DESIGN SCHOOL WORKSHOP TWO

Fonts, Colors & Images

Canva

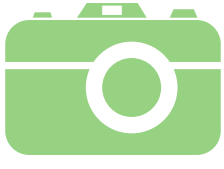
INTRODUCTION

Why fonts, colors, and images matter

F

FONT selection can be a daunting task with the endless possibilities of typefaces, weights, and sizes. When used skillfully, fonts can make your designs distinctive and convey your message with impact.

COLOR relationships are fundamental to great design. Knowing how to navigate the color wheel can help beginner designers understand how to compose stunning and expressive color palettes.



IMAGES capture emotion in ways that can serve to evoke specific responses from your audience. With thoughtful selection and manipulation, you can use these images to tell the story of your design.

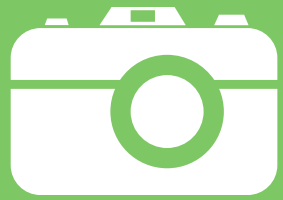
TODAY'S

Agenda

F

Fonts

Colors



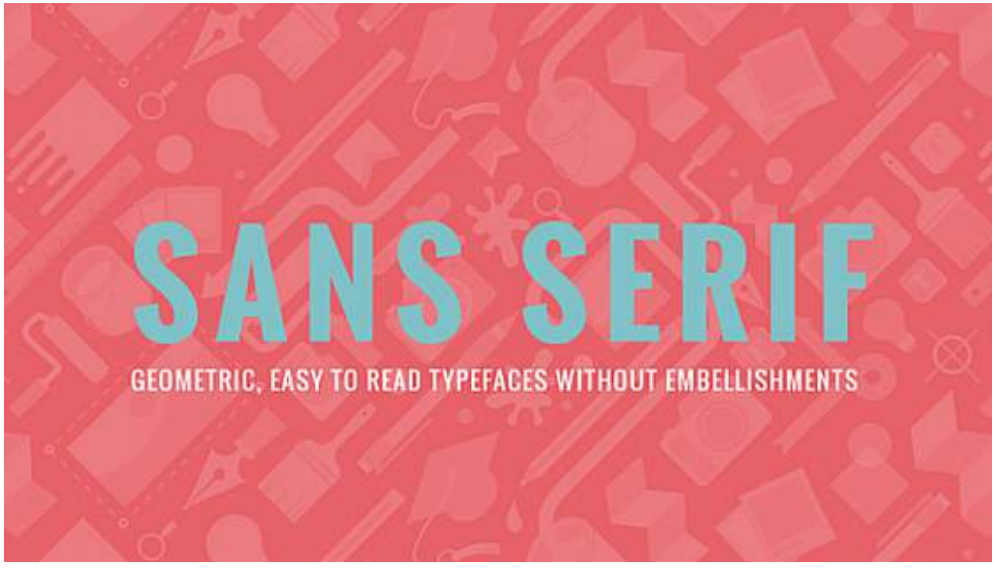
Images

F

Fonts

CHOOSING FONTS

Basic typographic terms



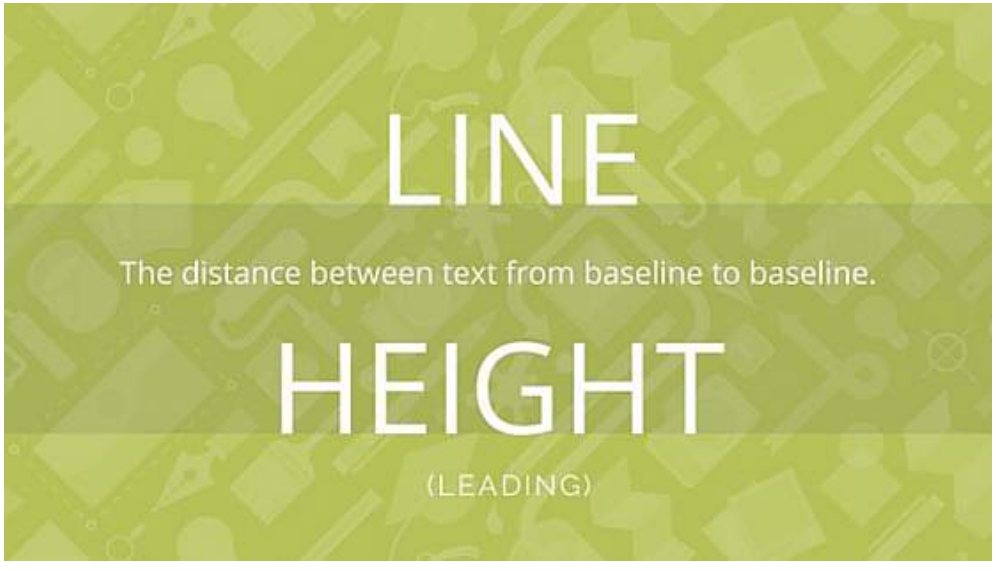
Serif fonts have small decorative edges at the ends of the letters.

