
Utilizing good visual design for instruction in higher education.

LEARNING OBJECTIVES:

Understand the importance of graphic design in teaching and in libraries

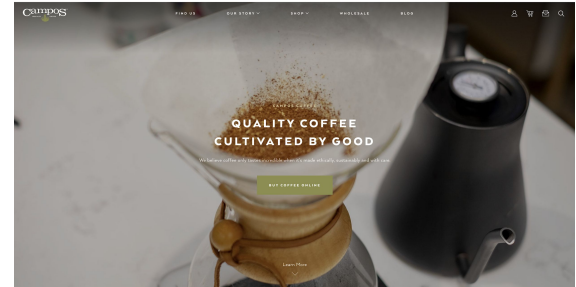
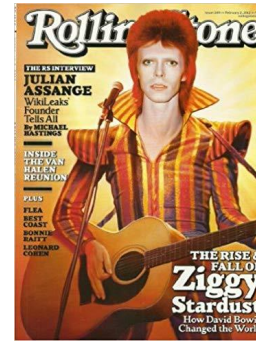
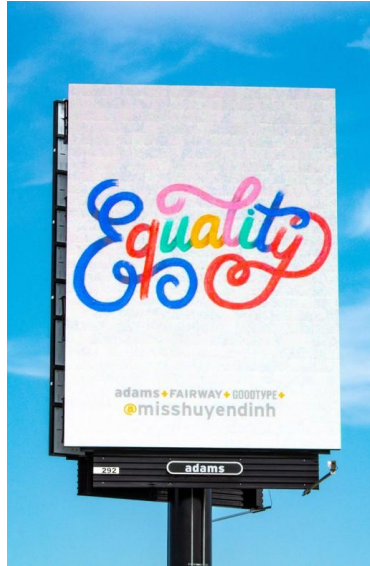
Define accessibility and graphic design

Use key concepts in graphic design to create teaching materials

What is graphic design?

The art & skill of combining text and graphics in a pleasing manner

It's ubiquitous!



Why is visual design important?

FOR TEACHING

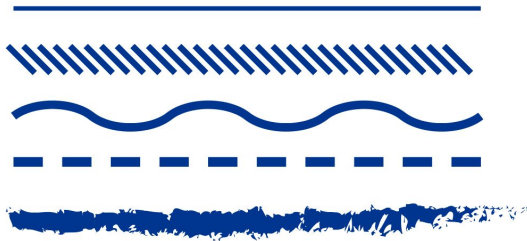
Well designed slides, handouts, and other learning objects will help promote productive learning. Visual Literacy is backed by research.

FOR LIBRARIES

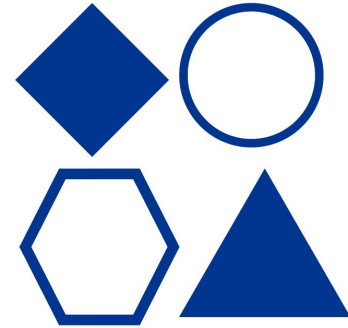
Charts, illustrated tutorials, fact sheets can be useful for instruction or display. Eye-catching signage and marketing materials can help promote the library. A clean website can help with accessibility and improve traffic.

Elements of Design: THE BASICS

Line



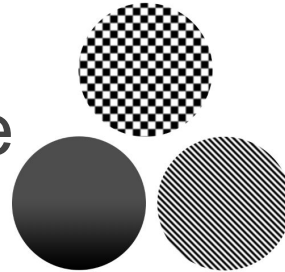
Shape



Size



Texture



Direction



Elements of Design: COLOR

4 Characteristics

HUE

Color



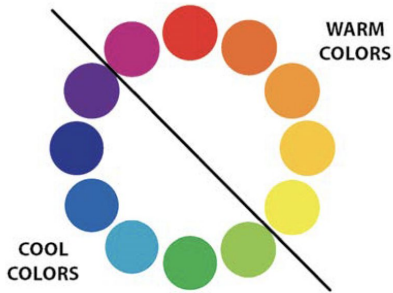
VALUE

Lightness or darkness of a color



SATURATION

Intensity or purity of colors



TEMPERATURE

Warm vs cool

Warm colors often represent energy, positivity, passion, and happiness.

Cool colors often represent nature, relaxation, calmness, and professionalism.

Color Schemes

Several types. You can use a color generator online if you need inspiration.

Elements of Design: TYPOGRAPHY

Font choice and use is one of the most important elements in visual design.

Major things to consider:

Legible fonts - display and fancy fonts should not be used in instruction.

Stick to clean sans serif and serif fonts.

Only use 1-3 different fonts - ideally a maximum of 2

With Powerpoint or presentations, use safe fonts which are available on most/all computers



