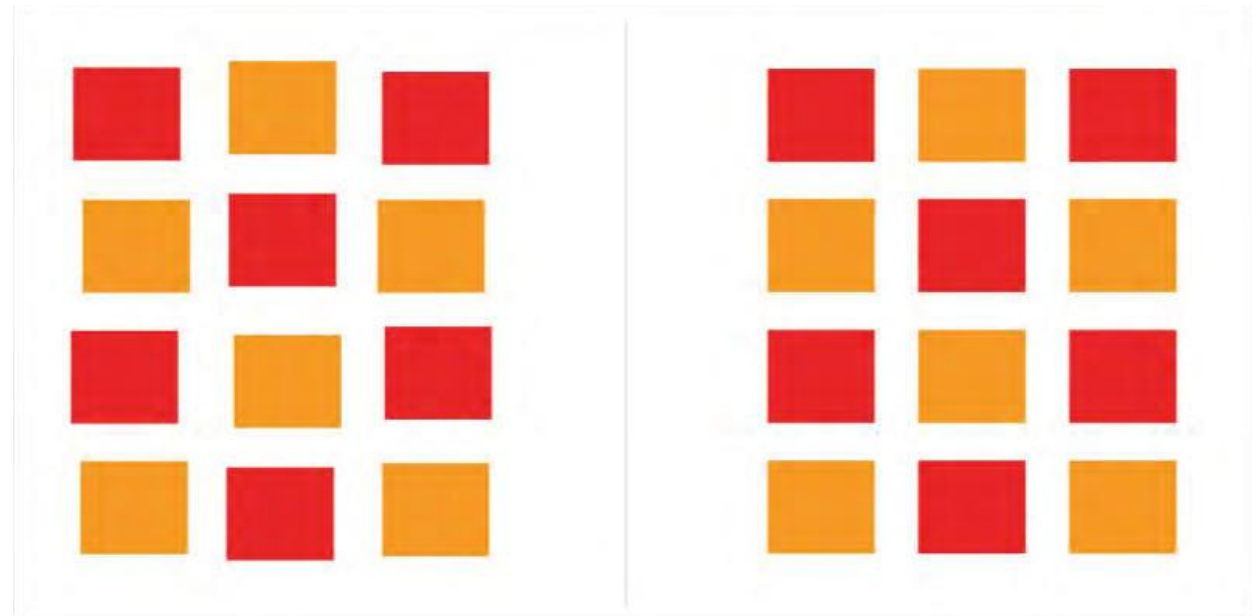
## Bad

Our eye is trained to read from left to right (at least in Western countries). Avoid the urge to centre all of your text! Make sure that other elements on the page are aligned as well.

# Alignment...

---

Don't just throw things on a page where there happens to be space.





# Proximity...

---

## *Good*

### **Heading 1**

This text goes with Heading 1.

### **Heading 2**

This text goes with Heading 2.

## *Bad*

### **Heading 1**

This text goes with Heading 1.

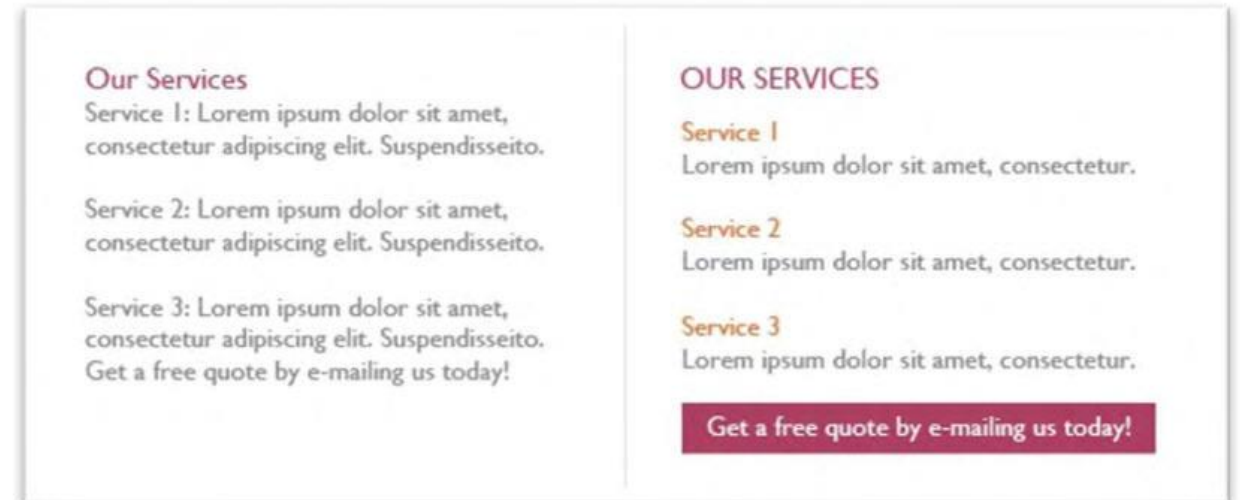
### **Heading 2**

This text goes with Heading 2.

