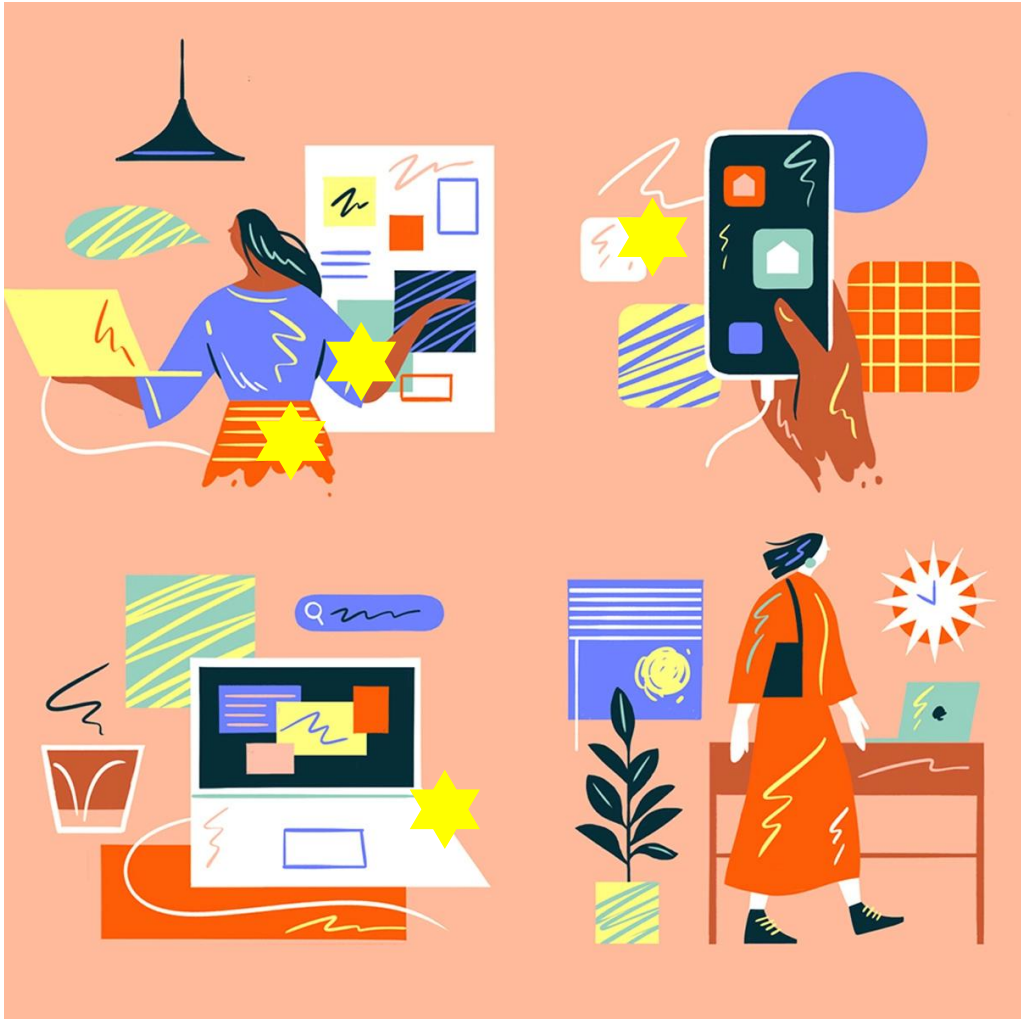


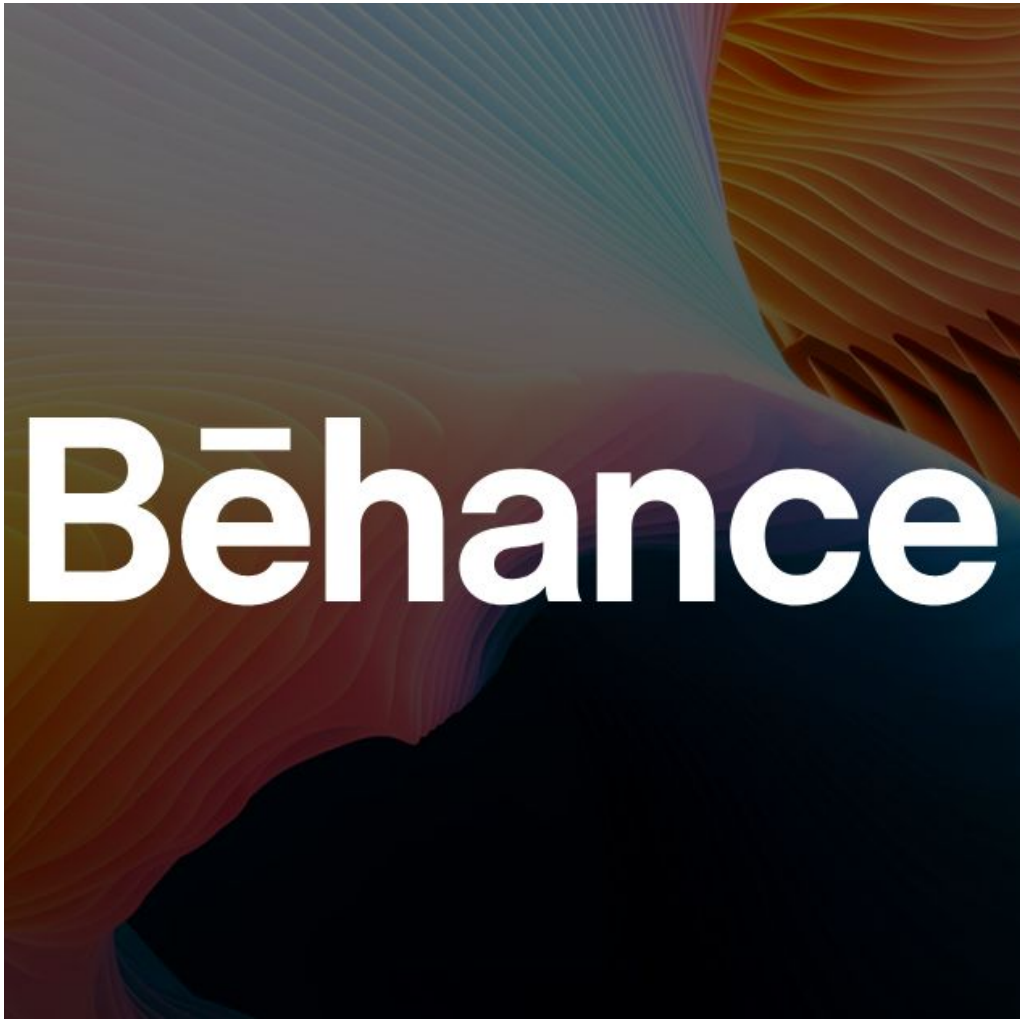
Practical 4 Working with Design

Elizabeth Ashley Fox-Jensen
elizabeth.jensen@mau.se



Design Roles

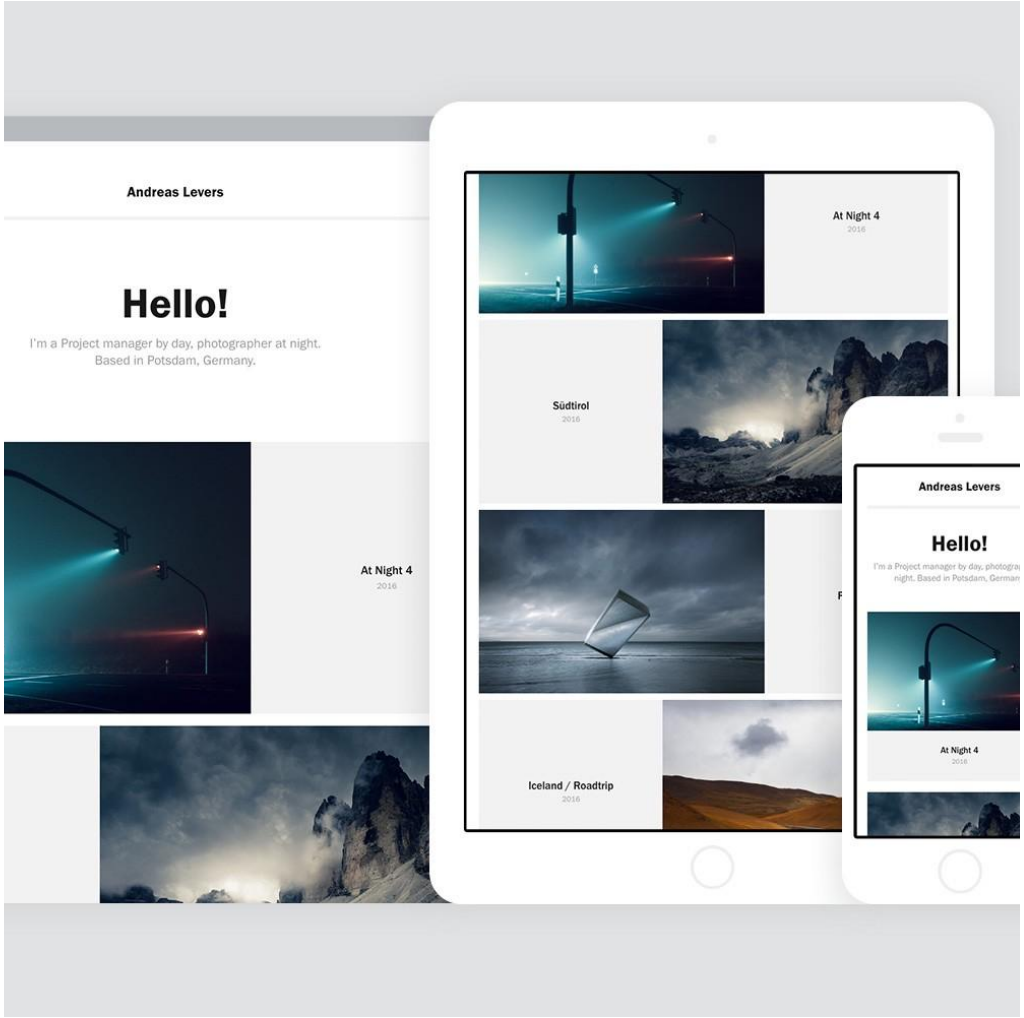
Creatives
Technical
Production
Project Management