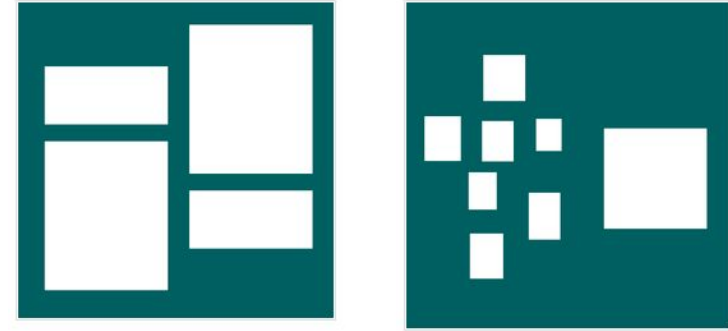
Sans Serif Font
Serif Font

Principles of Design: BALANCE

Placement of objects on the page can create weight to achieve balance

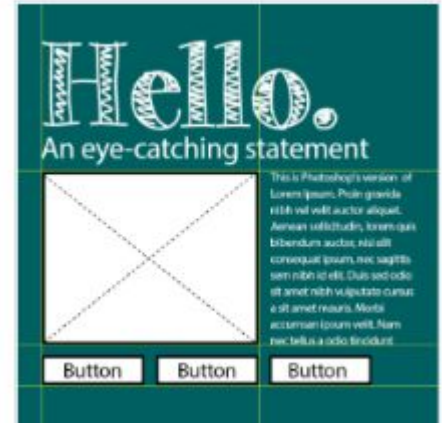
Symmetrical balance weights objects evenly on all sides of a design.

Asymmetrical balance uses contrast to even out objects in a design.



Principles of Design: ALIGNMENT

Helps to create order and organization in an image. Objects aligned have a visual connection to each other.



Principles of Design: REPETITION

Repeating elements such as fonts, shapes, colors, or objects creates consistency and unifies the design.

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Principles of Design: CONTRAST

Used to emphasize a design item. Juxtaposition of two different elements.
Light vs. Dark, Big vs. Small, Horizontal vs. Vertical

Contrast



Contrast
Contrast

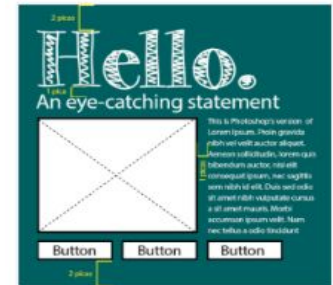
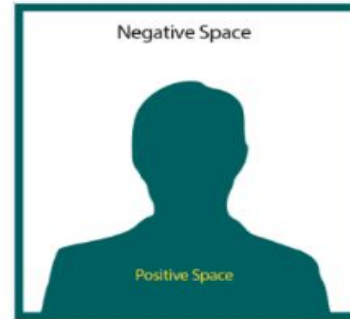
Principles of Design: RULE OF THIRDS

Use a grid to create interest in your design - elements often placed off-center



Principles of Design: SPACE

Positive and negative space should be considered in design. It's important to balance the two and give your objects room to breathe. Helps avoid clutter. Also, placing objects equidistant to each other can help to create unity.



Design Resources

There are many great resources to help you create beautiful materials!

Color Scheme Generator:

<https://colordesigner.io/>

Free icons to download:

<https://thenounproject.com/>

<https://icons8.com/>

Accessibility Contrast Checker:

<https://webaim.org/resources/contrastchecker>

Templates and resources:

<https://www.canva.com/>

You can completely design items with this free resource!

Create videos with captions:

<https://www.headliner.app/>

Great resource for librarians to promote their resources via social media.

Free vectors and images:

<https://www.freepik.com/>

What is accessibility?

Creating work that is accessible to a broad audience

A universal design / a design for all

Important for both on--screen display and paper handouts.

Some Guidelines

Alt-text on images.

Videos should have captions.

Accessible contrast for color.

Legible fonts.

Be wary of using any flashy videos or animations that may induce seizures or be generally unpleasant.

Activity!

Using the Powerpoint sent to you and the knowledge you learned today, redesign the slide. (the following slide is the Powerpoint sent)

What is fair use?

The doctrine of fair use in U.S. copyright law can help you use copyrighted materials for education and research needs.

One of the more important limitations to the rights of copyright owners is the doctrine of "fair use," which is codified in section 107 of the copyright law. Under the doctrine of fair use, you may use copyrighted works under certain circumstances without the use being considered an infringement on the rights of copyright owners.



fair use

Uses that may be considered fair include

- **News reporting**
- **Teaching**
- **Scholarship**
- **Research**

- **Criticism**
- **Comment**



Assessment!



What's the major issue here?

Referenced from <http://www.mrsolden.com/graphic-design/bad-design-poster> and <https://www.pcworld.idg.com.au/slideshow/366369/world-worst-powerpoint-presentations/>

Assessment!

INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

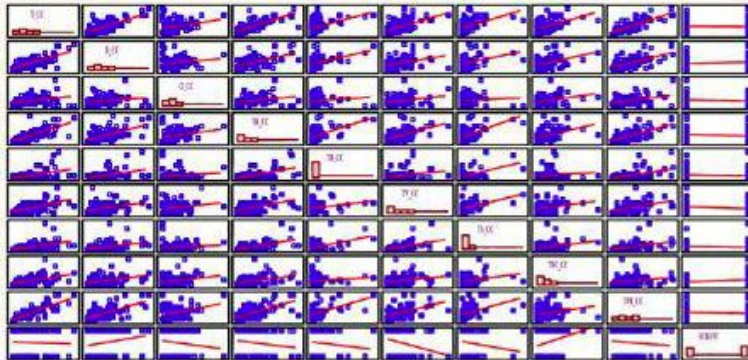
The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

If you could only change one thing here, what would it be?

Assessment!

Logistic Regression Model of System: Immune Cell Ratio Factors-Survival Lung Cancer Patients:

Correlation (LCLSTA:1175108)
Immune Cell Ratio Factors-5 Year Survival
Immunology of Lung Cancer Patients (n=100)
Logistic Regression



How could you make this slide accessible?

Assessment!



Which design is better and why?

Assessment!



Which design is better and why?

References

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