# Proximity...

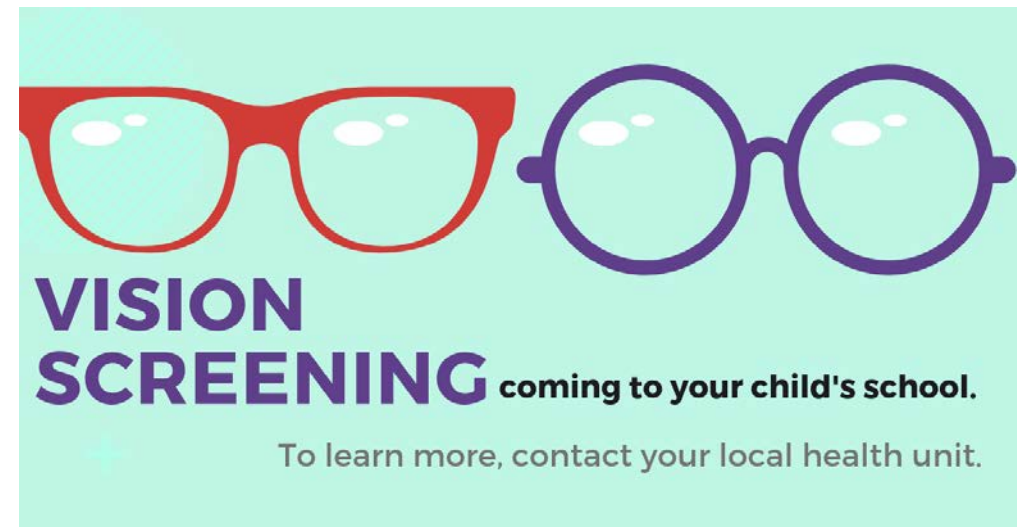
---

- Group items that are related to each other in closer proximity.
- Separate items that are not directly related to each other.
- Don't be afraid of blank space.



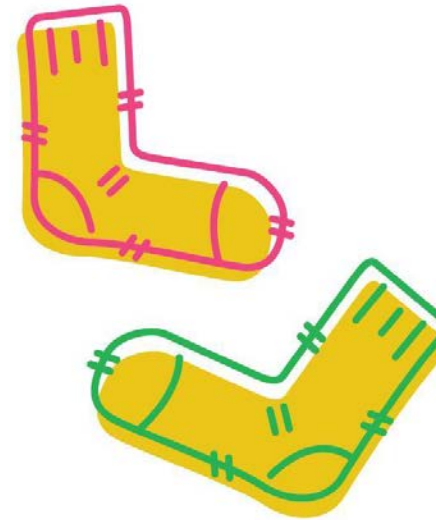
# Proportion...

---



# Proportion...

---



## Put a Sock on It 'Sauga

Socks are the most requested item at shelters and the least donated. Clean dry socks are important to healthy feet.

**The Library**  **MISSISSAUGA**

# Colour...

---





# Quick Colour Guide...

---

## RED

power  
energy  
vitality  
love  
seduction  
violence  
anger  
danger  
adventure

## ORANGE

comfort  
warmth  
youth  
energy  
creativity  
cheer  
excitement  
affordability

## YELLOW

happiness  
joy  
curiosity  
playfulness  
frustration  
irritation  
cautionary  
illness

## GREEN

health  
nature  
organic  
morality  
ethics  
freshness  
financial  
stability  
affluence  
greed  
jealousy