UX UI
Digital Designer
Junior, Assistant and Associate
Brand Strategist
Marketing
Communication



Portfolio Behance

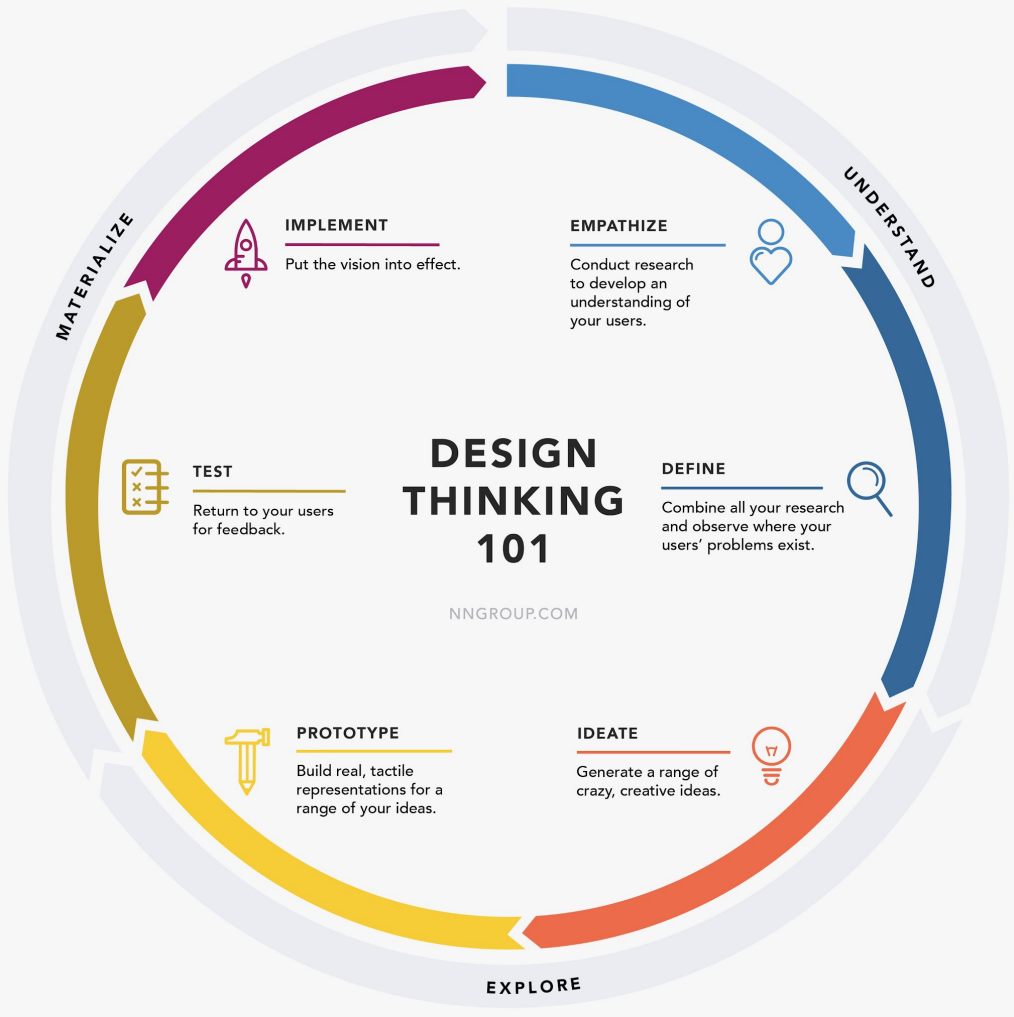
MAU Design Projects

Communicate with other designers
Share work and receive feedback
Get inspired and Find jobs



