



SOCIAL MEDIA

Class 4 – Graphic Design
Javier Plaza



Students Introduction





Social Media Course - Guidelines

- Class 1 – Social Media (17th October).
- Class 2 – Communication Strategy and Social Media Tools (19th October)
- Class 3 – Copy and Advertising Slogan (20th October)
- Class 4 – Graphic Design – Tools and Tips (24th October)
- Class 5 – Online Ads (26th October)
- Class 6 – Other Digital Marketing Actions and Data Analytics (27th October)



Case Study

Company 1
Car Dealership

Company 2
Kindergarden

Company 3
Restaurant

Company 4
Fashion E-Com

Company 5
Gym

Following the Case Study selected previously:

- Create 1 extra Advertising Slogan for your company and 2 ads copies.
- Fulfill the Editorial Calendar 'Copy Column'



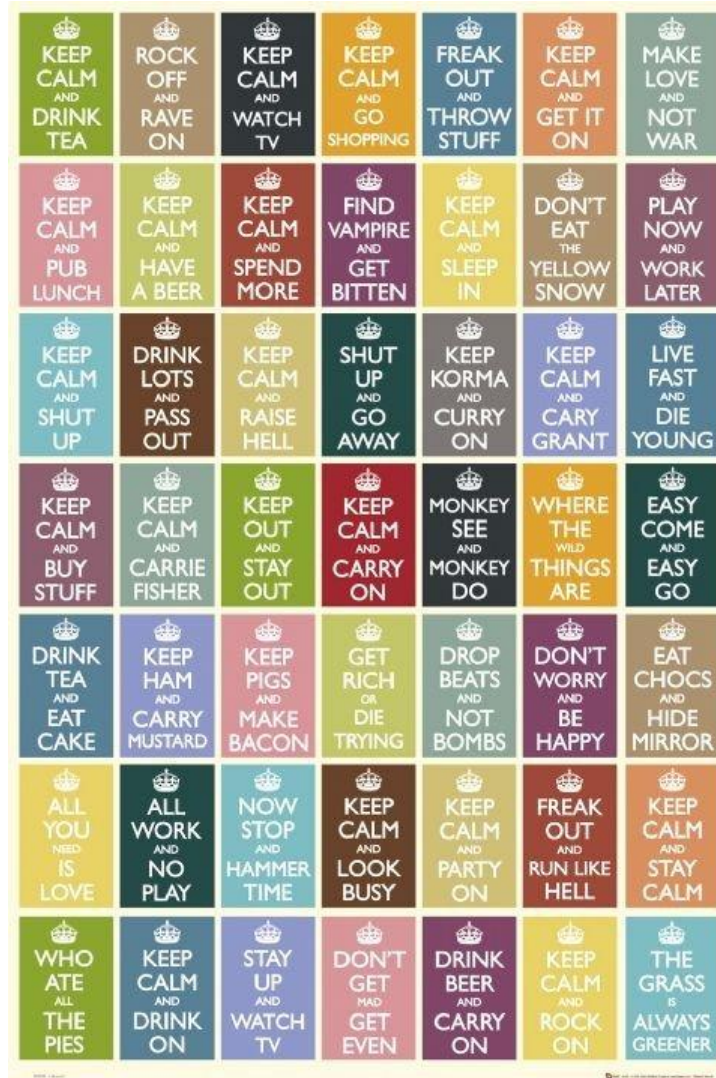


Graphic Design





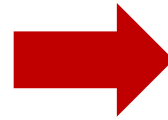
Graphic Design



What is graphic design?



RED BULL GIVES YOU WIIINGS. 



The art and practice of planning and projecting ideas and experiences with visual and textual content.



What is brand identity?

Coca-Cola
zero[™]



Parts of a Brand Identity

Logo



Colors



Standard Coca-Cola Zero Logo
Coke Red and black on a white background.



Reversed Coca-Cola Zero Logo
Coke Red and white on a black background.



Restricted-use Coca-Cola Zero Logo
Black on a white background.



Restricted-use Reversed
Coca-Cola Zero Logo
Reversed from a black background.

Dont's



Do not use any other version of the Coke Logo. This includes variants in existing Brand Elements or lock-ups.



Do not remove or reposition the TM.



Do not add elements.



Do not add glows to the Coca-Cola Zero Logo.



Do not add strokes or outlines to the Coca-Cola Zero Logo.



Do not scale/resize the Coca-Cola Zero Logo disproportionately.



Do not rotate the Coca-Cola Zero Logo, except for 2° counter clockwise rotations.