Sans Serif fonts are geometric with no additional strokes at the end of the letters.

Script fonts mimic the stroke of a paintbrush, often linking letters together.

CHOOSING FONTS

Basic typographic terms

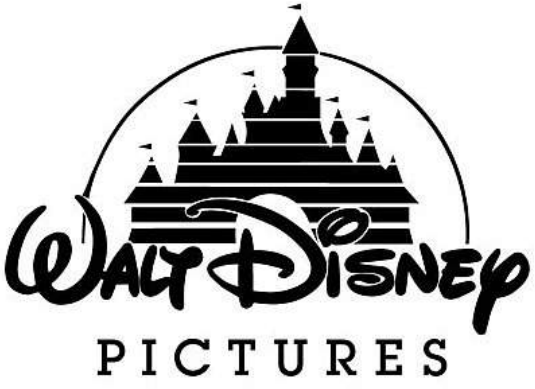


Letter spacing (tracking), is the space between letters on a line. Use this technique to elongate shorter words and create flush lines of text.

Line height is the distance between text from baseline to baseline. Alter this space to provide breathing room for tightly tracked lines of copy.

CHOOSING FONTS

Consider the style



magical, whimsical

playful, fun

stylish, sophisticated

strong, reliable

CHOOSING FONTS

Emphasize your message

STRONG

Simple

Elegant

Cute

hand-made

Refined

CHOOSING FONTS

Make it readable

"If you can't fly, then run,
if you can't run, then walk,
if you can't walk, then crawl,
but whatever you do,
you have to keep moving forward."

Martin Luther King Jr.

"If you can't fly, then run,
if you can't run, then walk,
if you can't walk, then crawl,
but whatever you do,
you have to keep moving
forward."

Martin Luther King Jr.