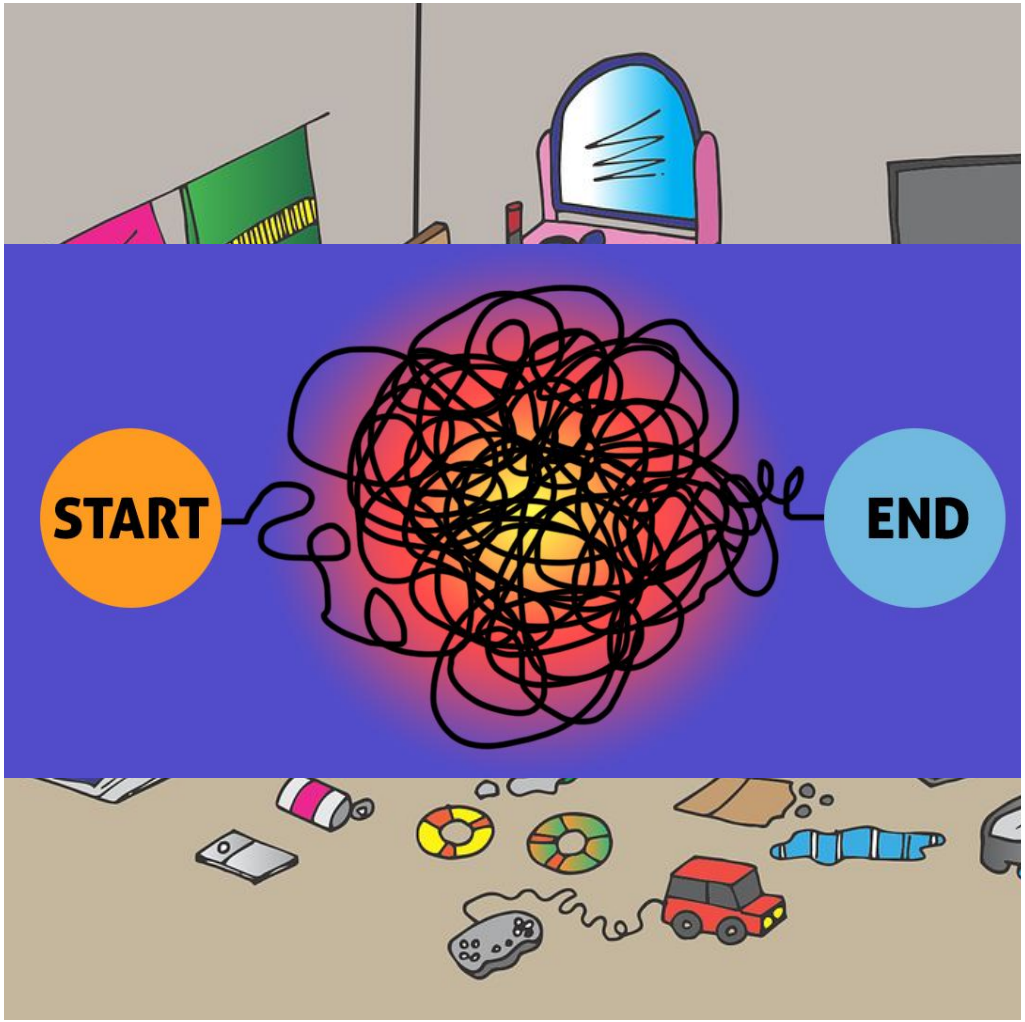
Behance
Adobe Portfolio

Portfolio by Adobe



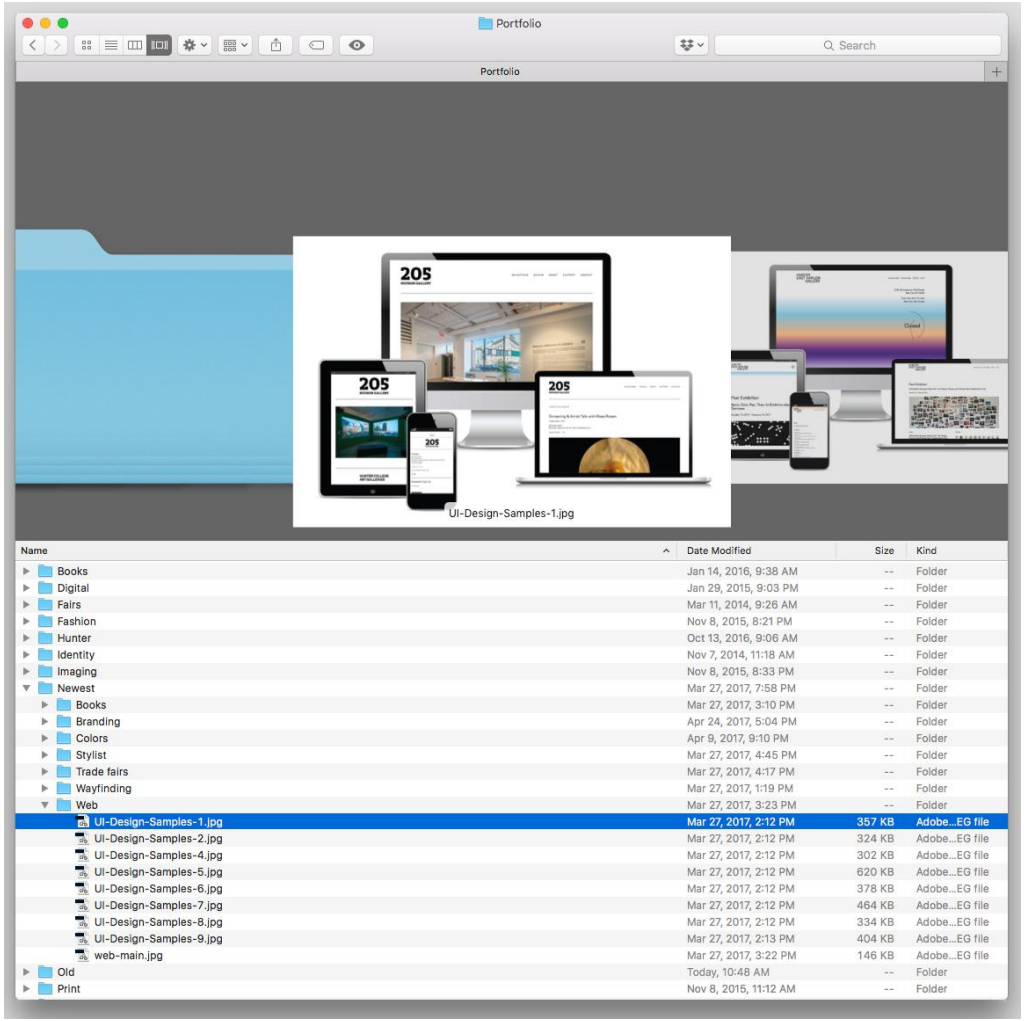
Creative Design Process *Tidy*

My preferred approach



Creative Design Process *Messy*

Everyone is different
Many prefer this model.,.
Many Models exist...