## BLUE

Dark blue:  
trust, dignity,  
authority  
  
Bright blue:  
cleanliness,  
strength,  
dependability  
  
Light blue:  
peace, serenity,  
spirituality,  
friendliness

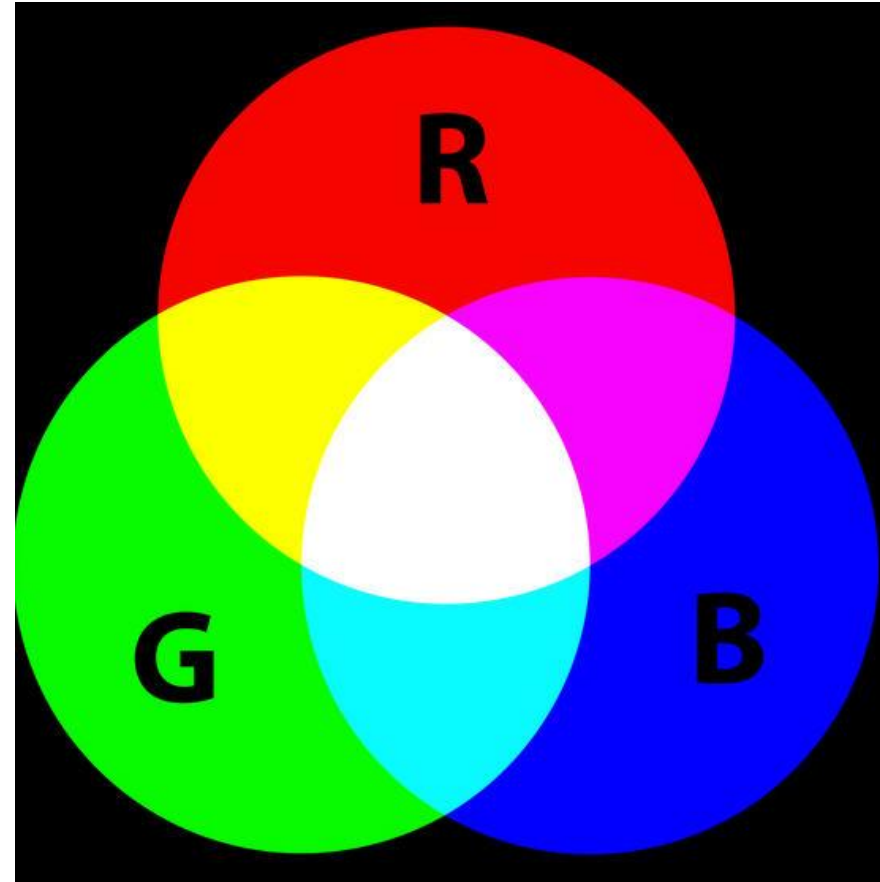
## PURPLE

luxury  
royalty  
nobility  
magic  
spirituality  
supernatural

# Additive Colour...

---

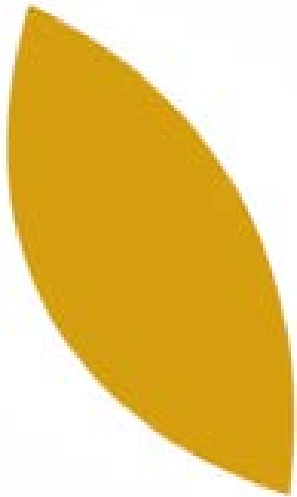
Created by mixing a number of different light colours with Red, Green & Blue.



# Hex Codes...

---

Hexadecimal codes are six-digit web colour codes.



R = 213

G = 159

B = 15

Hex Code

# D59F0F



R = 0

G = 70

B = 127

Hex Code

# 00467F

# Social Media Hex Codes...

---



## Facebook Blue

Hex: #3b5998

RGB: 59, 89, 152

[More Facebook colours](#)



## Twitter Blue

Hex: #00aced

RGB: 0, 172, 237

[More Twitter colours](#)



## Google+ Red

Hex: #dd4b39

RGB: 221, 75, 57



## YouTube Red

Hex: #bb0000

RGB: 187, 0, 0



## LinkedIn Blue

Hex: #007bb5

RGB: 0, 123, 181



## Instagram Blue

Hex: #125688

RGB: 18, 86, 136

[More Instagram colours](#)



## WhatsApp Green

Hex: #4dc247

RGB: 77, 194, 71



## Pinterest Red

Hex: #cb2027

RGB: 203, 32, 39

# Colour Crimes...

---

Consider your colour blind audience:

- Avoid the following **colour combinations**:
  - green & red | green & brown | blue & purple | green & blue | light green & yellow | blue & grey | green & grey | green & black
- Make it **monochrome** (use various shades of single colour)

# Colour Crimes...

---

Use any of the following:

- high **contrast** (hue, saturation & brightness)
- **thicker lines** (if a line of colour is too thin, it won't show up)
- **textures** in addition to colour to differentiate between objects (good for maps & infographics)



# Colour Contrast Checker...

Meet AODA guidelines and check contrast ratio of foreground and background colours. Ratios must be:


- At least 4.5:1 for normal text
- 3:1 for large text
- Test at:


**[webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker)**

## Contrast Checker


[Home](#) > [Resources](#) > Contrast Checker


Foreground Color

#0000FF 

Lightness 

Background Color

#FFFFFF 

Lightness 

Contrast Ratio

8.59:1

[permalink](#)

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

# Colour Tools...

---

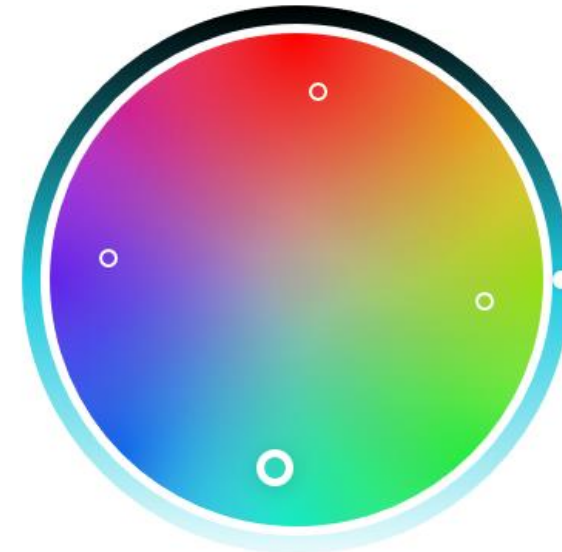
Use online colour tools to find the perfect colour palette for your project

- Color palette generator | upload photo & select hues
- Color palettes | type colour, theme or keyword
- Color wheel | use hex code to locate combinations
- Test at: **[canva.com/colors](https://canva.com/colors)**

# Colour Wheel...

Tool provides hex codes for following colour combinations:

- Complementary (2 colours)
- Monochromatic (3 shades)
- Analogous (3 colours side by side)
- Triadic (3 colours contrasted)
- Tetradic (4 colours bold, accents)



1. Pick a color



#1ecbe1

2. Choose a color combination

Tetradic



#1ECBE1

#961EE1

#E1341E

#6AE11E

3. Use this color combination

Create a graphic

Export palette

# Colour Palette Generator...

The easiest way to get colours from your photos.