CHOOSING FONTS

Create hierarchy

Title: **Raleway Heavy, size 42**

Subtitle: RALEWAY, all caps, size 21

Body: Raleway thin, size 18

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PAIRING FONTS

Create character contrast

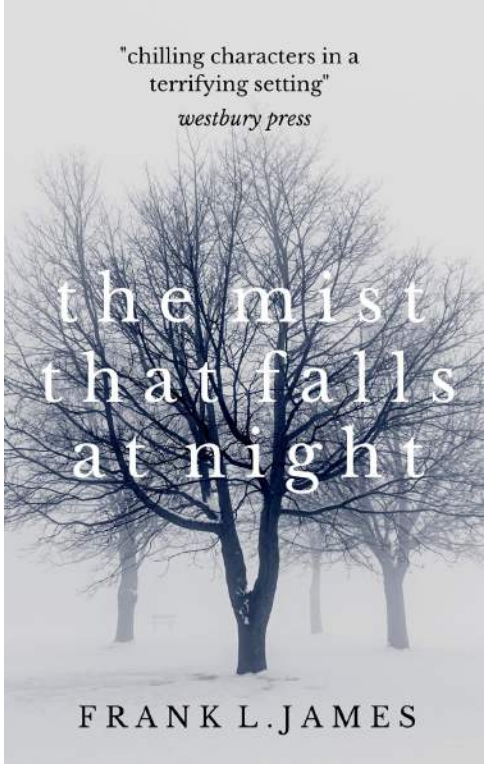
Bold and Regular

Script and Sans Serif

PAIRING FONTS

Create emphasis

Serif Regular and Serif Italics



Sans and Serif Italics

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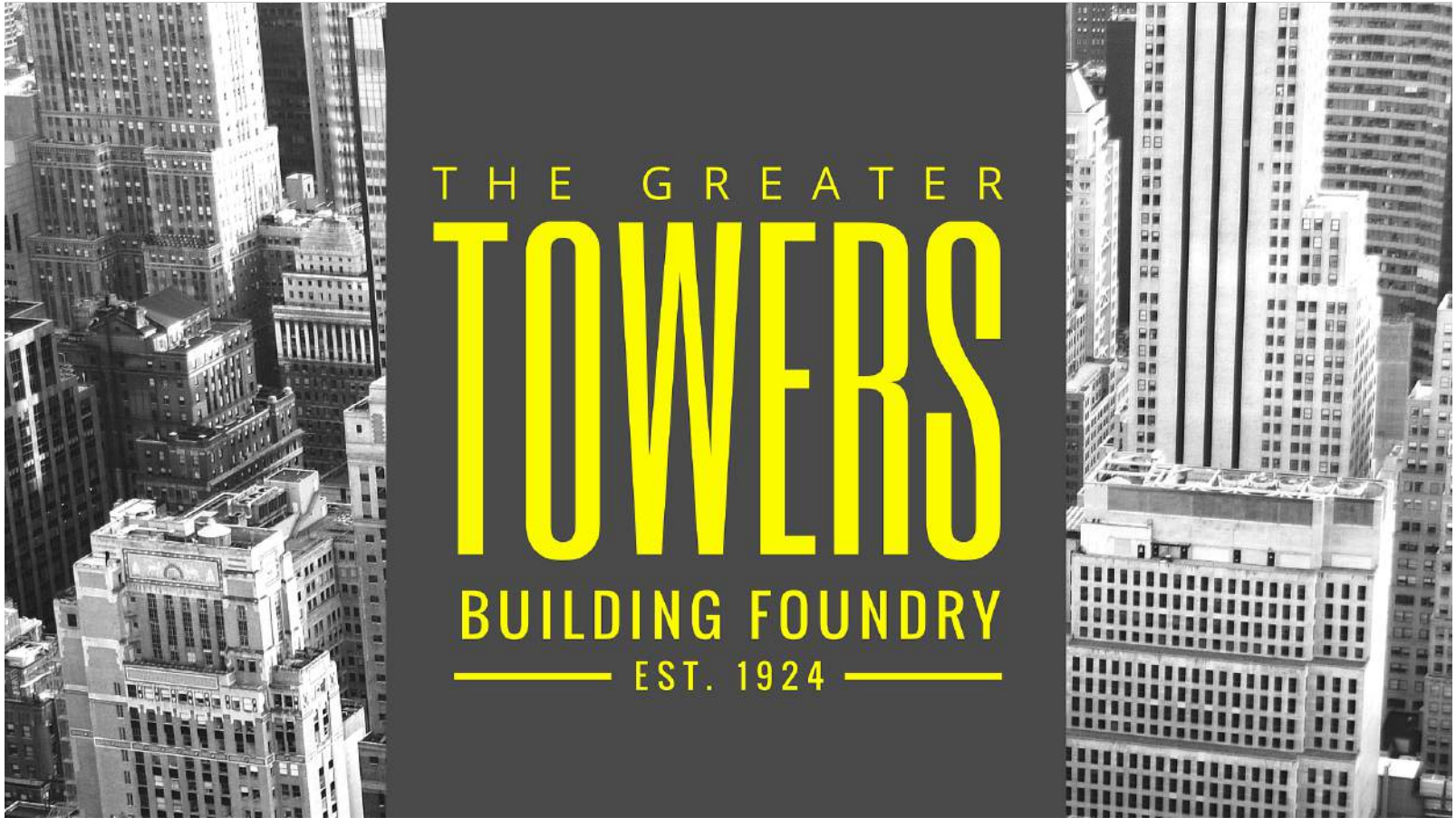
PAIRING FONTS