Structure Yourself

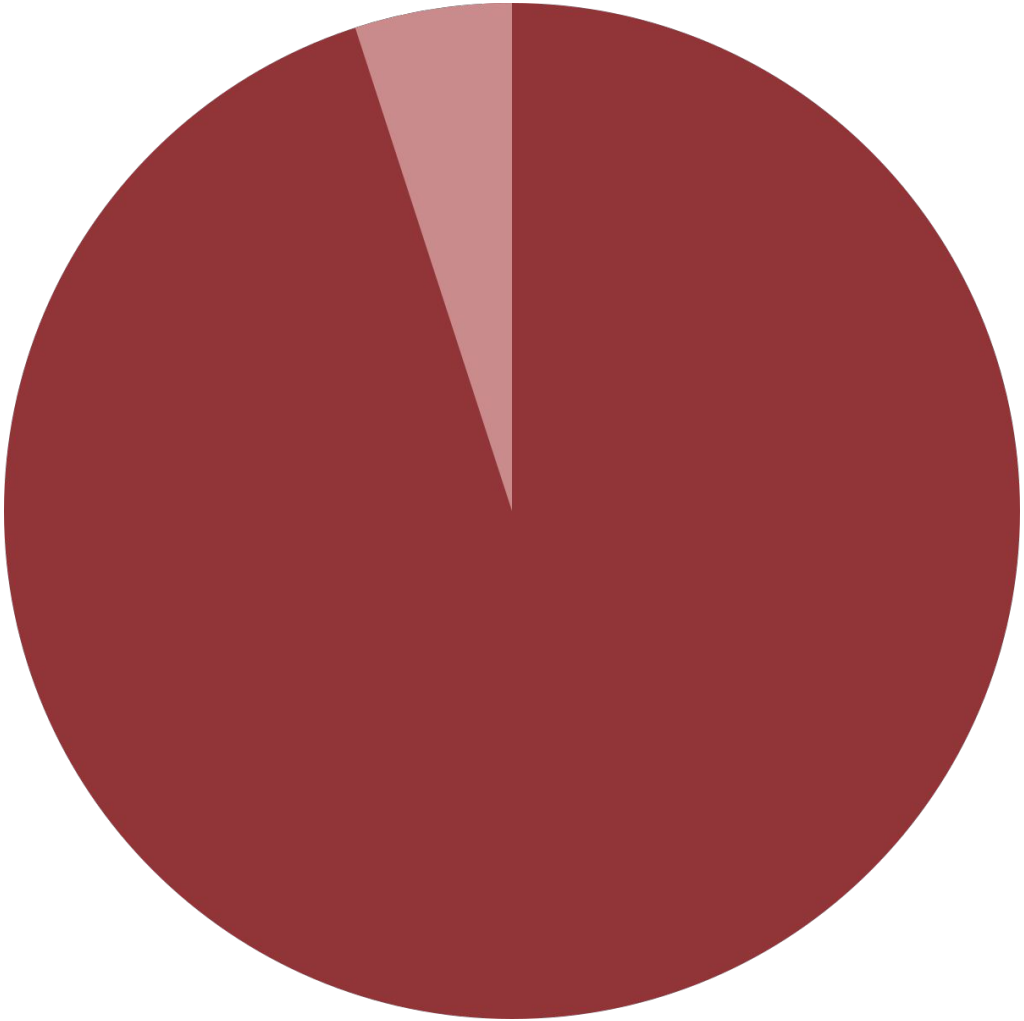
Organization of Projects Workflow Management

Create your own archive syste,
here are a few ideas...



Importance of Feedback and Revisions

Strategic Feedback and what you can gain from Collaborative projects

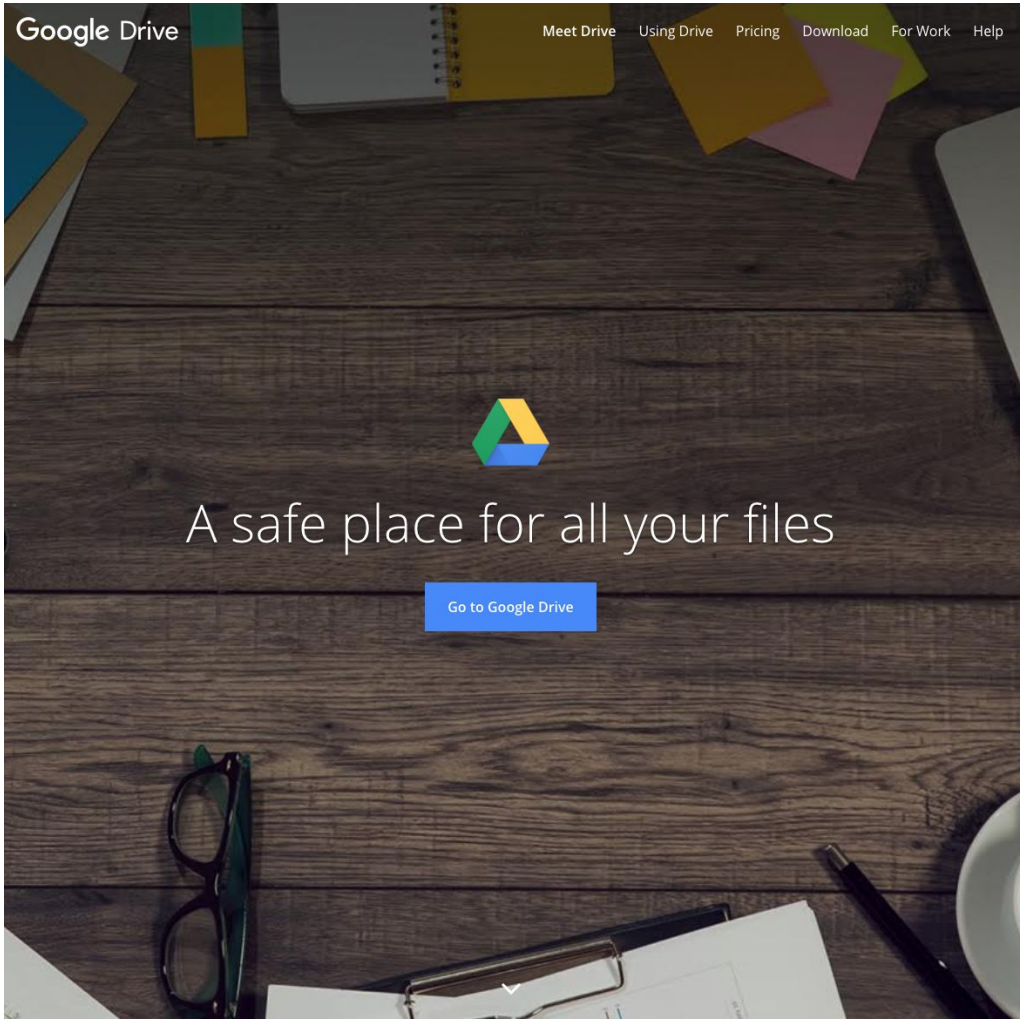


Designer Quote

95% = of her process is research, admin, teamwork and feedback

5% = of her process is design

Quoted from a founder of one of the largest architecture firms, Diller Scofidio + Renfro



