THE NON-DESIGNER'S
Design Workshop

Barbara Sikora for the
City of Richmond, June 22, 2007
www.nondesigners.com/minicourse

1 Design Process and Principles

Overview

- Design Process: a brief overview
- Design Principles: showing your natural skills
- Design Techniques: CRAP, or how to strengthen the design
- Graphic Techniques
- Quiz Time: name it to own it
- Readability, Proofing & Refinements
- Questions & Answers

Information Design

Three components give rise to good design

- **The Design Process**
- **The Content:** learning to respond to the content. It's all about relationships.
- **Design Principles & Techniques:** strengthening what you do naturally and CRAP.

Oh yeah! Great stuff!

It's all about Relationships

- #1 You and the content: Content gives rise to design. Your job is to learn to respond to the content: see patterns and organization needs.
- #2 Within the content: A strong foundation (organized content) plus application of the design principles ensures good design.
- #3 With the audience: The audience will respond to hierarchy, organization, contrast, and white space.
- Good news: Design is a learnable skill.

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Research & Plan

www.nondesigners.com

#1 Develop a relationship with the content.

- Research, brainstorm, compost!
- Assemble, organize, understand
- Sketch, diagram
- The design process

  Research, thumbnails, rough comps, mock-ups, tight comps, production, final

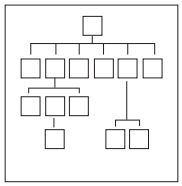
Visual Understanding

#2 Develop relationships within the content

- Hands on approach
- Get an overview, look for patterns
- Content structure
- Web design: Site structure

Content Organization

Page Organization



Site Organization

Design Principles

- Focal Point
- Eye flow
- Balance
- White space
- Simplicity
- Appropriateness
- Unity

Information design:

- Hierarchy (conducts eyeflow)
- Consistency

#3 Help the viewer develop a relationship to the content

Design Workshop

Are your programs sparsely attended and your services not being used? Are your newsletters, flyers, and Web sites being ignored?

Design can make or break your image and your effectiveness in delivering your messages. This workshop will teach the non-designer basic principles and techniques of design and typography and help you easily create good design.

Friday, October 3,
9:00–4:00 p.m.
lunch break 12:00–1 p.m.; lunch not included

SLS Headquarters
125 Tower Drive
Burr Ridge, IL 60527

Barbara Sikora is an instructor at the Santa Rosa Junior College and is a freelance graphic designer. She has had the great fortune to learn from and work with Robin Williams for the past 12 years.

Registration deadline: Xxxxx XX, 2003
If you need an accommodation for a disability, please contact Linda Bennett at least five working days prior to the event.
Non-Designer's Design Workshop, October 3, 2003

Register on the Web at http://sls.lib.il.us/calendar/ (Automatic confirmation will be sent by email.)
Mail, fax, or email one registration form per attendee to: Linda Bennett at or Fax: (630) 734-5050.
CONFIRMATION WILL BE SENT FOR ONLINE REGISTRATIONS ONLY
(Please print clearly)
Name: Library:
System:
Library Phone: Library Fax:
E-Mail:

1. Get info, get familiar with it, do a couple of thumbnail sketches, start to organize info on the page.

Design Workshop

With the knowledge and practice of a few techniques and principles, you'll know how to create dynamic layouts.

Are your programs sparsely attended and your services not being used? Are your newsletters, flyers, and Web sites being ignored?

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(Please print clearly)
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System:
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E-Mail:

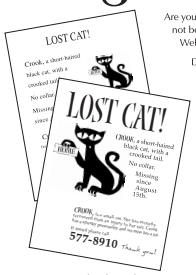
2. Begin laying out the page with heirarchy and eyeflow in mind.

Respond to the content by paying attention to where consistency could aid organization.

Work towards good white space and balance.

Organize, organize, organize.

Design Workshop



Create eye-catching layouts by learning simple design techniques!

Are your programs sparsely attended and your services not being used? Are your newsletters, flyers, and Web sites being overlooked?

Design can make or break your image and your effectiveness in delivering your messages. This workshop will teach the basic principles and techniques of design and typography. Non-designer's can easily create good design!

Friday, October 3
9:30 A.M.–4:30 P.M.
lunch break 12:30–1:30; lunch not included

Suburban Library System
125 Tower Drive
Burr Ridge, IL 60527
http://www.sls.lib.il.us

Barbara Sikora is an instructor at the Santa Rosa Junior College in California and is a freelance graphic designer. She enjoys the good fortune of learning from and working with Robin Williams since 1992.

Workshop text:
The Non-Designer's Design Book by Robin Williams

Non-Designer's Design Workshop
October 3, 2003 ▾ 9:30–4:30 pm ▾ $55

Registration methods:
SLS members: Register on the Web via the SLS Calendar at: **http://sls.lib.il.us/calendar/**
(Automatic confirmation will be sent by email.)

Nonmembers: Email or fax one registration form per attendee to: **Dorothy Kovacs at kovacsd@sls.lib.il.us**

Fax: **(630) 734-5050**

Confirmation will be sent for online registrations only.