Do not skew the Coca-Cola Zero Logo or create false perspectives.



Do not distort the Coca-Cola Zero Logo.



Do not use unspecified colors.



Do not enlarge Zero separately.



Do not reduce zero separately.



Do not create a black disk icon.



Do not place on any color other than black.

Parts of a Brand Identity

Typography

Brand Usages

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJlabcdefghi0123456789
Arial Bold
ABCDEFGHIJlabcdefghi0123456789
Arial Book



Graphic Design Process





5 Steps to create a design

1 . Start with a briefing



Don't start designing right away



Which is the goal? Where would I use the design?



Take into account Brand Identity and Buyer Persona

5 Steps to create a design

2 . Graphic Design Research



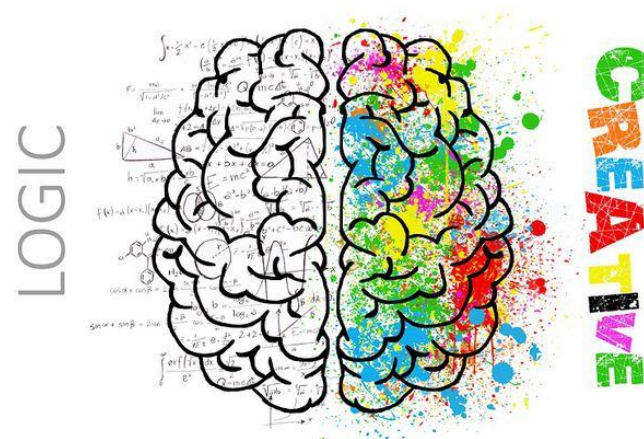
Check competitors designs



Get inspired but not copy them (unless you're Coca Cola)



Apply your creativity



5 Steps to create a design



5 Steps to create a design

3 . Brainstorming – You can use moodboards or your notes





5 Steps to create a design

4 . Start Designing – 10/50/99 Stages



10% done — A skeleton, outline or wireframe of the final design.



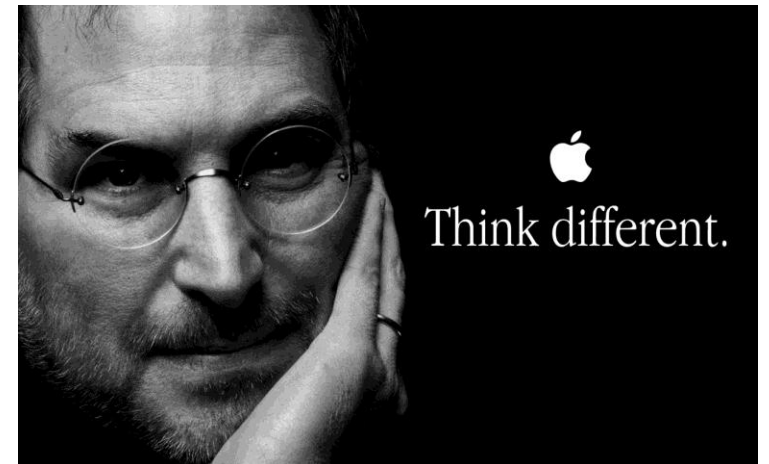
50% done — The core components are coming together.



99% done — The nitty-gritty design tweaks. Finally! You can start tweaking things like spacing, colors, ecc.

5 Steps to create a design

5 . FINAL DESIGN





Graphic Design Tools - Canva

Canva



Graphic Design Tools - Canva

The screenshot displays the Canva website's main interface. At the top, there is a navigation bar with the Canva logo, menu items like 'Design spotlight', 'Business', 'Education', 'Plans and pricing', and 'Learn', and a 'Create a design' button. On the left, a sidebar contains navigation options: 'Personal', 'Home', 'Templates', 'Projects', 'Tools', 'Brand', 'Content Planner', 'Discover apps', 'Smartmockups', and 'Create a team'. The main content area features a large blue header with the text 'What will you design today?' and a search bar. Below this is a row of icons for various design categories: 'For you', 'Whiteboards', 'Presentations', 'Social media', 'Videos', 'Print products', 'Websites', and 'More'. A section titled 'You might want to try...' shows a carousel of design templates with labels: 'Whiteboard', 'Instagram Story', 'Facebook Post', 'Your Story', 'A4 Document', 'Resume', 'Presentation (16:9)', and 'Website'. At the bottom, there is a section for 'The biggest announcements from Canva Create 2022' with a 'Watch the recap' button and a row of featured design examples.