Alternative tools:

- Paletton.com
- Colormind.io



Peru  
#C8923B



Rosy Brown  
#9E8A6B



Dark Slate  
Gray  
#333432



Light Steel  
Blue  
#C1C3CD



Dark Slate  
Gray  
#47555F

# Typography...

---

## SERIF

Garamond

Baskerville

**Rockwell**

**Times New Roman**

## SANS-SERIF

Calibri

Franklin Gothic

Century Gothic

Arial

# Typography 101...

---

## GENERALLY DISLIKED

**Comic Sans**

Papyrus

**Hobo Std**

*Brush Script*

## GENERALLY LIKED

Arial

Verdana

Times New Roman

Myriad Pro

Garamond



# Type Crimes...

---

- ***BOLD, ITALIC, UNDERLINED CAPS***
- TYPING IN ALL CAPS HAS LOW LEGIBILITY AND LOOKS LIKE SOMEONE IS SHOUTING
- Underlining for emphasis looks amateur (and looks like a hyperlink on the web)

# Facebook 20% rule...

---

Focus on simple, high-quality images, straightforward messages & minimal text

- Facebook favours 20% rule in graphics
- **Facebook text overlay tool**  
[[www.social-contests.com/check-image](http://www.social-contests.com/check-image)]

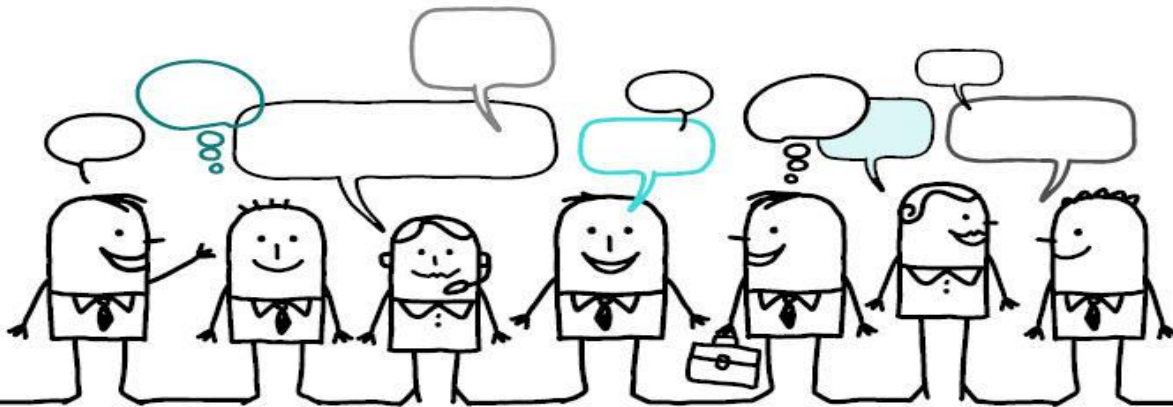


8 squares containing text | 32% of image text

# DIY design...

---

- **Canva**
  - Australian start-up, launched 2013
  - Free & paid accounts
  - Used to design social media messages | profile & cover images



# Canva benefits...

---

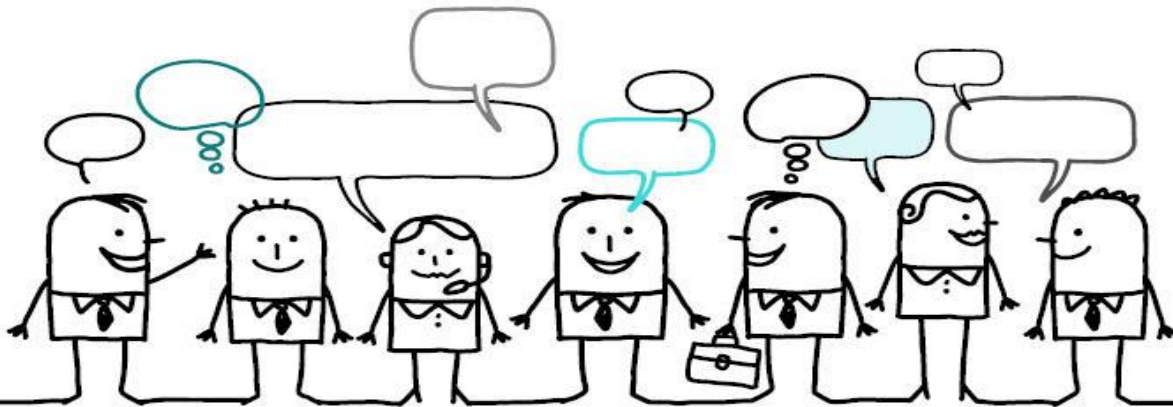
- Templates
- Eliminates scary blank page
- Available on iPad, iPhone & desktop



# Canva for work...

---

- Approximately \$10-12/month/user
- Available to save brand colours & templates
- Sharable files with team
- Magic resize