Demand attention

Spaced and Condensed



TITLE ARRANGEMENTS

Order and impact through alignment

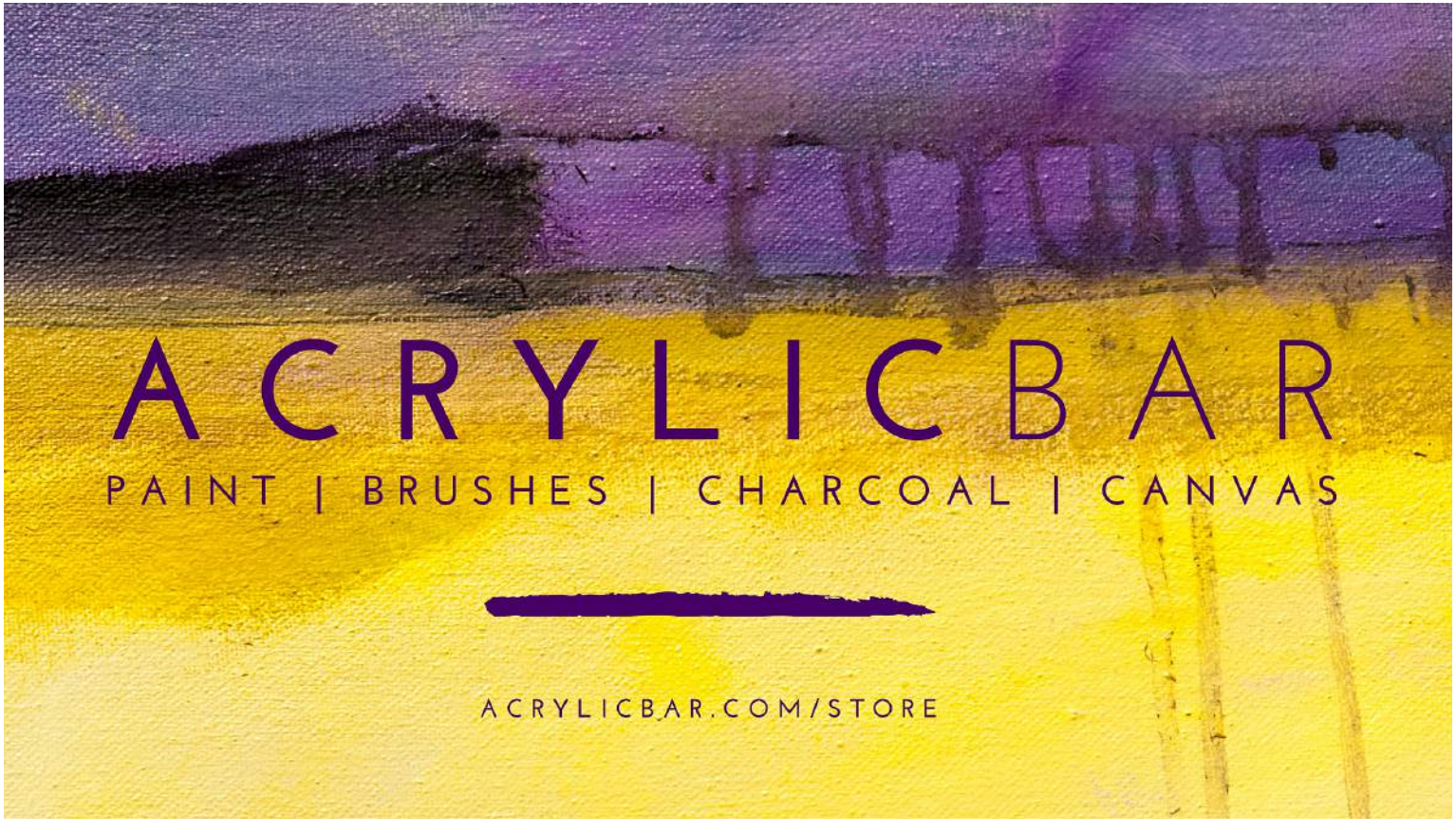
LEFT
ALIGNED

CENTER
ALIGNED

RIGHT
ALIGNED

TITLE ARRANGEMENTS

Balance through text spacing



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Colors

CHOOSING COLORS

The color wheel

Hex code: #00ffd5

Hex code: #63ff82

Hex code: #ff46a4

The color wheel is a spectrum of 16 million different colors, each identifiable by a unique hex code.