Case Study

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- Create a Canva Account
- Create a Poster with your slogan
 - Size: 1080x1080 - Squared



Design Tips



Tip 1 - Typographies



Limit the number of typographies you use – Max: 2 Typos



Be careful with capital letters and thickness.

NEVER **USE** TOO MANY
TYPEFACES!
YOUR DESIGN WILL LOOK
messy and cluttered.





Tip 1 - Typographies

SERIF **SANS** **SERIF**

Times New Roman

Benjamin Thorn
P H O T O G R A P H Y

Tip 2 – Watch Out the Spaces!



Give every element its 'essential' space. Called AIR





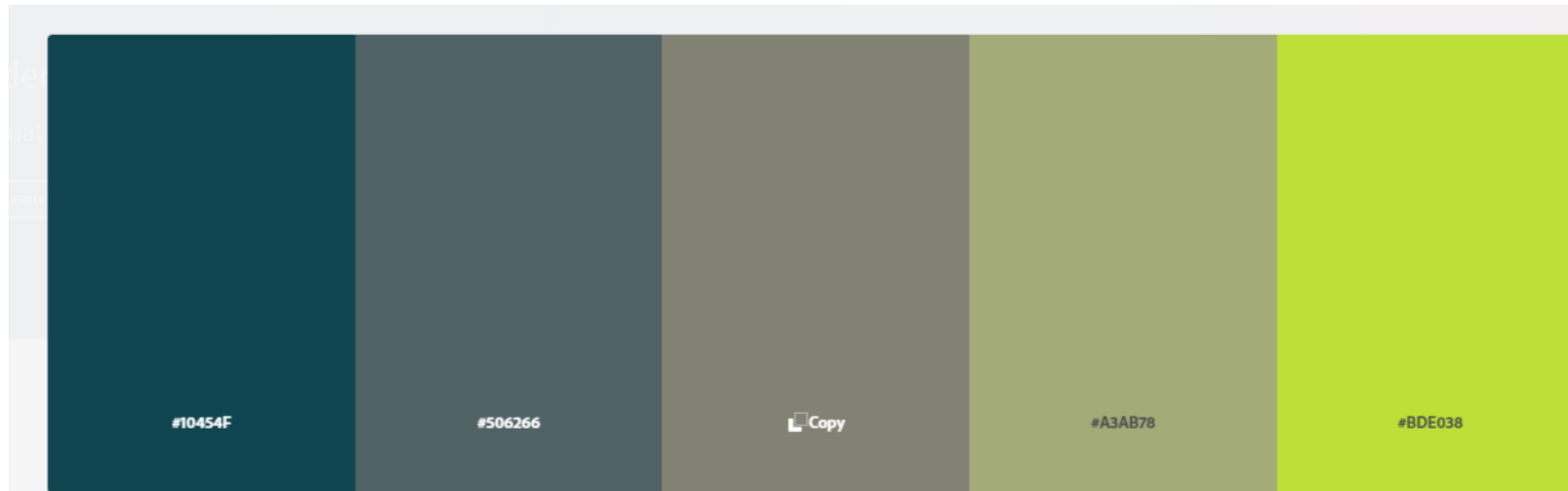
Tip 3 – Color Usage



Select 1 to 3 colors max. for your design



Think about complementary colors





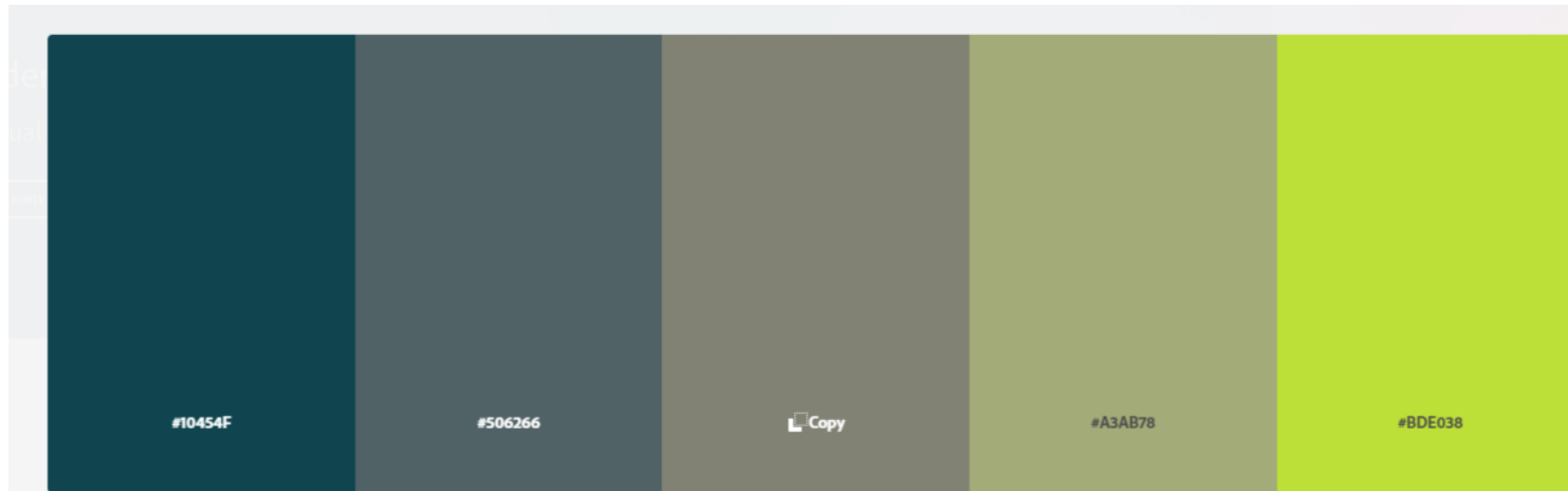
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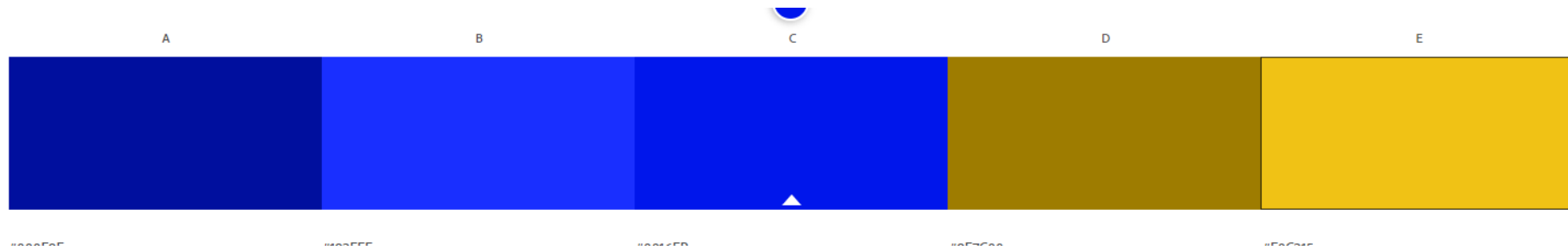


Tip 3 – Color Usage

Analogous Colors → Colors which are similar one to others.



Complementary → Pair of colors that contrast one and other.





Tip 3 – Color Usage

Adobe Color CREATE EXPLORE TRENDS LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools New

Apply Color Harmony ⓘ
Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom

A B C D E