Practical Aspects Cloud Backup

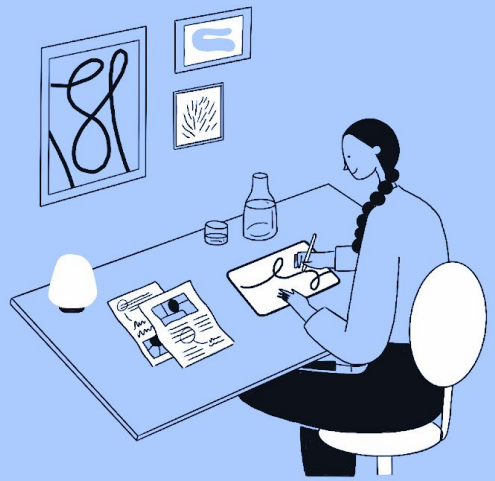
Label Everything
Save Everything

Backup:
External Drive
Google Drive
Cloud based
Dropbox

Application

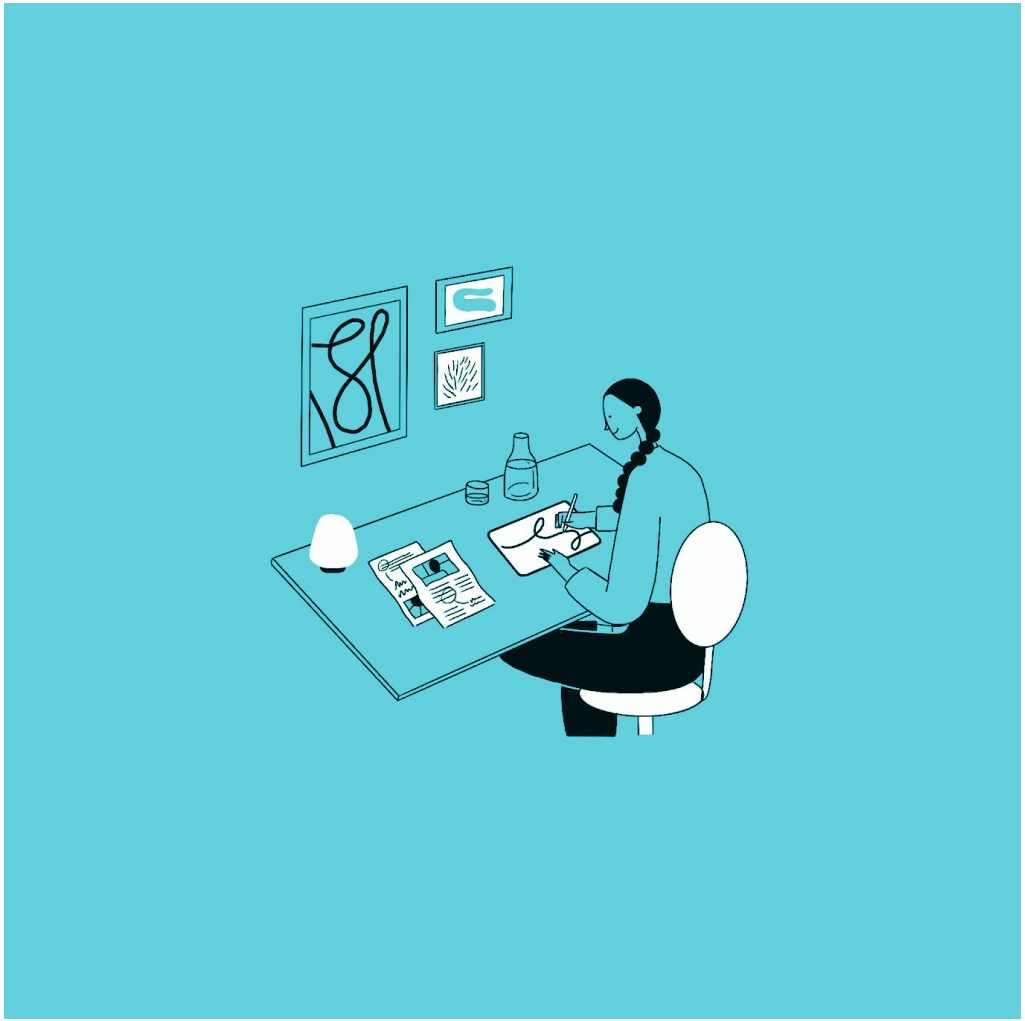


Application



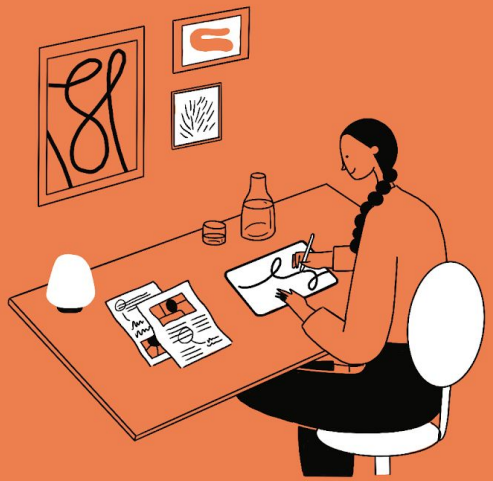
By “applying” Graphic Design Methods (color, composition and perception), Tools (type, grid, layout, imaging, photo and illustration) and Research (desktop research, swot, mood boards) tools to an actual task for a case study.

Common platforms to use for SoMe: Adobe Creative, Canva, Figma, others...



Design

By “designing” using Graphic Design Methods, Tools and Research knowledge to an actual task for a case study.



Presentation

By “presenting” your Design task
to the case study and receiving feedback.

Ten simple rules for
effective presentation slides



Practical 4 Exercises

4A SoMe (Social Media) exercise
4B Digital media exercise
4C Print, Layout and Type exercise
4D Print Poster and Book exercise



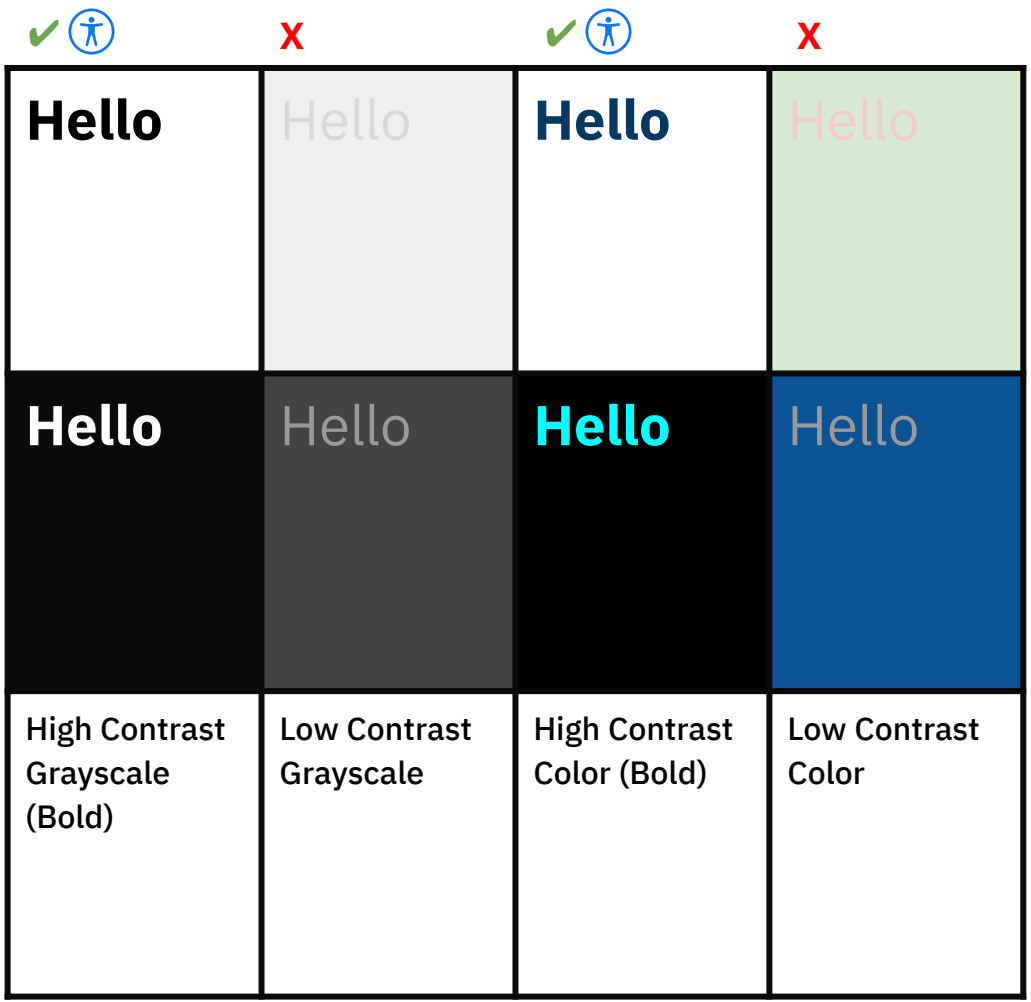
Inspiration Branding Guidelines Examples