CHOOSING COLORS

Evoke emotion through color

Cool

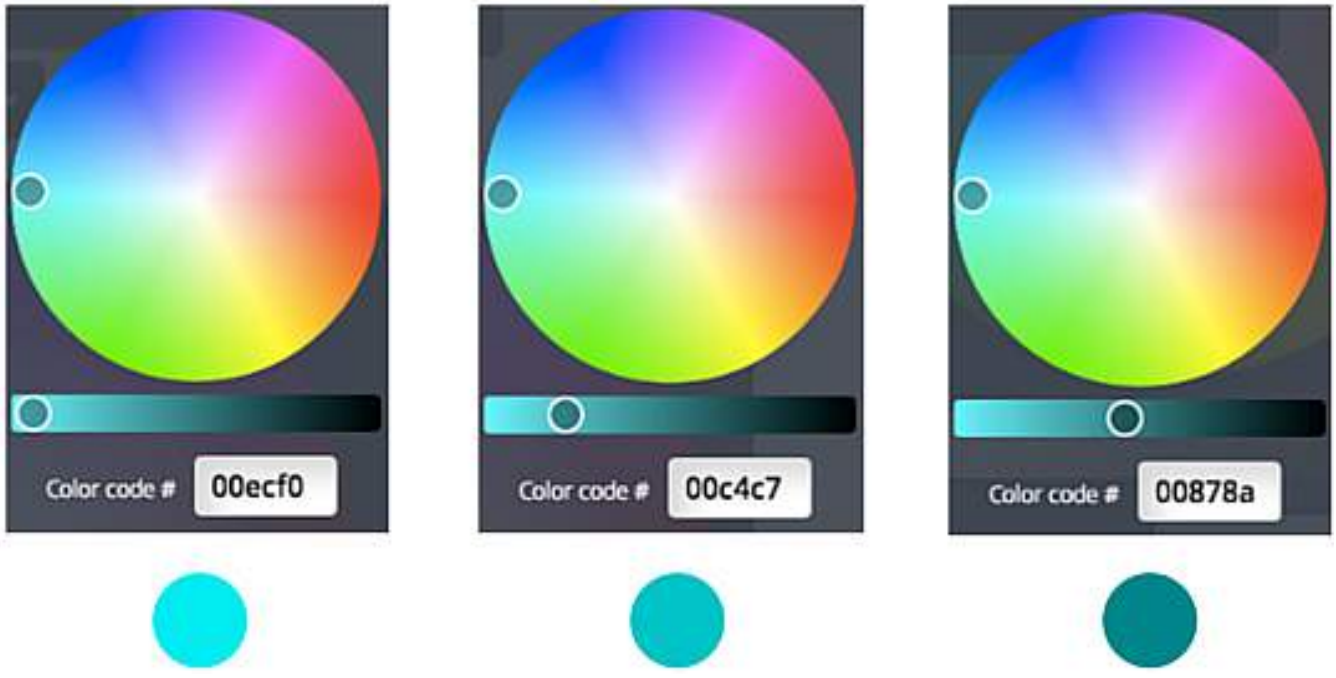
Greens, blues, and purples
evoke calm and soothing emotions.

Warm

Reds, oranges, and yellows
evoke energy and vibrant emotions.

CHOOSING COLORS

Explore a color gradient



Use the sliders to obtain lighter or darker versions of the same color.

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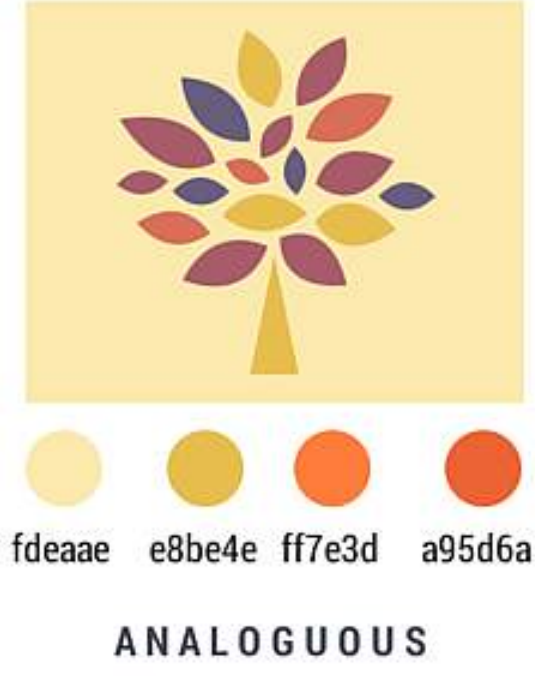
COLOR RELATIONSHIPS