# Quick Guide to Canva...

---

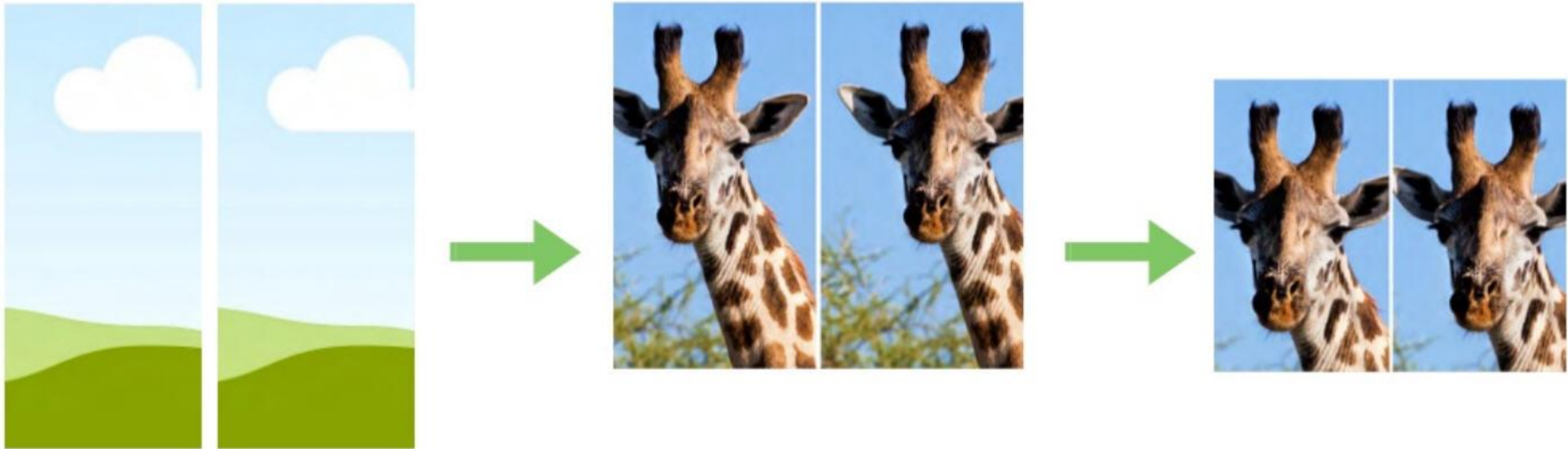
1. Create an account | **www.canva.com**
2. Pick type of design or use custom dimensions
  - i. Social Media
  - ii. Facebook Post
  - iii. Facebook Cover Photo (851 pixels x 315 pixels)
3. Search for inspiration | use category folders or keyword



# Canva | Grids and images...

---

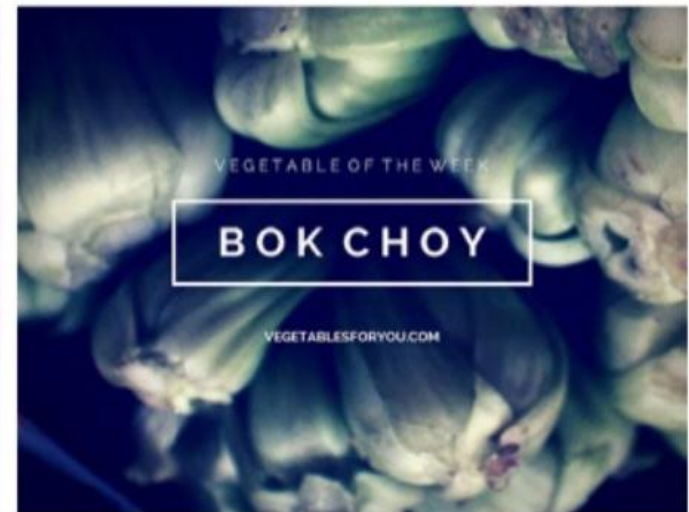
Grids can be used to hold any images & allow for easy resizing & manipulation of images.



# Canva | Templates...

---

Don't want to start from scratch? Choose one of many designed layouts created for each design type.

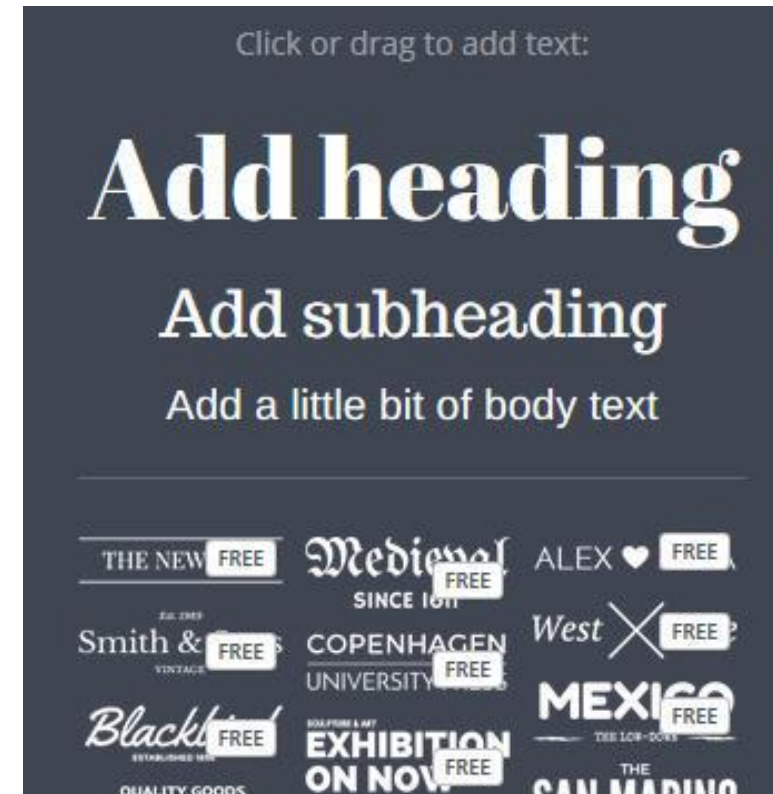


NOTE: Check for up-to-date listing of size requirements for social media.

