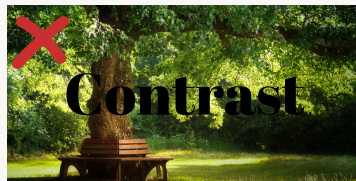


# Elements of Graphic Design

HOW TO CREATE ENGAGING AND COMPELLING GRAPHICS

## Color Contrast



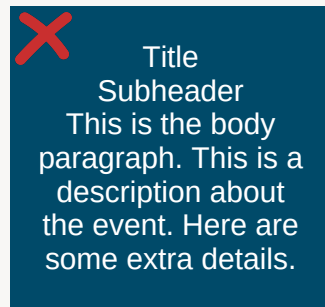
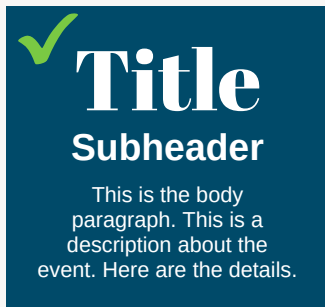
To make your graphic legible, you need contrast between your text and background. Dark text on a light background or light text on a dark background is best.

## Creating Contrast



You can also create contrast by putting shapes behind your text. Either using a solid color (left) or a transparent color (right) can make your text pop.

## Typographic Hierarchy

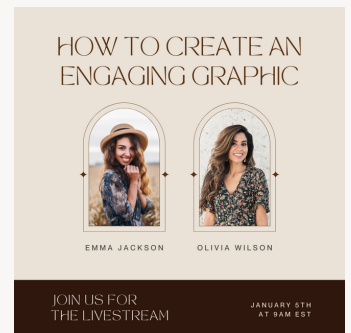


We associate font **weight** and **size** to importance. By breaking up the text (left), it relays the relative importance of the information and draws the eyes downwards from big to small text. Without variation (right) the message can get lost or look overwhelming.

Other examples of typographic hierarchy:

- Sans vs serif fonts
- Contrast in **weight**
- Leading and K e r n i n g
- Using whitespace

## Size and Scale



We associate shape size with importance. The biggest component of your graphic will be seen as most important (left). Equal size = equal importance (right).

the objective is to create visual

## Hierarchy

To get people's attention, keep them engaged, and make it really easy for them to

**take action!**



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# Elements of an Event Graphic

HOW TO CREATE A GRAPHIC THAT GETS PEOPLE TO YOUR EVENT

## Title/Event Name

Your title should be short and engaging. It should also give folks a good idea of what your event will be about.

## Date, Time & Location

Here's an example of a format:

Thursday, January 20, 2022

9am - 12pm

Virtual Zoom Event

## Brief Description

This is an opportunity to introduce your event to potential attendees. *Virtual or In-person? Inside or outside? Will they be participants or spectators?*

Let people know what they should expect.

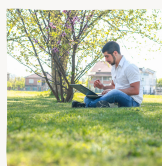
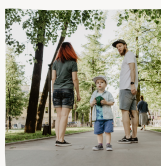
## Call to Action

Invite folks to your event!

**Examples:** *Join us, RSVP today, Mark Your Calendars!*

## Photos/Graphics

Your photo/graphic should give folks a good idea of what your event will be about and what they will be doing together.



## Examples:



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# Elements of an Advocacy Graphic

HOW TO CREATE A GRAPHIC THAT GETS PEOPLE TO TAKE ACTION!

## Title

Your title should be short and engaging. It should also give folks a good idea of what you're asking people to take action on.

## Deadline

Here's an example of a format:

*This Friday (1/28) at 12pm PST*

Providing a deadline adds urgency and timeliness to your ask, making folks more likely to take action.

## Brief Description

This is a great opportunity to include your **theory of change**. This means highlighting how taking action will lead to a beneficial outcome for them.

## Call to Action

What is it that you want folks to do? Make sure to tell people explicitly.

**Examples:** *Call your senator! Submit your comment! Write a letter to the editor!*

## Photos/Graphics

Your photo/graphic should give folks a good idea of what your action is about and how they can get involved.



## Examples:



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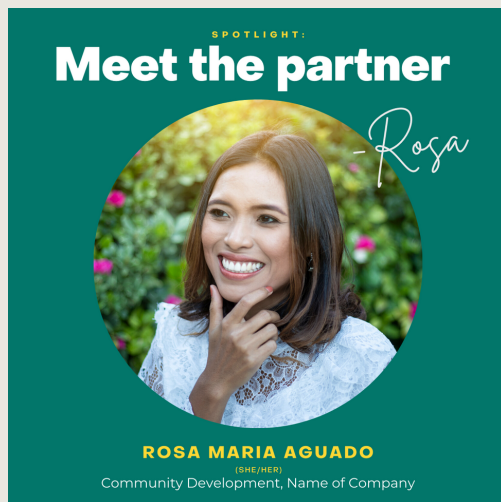




# Spotlight Graphics

HOW TO CREATE A GRAPHIC THAT HIGHLIGHTS YOUR COMMUNITY

## Intro



## Quotes



## Q&A



## Include:

- Name
- Pronouns
- Organization
- Title
- Headshot/Photo
- Logo

## Questions to ask:

- How long have you been with the organization?
- What drew you to work/volunteer here?
- What's your favorite memory of working here?
- Why is this issue important to you?
- What's a fun fact about yourself?



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