Brand Sweden

Brand Sweden identity

https://vimeo.com/454006151

Accessibility Considerations



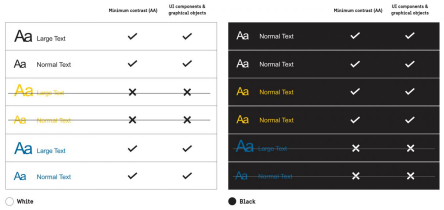
1 in 7 people are vision, hearing, mobility and cognitives disabilities.

Solutions:

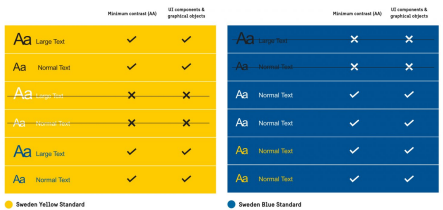
1. Use high contrast bold Sans Serif Fonts
2. Include text alternatives to images

Read more about what is accessibility.

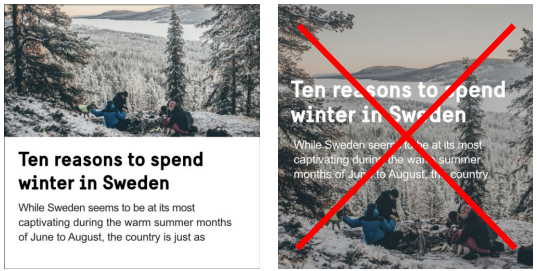
Accessibility Brand Sweden



Overview

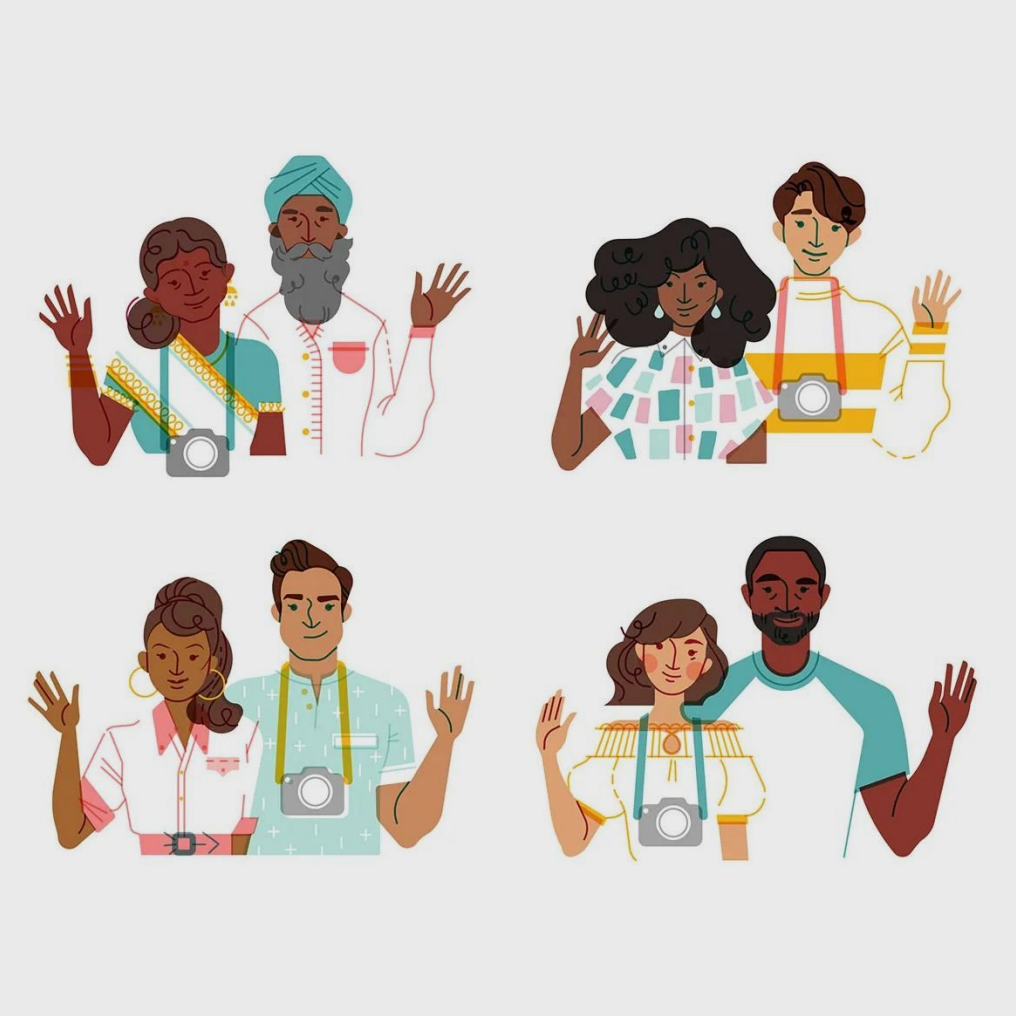


Colour Contrast



Text Over Image

[Read more here]



Inclusive Design

Inclusive design describes methodologies to create products that understand and enable people of all backgrounds and abilities. It may address accessibility, age, economic situation, geographic location, language, race, and more.