# Canva | Text...

---

- Choose from header, subtitle, or body text boxes & adjust font & size to complement your design.
- Default font & size can be changed, if you regularly use same fonts.
- Choose a text box to frame the text of your design.



# Canva | Backgrounds...

---

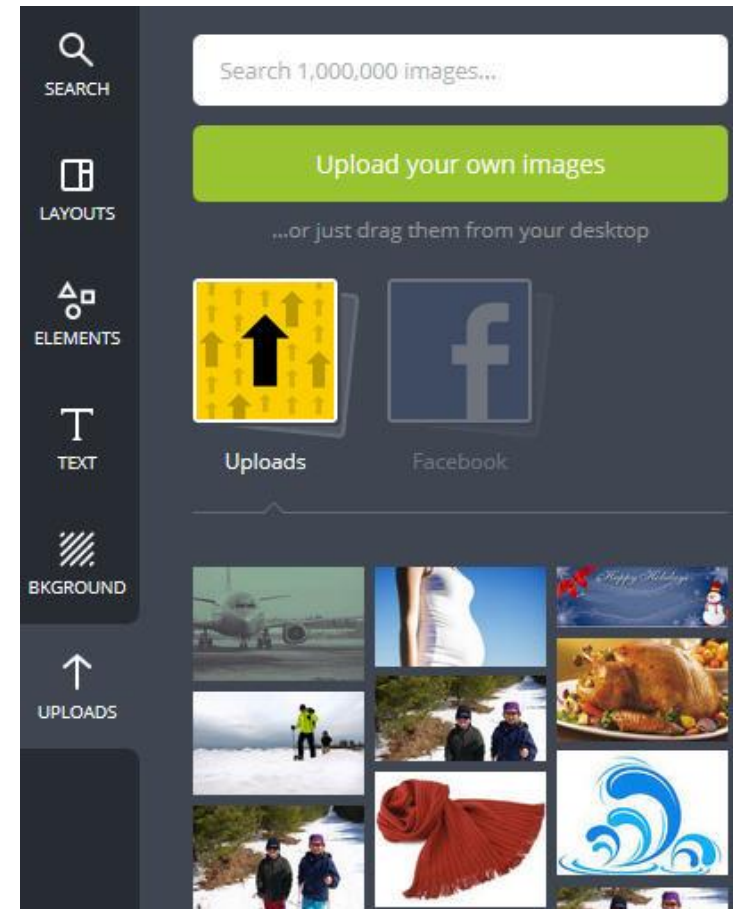
Choose a colour or Canva background.





# Canva | Uploads...

Upload your own images.



# Canva | Helpful hints...

---

Download your design as a PDF or image.

Download

Image: for Web (JPG)

Image: high quality (PNG)

PDF: standard

PDF: for print

Share your design using email or using a link. Or set up a team.

Share

f Post

🐦 Tweet

Email

One or more email addresses

Send

☐ Share/email as an editable design

Link: <https://www.canva.com/design/DABnLwHAXhU/> ...



# Facebook image checker...

---

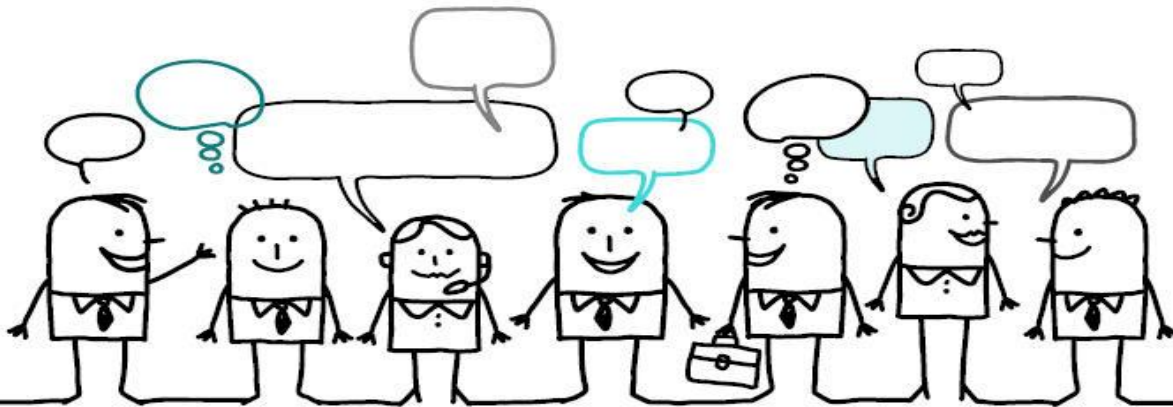
Facebook text to image ratio requirements (20% or less texts).