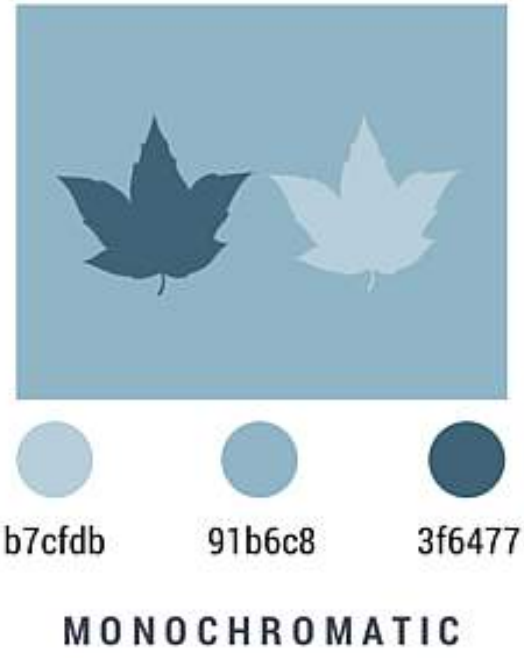
Harmony through similar colors



Analogous colors are located next to each other on the color wheel, resulting in seamless, low contrast harmony.

COLOR RELATIONSHIPS

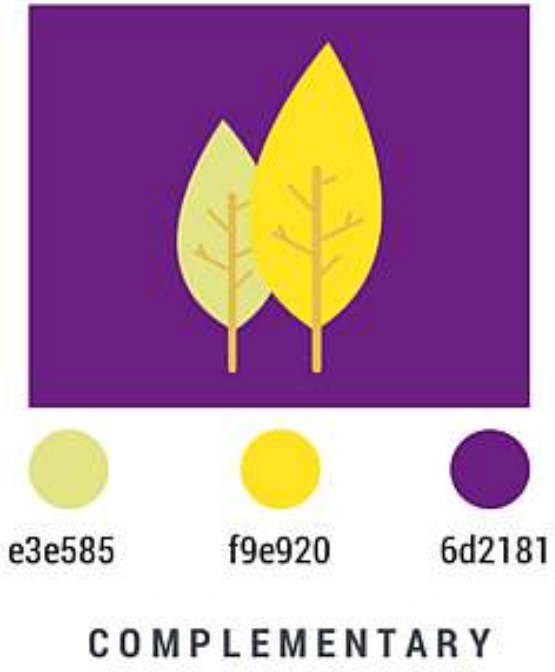
Visual cohesion through monochrome



Monochromatic colors are dark, medium, and light versions of the same color.

COLOR RELATIONSHIPS

Contrast using complements



Complementary colors are on opposite side of the color wheel, creating the most contrast with each other.

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USING COLORS

Create a color palette

Use a vibrant color to make elements stand out.

Limit your color palette to four colors.

Choose colors appropriate to the subject of your design.