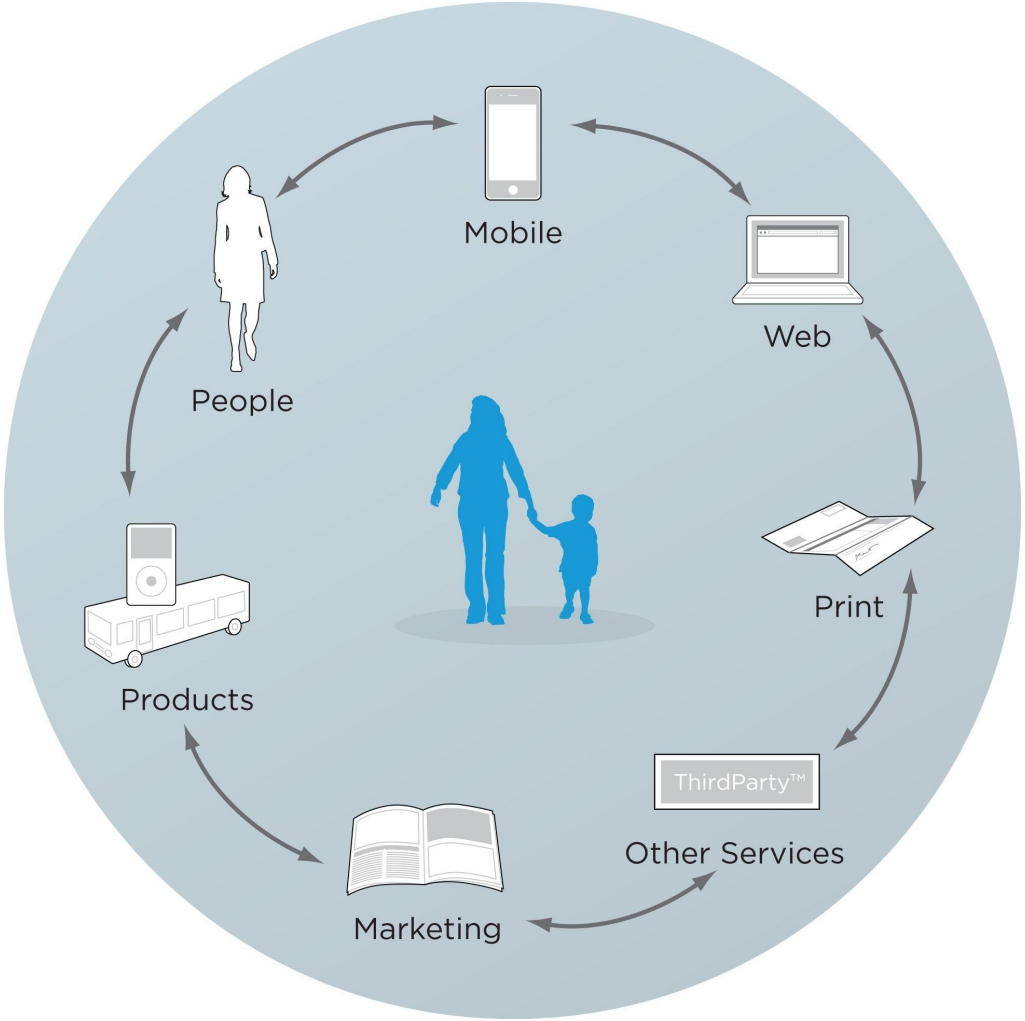
Read more here

Layout
Visual Heiarchy



Read more here

Inspiration
Branding
Touchpoints



Consider where the touchpoint is in contact with the user. On the phone, a bus, a website, on a tee shirt, or a magazine.



Branding Reading Materials *Mandatory*

Communicating Visually:
The Graphic Design of the Brand
by Daniel Raposo (pp. 4-23)

On Canvas

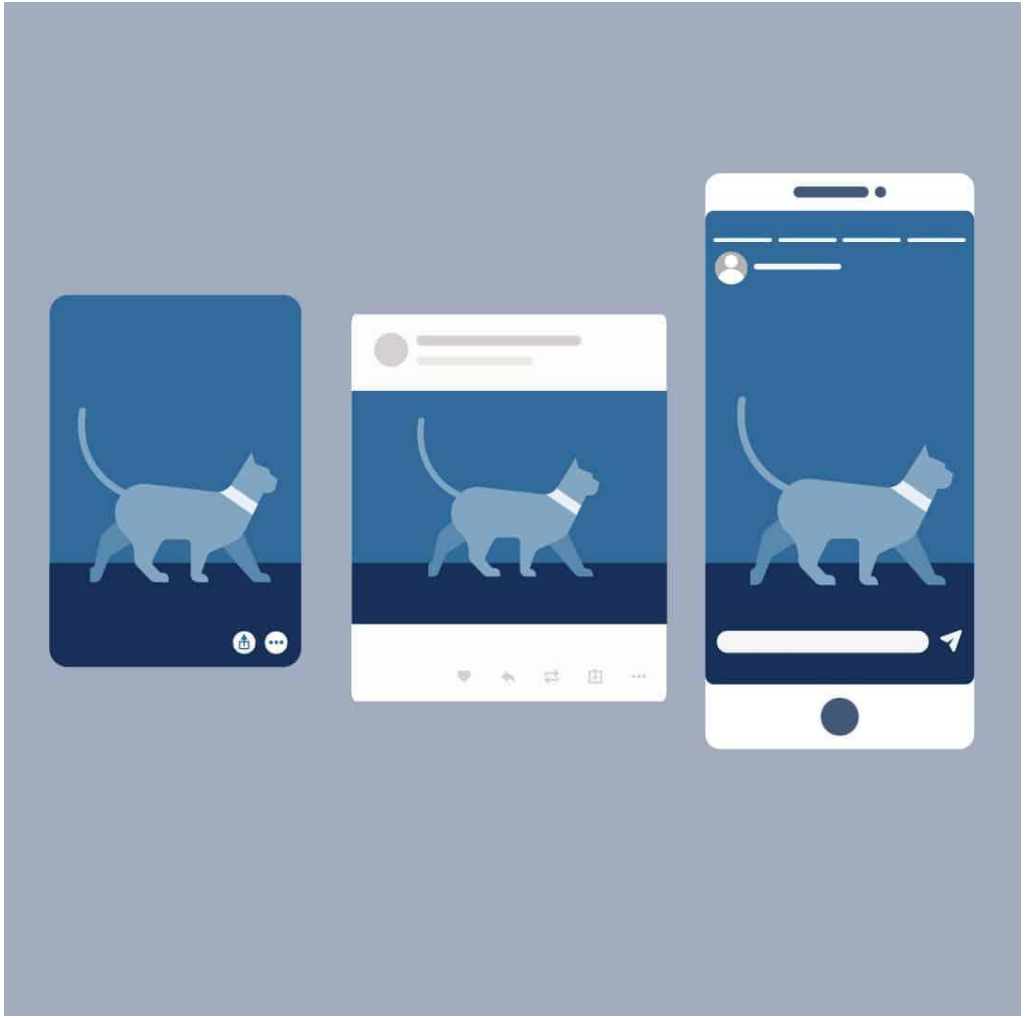


Practical 4
Exam review

Two files:
1. Presentation PDF
2. Written reflection

Select one or more:
4A SoMe (Social Media) exercise
4B Digital media exercise
4C Print, Layout and Type exercise
4D Print Poster and Book exercise