Color	Hex	R	G	B
A	#000F9E	0	15	158
B	#192FFF	25	47	255
C	#0016EB	0	22	235
D	#9E7C00	158	124	0
E	#EBB800	235	184	0

Color Mode: **RGB** ▾



Tip 4 – Contrast



One of the most important in graphic design as it gives you legibility.



Dark text over clear images or the opposite.



Check out opacity.

CONtrast



Color Psychology



Associated with energy, power or danger



It attracts more attention than any other color



Color Psychology



Color of nature. Harmony, freshness, ecc



Positivity



Color Psychology



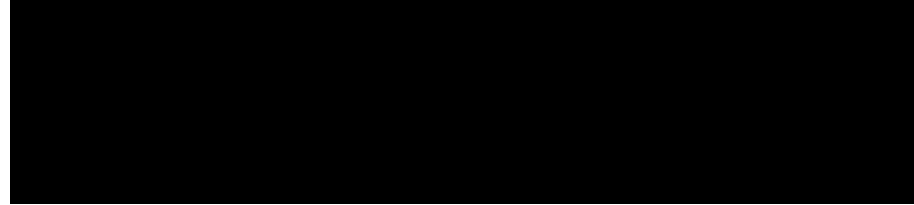
Unique and Authentic



Warm, communicative



Color Psychology



Power, Elegance and Formality



Some negative connotations: blacklist, bad things..



Color Psychology



Lighthness and goodness. Color of perfection.



Positive connotations.



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- Check and maybe edit the Poster with your slogan
- Prepare and design the images for your editorial calendar copies





THANKS!

Class 4 – Graphic Design
Javier Plaza



Social media crash course

A result of „6 digi_tours in Europe“



**Co-funded by
the European Union**

Disclaimer

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