- **[social-contests.com/check-image](https://social-contests.com/check-image)**

# Other DIY design tools...

---

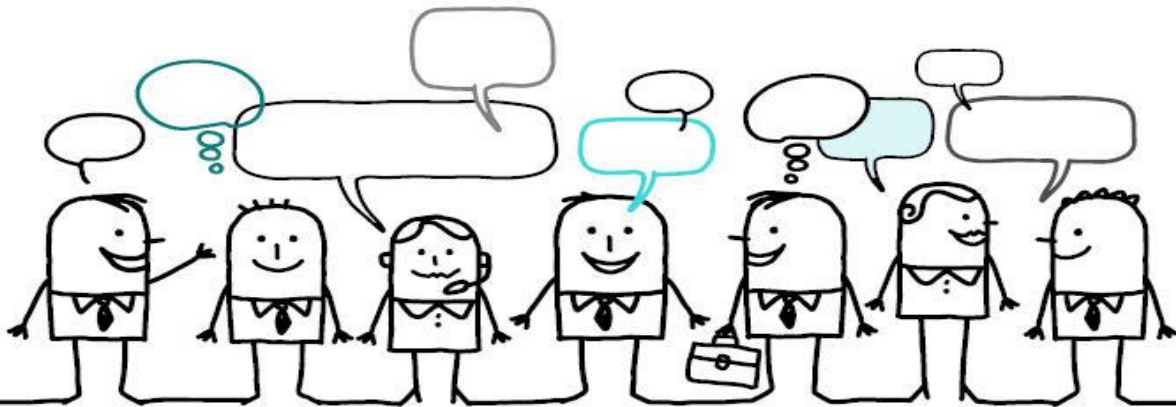
- **Piktochart** [piktochart.com]
  - Free & paid accounts
  - Create professional grade infographics
  - HTML publishing capabilities for interactivity
  - 8 free templates | 100s for paid users



# Other DIY design tools...

---

- **Easel.ly** [easel.ly]
  - Free & paid accounts
  - Easy platform to use | works in many browsers
  - Limited to infographics & specific themes



# Other DIY design tools...

---

- **Snappa** [snappa.com]
  - Free & paid accounts
  - Easy platform to use | works in many browsers
  - 5,000+ templates | 3 downloads per month (free)
  - Royalty-free photo library available

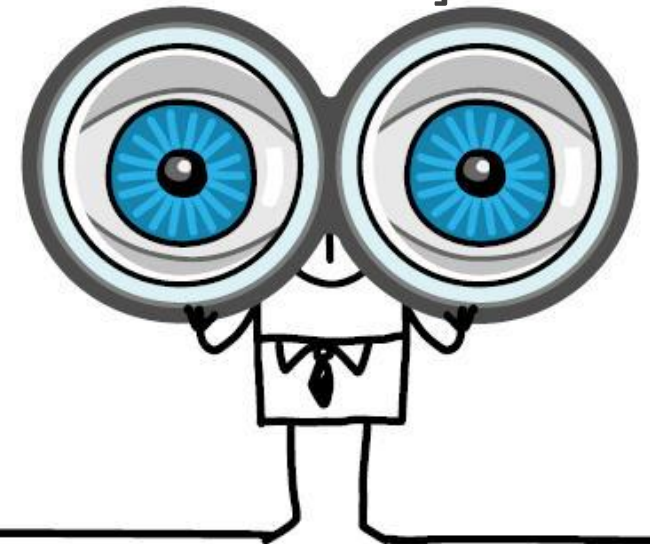


# Graphic trends for 2020...

---

To keep your content & offerings fresh & appealing, you need to be aware of:

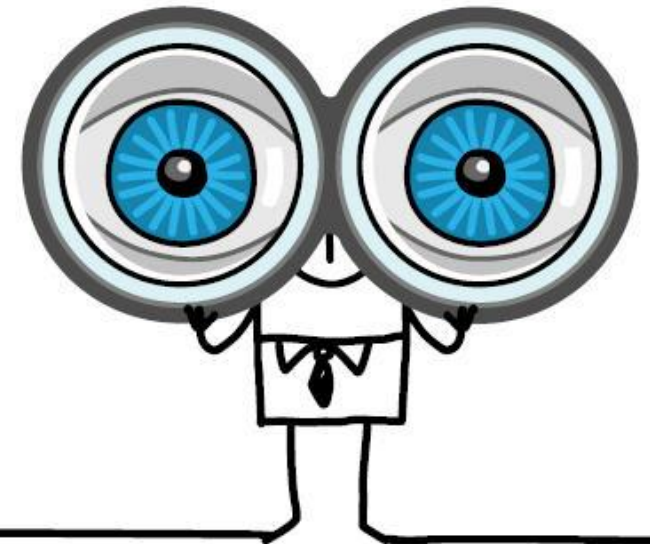
- **Social media image & video sizes 2020**  
[[makeawebsitehub.com/social-media-image-sizes-cheat-sheet](https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet)]
- **Pantone color of the year** [classic blue]
- **Graphic design trends**  
[[creativeinsights.gettyimages.com](https://creativeinsights.gettyimages.com)]