On Canvas



Practical 4A Social Media Exercise

2023 Social Media Image Sizes for All Networks [CHEATSHEET]



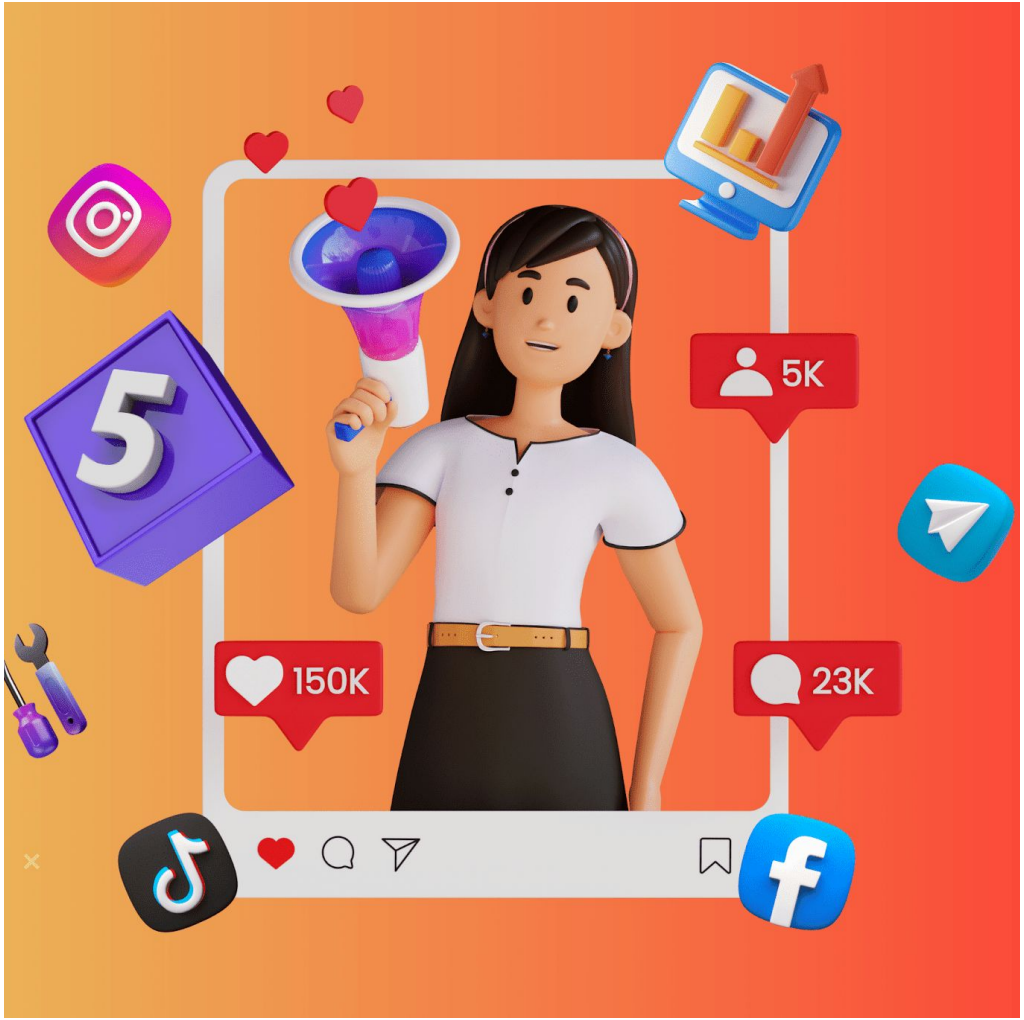
Practical 4A Social Media Exercise

<u>Trends</u>

1. Motion graphics
2. Dark mode-friendly graphics

81.9% of smartphone users

3. Bold, abstract shapes



Practical 4A Social Media Exercise Demo

Recording on Canvas
Using Adobe Creative, Canva and Figma

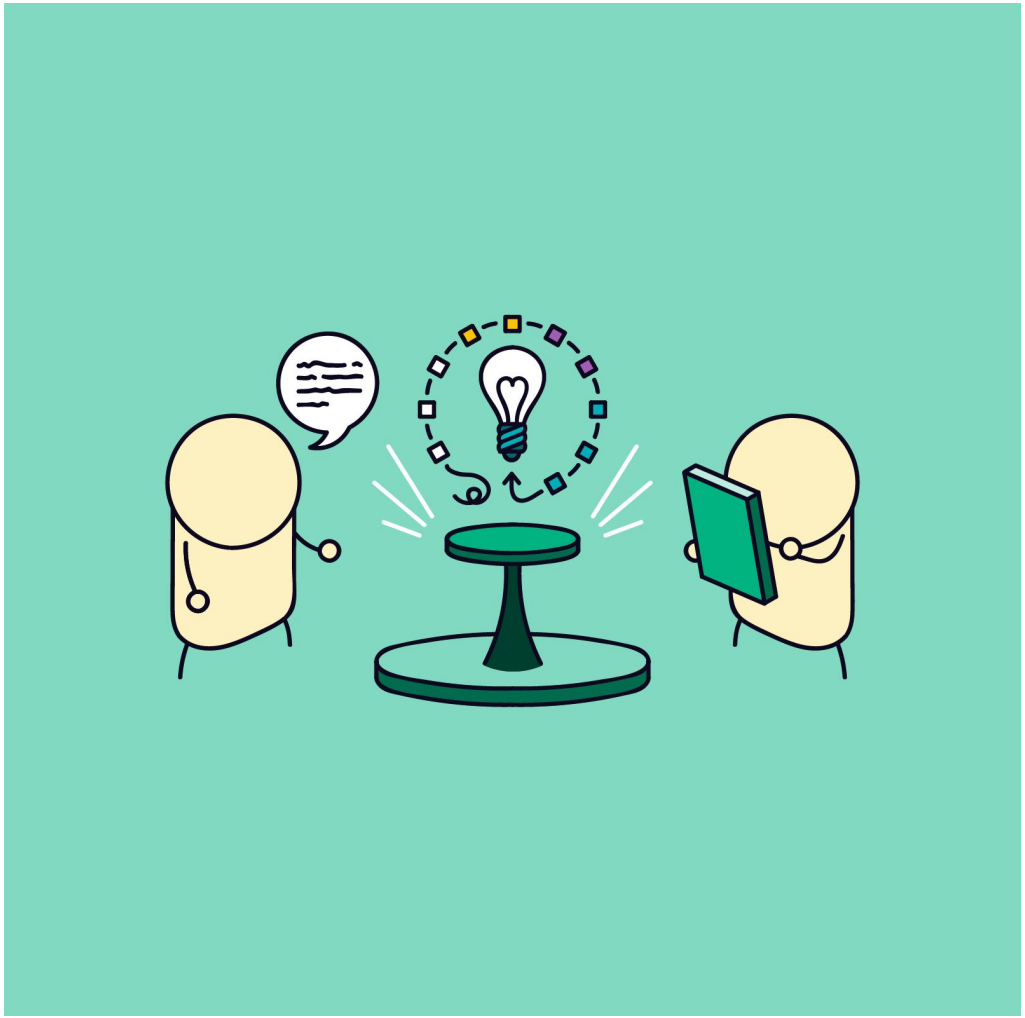


Case Study High5Girls.dk

HIGH FIVE GIRLS

High5Girls is an initiative focused on empowering and inspiring young girls, particularly in the fields of science, technology, engineering, and mathematics (STEM). The program aims to bridge the gender gap in STEM by providing mentorship, educational workshops, and networking opportunities to girls, encouraging them to pursue careers in these traditionally male-dominated fields.

high5girls.dk



Questions

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