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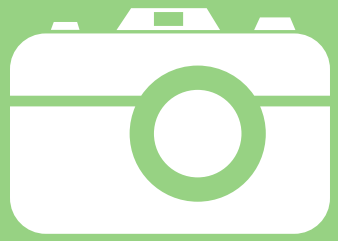
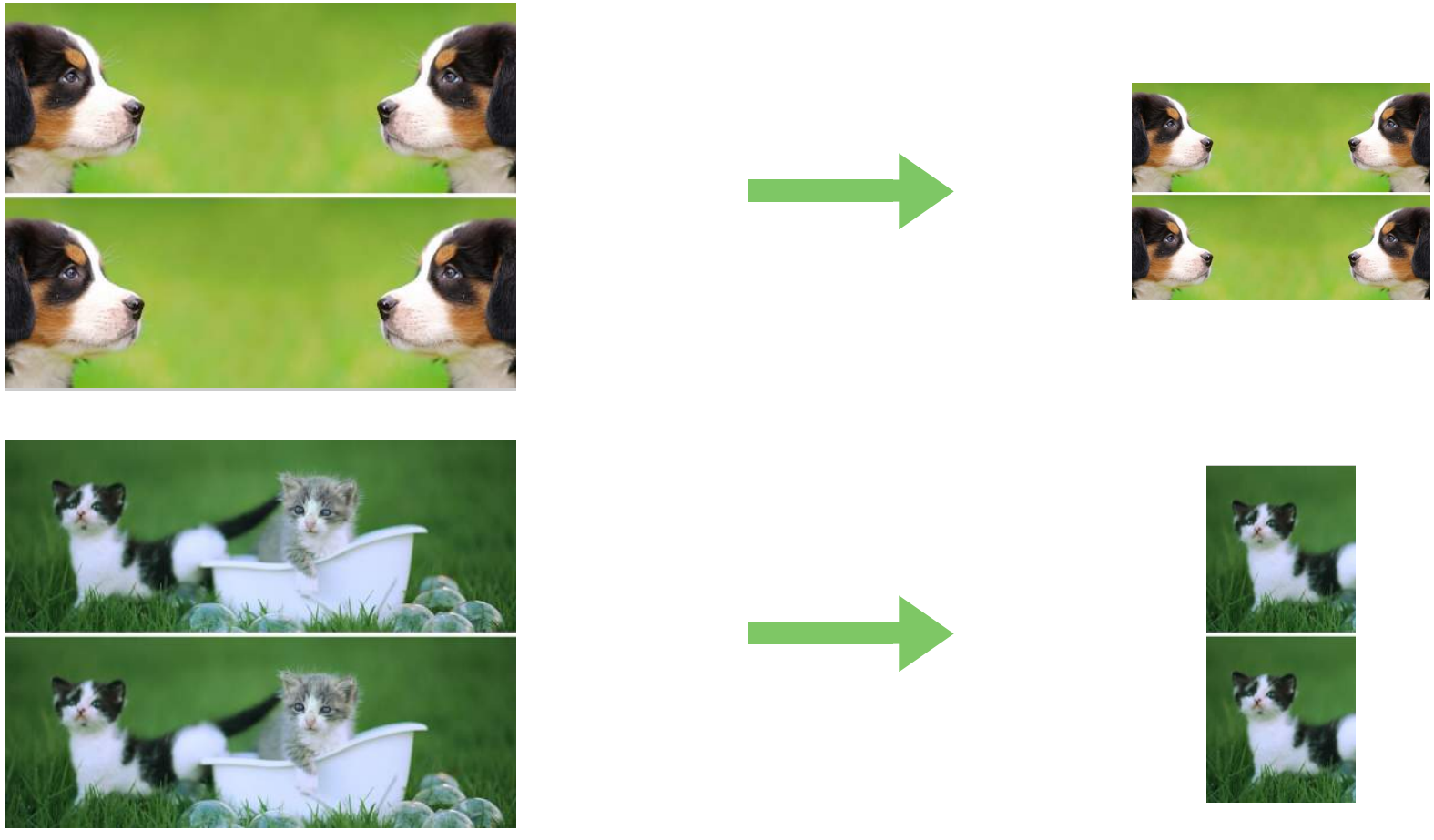


Images

THE POWER OF GRIDS

Use grids to frame your images



Use grids to frame and resize your images.

THE POWER OF GRIDS

Resize images in your grids

Double-clicking on an image placed within a grid allows you to resize or move images for visually interesting placement.

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PHOTO FILTERS

Filters to correct and enhance

Make an image crisper and cleaner by adjusting the brightness, contrast, and saturation filters.

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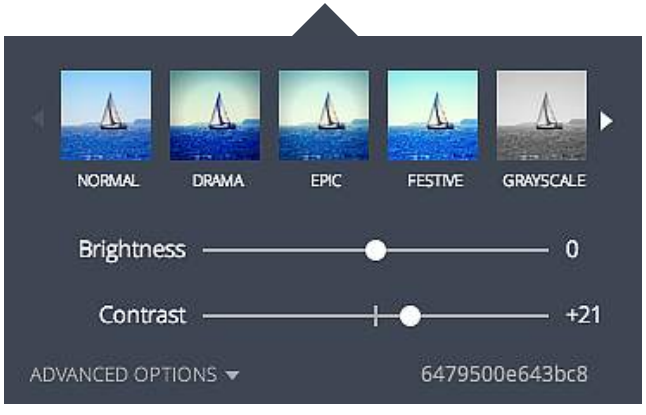
PHOTO FILTERS

Evoke moods with filters

Applying photo filters can create or highlight certain moods embodied by your image.

PHOTO FILTERS

Maintain a consistent look and feel



Maintain consistency in your graphics by applying the same filter codes to your images.

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