

Your Blog Needs Great Graphics:

How to find and design the perfect image for every post

Kinds of Images:

- Text only
- Photo only
- Text and graphics together

Where to find it all:

- **Ideas:** Pinterest, billboards, magazine ads, and other organizations' social media sites
- **Photos and Backgrounds:**
 - Flickr.com: sort by "creative commons license" and check the terms of the license.
 - creationswap.com, stufficanuse.com, pixabay.com, unsplash.com

Rules about using photos from the Internet:

- <http://thevisualcommunicationguy.com>. Check out his blog, which has a few excellent infographics on copyright law.
- Also check out this blog post about using Google images:
<http://www.livingforuptime.com/starting-a-blog/blogging-mistakes-to-avoid/>

Graphic Design & Photography Tutorials:

- *The Non-Designer's Design Book*, by Robin Williams
- <http://www.genesismoss.com/blog/design-non-designer/>
- PicMonkey Tutorials, located right on their website.

Websites and Apps to create the graphics:

- PicMonkey.com, Canva.com
 - Pros: affordable, easy to use, wonderful tutorials.
 - Cons: Graphic designers might sneer a little when you mention them.
- Adobe Illustrator (part of the Creative Cloud)
 - Pros: wide open design possibilities, more affordable now that it's a monthly Cloud subscription
 - Cons: a lot of program to learn
- Canva, WordSwag, PicMonkey: all have mobile apps now. Work right from your phone!

Principles of Design:

Everything is wrong here. The header font is almost unreadable, the text is plopped randomly all over the flyer, the photos are small, and the main body fonts are different, but not enough.

JOIN US FOR OUR SPECIAL EVENT

October 25, 2014
Dinner at 6:00pm

Location: Grace Fellowship Center,
Portage

Special Guest Speaker: John Johnson, of the Johnson Institute

No Cost to attend, but RSVP required by October 10.
327-7602

A free will offering will be collected to support our agency.

Here we've followed the principles of good design, as taught in *The Non-Designer's Design Book*:

- **Contrast:** We have two, clearly different, fonts. We use one color to pop out against the black and white. Our overlay helps our lighter weight font to stand out against the photo.
- **Repetition:** We edited the headshot to make the black and white a repeating, classy theme. We used similar overlays under the text. Everything is smooth and blends well together.
- **Alignment:** The text is no longer plopped randomly; it lines up along the right edge.
- **Proximity:** We no longer have to hunt all over the page for the information. Ideas that belong together now appear together.

Please join us...

Our annual fundraising banquet

October 25, 6:00pm

Grace Fellowship Center

There is no cost to attend, but an RSVP is needed by October 10th: 327-7602

Special Speaker: John Johnson, Johnson Inst.