# Graphic trends for 2020...

---

- **Muted colour palettes**
  - Can easily refresh & update graphics
  - Effective trend applied to headers & images
- **Minimalism**
  - Predicted to take over social media in 2020
  - Create clean graphics focusing on white space



# Graphic trends for 2020...

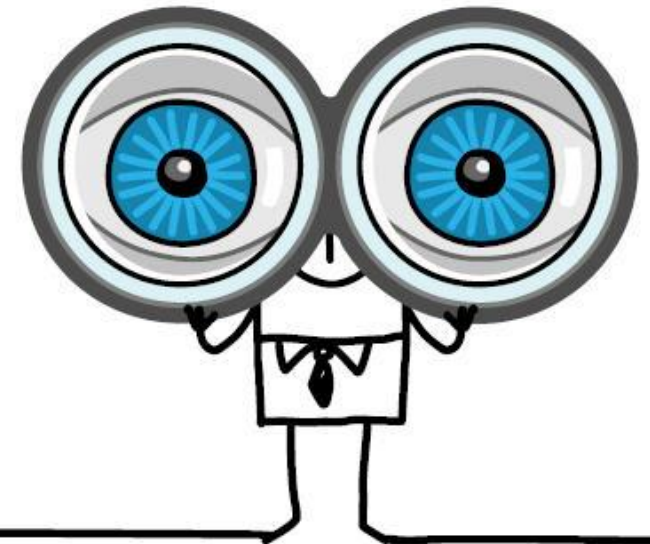
---

- **Bold typography**

- Incorporate bold sans-serif fonts to modernize designs
- Heavy but simple fonts | eye-catching
- Fonts to try include:
  - Poppins bold | Roboto ultra-bold | Barlow extra-bold

- **Abstract & Dreamy illustrations**

- Opposite of realistic illustrations | exaggerated proportions & unusual color combinations



# Graphic trends for 2020...

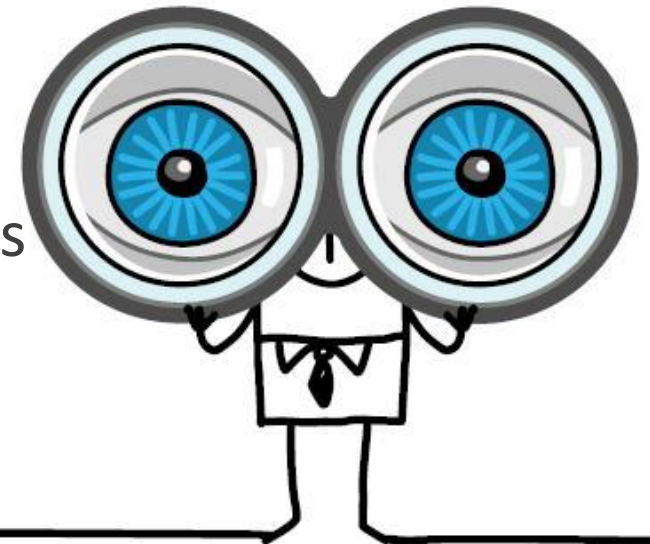
---

- **Asymmetrical layout**

- Purposely allow design to feel “unfinished” | lack of symmetry
- Align most elements either to right or left & create moment of tension

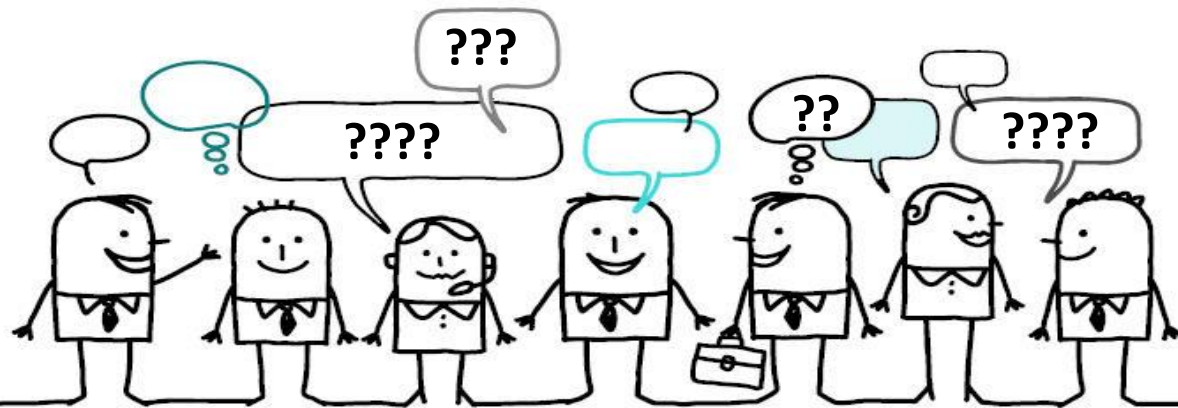
- **Fluid shapes**

- Organic shapes | circles, ovals, rounded rectangles
  - Rounding corners of any shape will give fluid shape





# Questions...



# Marian Doucette

Online Communications Coordinator

Huron Perth Public Health

mdoucette@hp-ph.ca | 888.221.2133 x2305 | @iNeedArts

---

