

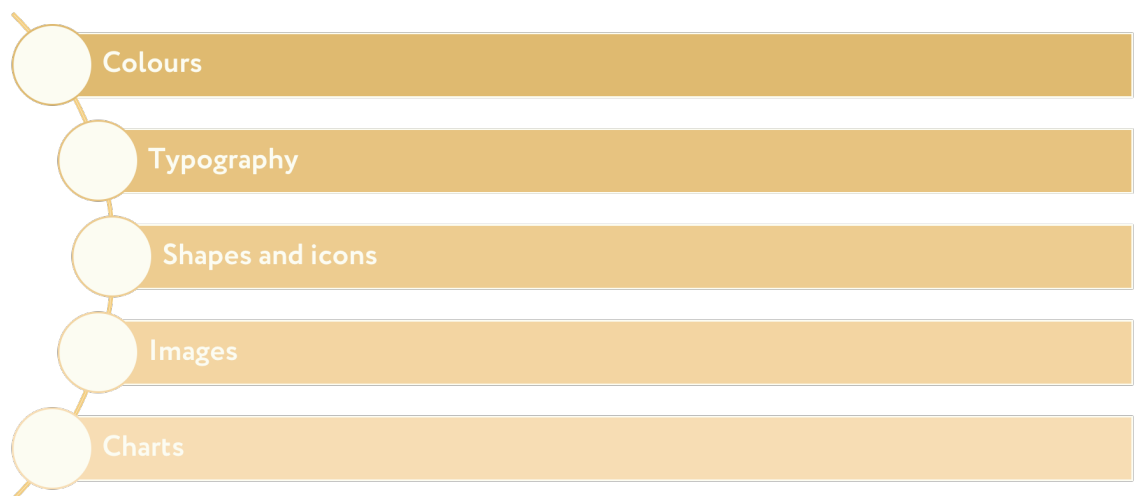
Visual design resources

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Visual design plays an important role in effective communication. Good design can be the difference between somebody receiving and understanding a message and not.

In this unit, we looked at the fundamental elements of design, which we have listed below. In the following pages, we share resources relevant to fundamental design principles and each of these course design elements. We've also included resources on bringing it all together through brand guidelines and templates and specific tips on creating social media assets.

The elements of design



Visual design background reading

- John Lovett 'Original Design Overview', <https://www.johnlovett.com/design-overview>
- Graham Odds 'How to design better data visualizations': <http://www.creativebloq.com/how-design-better-data-visualisations-8134175>
- Alexandre N. Tuch et al. 'The role of visual complexity and prototypicality regarding first impression of websites: Working towards understanding aesthetic judgments': <https://research.google.com/pubs/pub38315.html>
- 'Gestalt Theory in Typography & Design Principles': <http://www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/>

Colour

- Cameron Chapman ‘**Color Theory for Designers**’
 - Part 1: <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>
 - Part 2: <https://www.smashingmagazine.com/2010/02/color-theory-for-designers-part-2-understanding-concepts-and-terminology/>
 - Part 3: <https://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/>
- Usability.gov ‘**Color Basics**’: <https://www.usability.gov/how-to-and-tools/methods/color-basics.html>
- Colour palette generators:
 - Paletton: <http://paletton.com/>
 - Colors: <https://colors.co>
 - Canva (extract colour palette from a photo): <https://www.canva.com/color-palette/>

Typography

- Brittany Leaning ‘**Typography Tutorial for Beginners: Everything You Need to Learn Typography Basics**’: <https://blog.hubspot.com/marketing/typography-terms-introduction>
- Font libraries
 - Google Fonts: <https://fonts.google.com/>
 - Adobe TypeKit: <https://typekit.com/>
 - Fonts.com: <https://www.fonts.com/>

Icons, shapes and images

- Slava Shestopalov ‘**Optical Effects in User Interfaces (for True Nerds)**’, <https://medium.muz.li/optical-effects-9fca82b4cd9a>
- **Creative Commons Licenses and Examples**: <https://creativecommons.org/share-your-work/licensing-types-examples/licensing-examples/>
- Finding free-to-use images on Google: <https://support.google.com/websearch/answer/29508>
- UNAIDS general guidance for photographers: https://www.unodc.org/pdf/india/news_and_events/photographer_guidelines.pdf
- Image libraries
 - Noun Project (for icons): <https://thenounproject.com/>
 - 500px (for stock images): <https://500px.com/>
 - Flickr (for images): <https://www.flickr.com/>

Charts

- Gregor Aisch ‘**Making data visualizations – A survival guide**’: <https://www.slideshare.net/vis4/making-data-visualizations-a-survival-guide>
- On Think Tanks Data Visualisation Competition <http://www.ttdatavis.onthinktanks.org/>

Brand guidelines

- Examples
 - Manchester University (particularly strong image guidelines): <http://www.brand.manchester.ac.uk/visual-identity/>
 - Google’s Material Design (good at colours and defining icons): <https://material.io/guidelines/material-design/introduction.html>
 - Urban Institute (good example for charts): <http://urbaninstitute.github.io/graphics-styleguide/>
- Create your own
 - Frontify: <https://frontify.com/>
 - OpenBrand: <http://www.brandkit.io/>
 - Brandkit: <https://openbrand.com>

Tools, templates and resources

- Creating and modifying styles in Word: <https://support.office.com/en-us/article/Customize-or-create-new-styles-in-Word-d38d6e47-f6fc-48eb-a607-1eb120dec563>
- Create or delete a custom theme color in Word (on Mac needs to be done via PowerPoint): <https://support.office.com/en-us/article/Create-or-delete-a-custom-theme-color-f122fc2d-d83a-4edc-b9f9-b525dc6880c2>
- Canva design tutorials: <https://designschool.canva.com/tutorials/>
- Canva: <https://www.canva.com>

Social media asset resources

- Garrett Heath ‘**One Image to Rule Them All: Size Specs to Work Across Social Media**’ (from 2016, may not be current) <https://blog.rackspace.com/image-size-specs-across-social-media>
- Always Up-to-Date Guide to Social Media Image Sizes <https://sproutsocial.com/insights/social-media-image-sizes-guide/>