Registration deadline: September 26, 2003
If you need an accommodation for a disability, please contact Dorothy Kovacs at least five working days prior to the event.

REGISTRATION FORM (please print nearly)

Name: _____

Library: _____ System: _____

Library Phone: _____ Library Fax: _____

E-Mail: _____

3. Apply the principles!

- Let's name the design principles at work.
  - Focal Point
  - Hierarchy
  - Eye flow
  - Consistency
  - Balance
  - White space
  - Simplicity
  - Unity
  - Appropriateness

Use Design Principles Cheatsheet

Design Techniques

- Contrast
- Repetition
- Alignment
- Proximity

- Focal point
- White Space

Contrast

- Large and small
- Dark and light
- Positive and negative
- Contrasting typefaces

PURPOSE
- Helps organize
- Adds visual interest

AVOID
- Being a wimp!

References: Design Principles Cheatsheet
Non-Designer's Design Book

Proximity

- Organize the info
- Create visual connections

PURPOSE
- Helps organize
- Aids readability
- Unifies
- Adds graphic strength

AVOID
- Too many separate elements, equal white space between elements

2 Design Techniques

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Alignment

LOST CAT!

Crook, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.

Crook, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call

577-8910 Thank you!

- Create visual connections
- Use what exists

PURPOSE
- Helps organize
- Aids readability
- Unifies
- Adds graphic strength

AVOID
- Avoid using more than one alignment, avoid centering type

Repetition

LOST CAT!

CROOK, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.

CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call

577-8910 Thank you!

- Strengthen existing repeating elements
- Add elements (based on content/mood of piece)

PURPOSE
- Adds consistency
- Helps organize
- Adds visual interest
- Unifies

AVOID
- Repeating the same element so much it becomes annoying or overwhelming

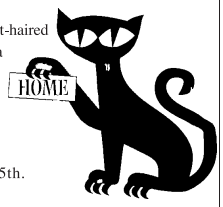
Focal Point

LOST CAT!

CROOK, a short-haired black cat, with a crooked tail.

No collar.

Missing since August 15th.



CROOK, is a small cat. She has recently recovered from an injury to her tail. Crook has a spunky personality and we miss her a lot.

If found please call

577-8910 Thank you!

- Attracts attention!
- Create a focal point by its placement, and/or size, color, isolation

PURPOSE
- Creates visual interest
- Aids hierarchy

AVOID
- More than one focal point

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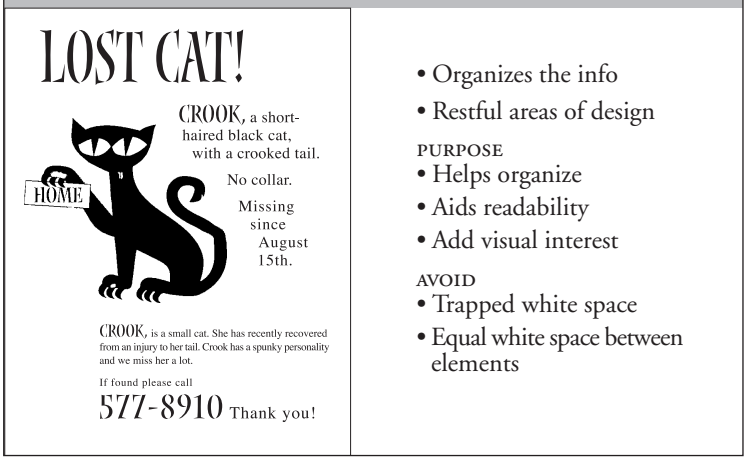
White Space



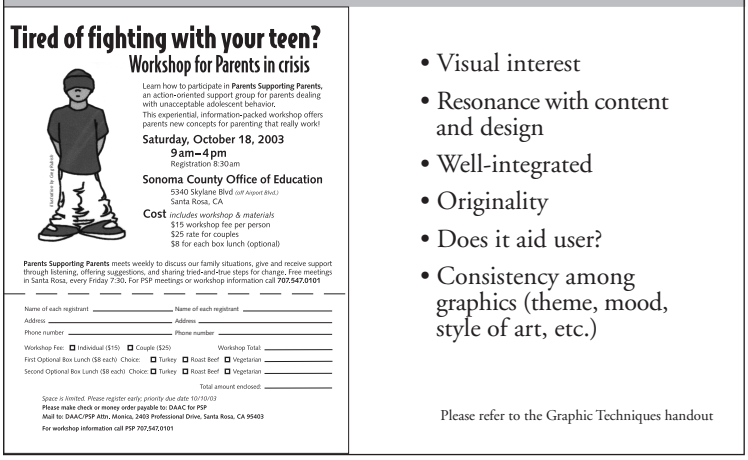
- Organizes the info
- Restful areas of design

PURPOSE
- Helps organize
- Aids readability
- Add visual interest

AVOID
- Trapped white space
- Equal white space between elements

Take it further!

Graphics



- Visual interest
- Resonance with content and design
- Well-integrated
- Originality
- Does it aid user?
- Consistency among graphics (theme, mood, style of art, etc.)

Please refer to the Graphic Techniques handout

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Creating Graphic Appeal

"YOUR ATTITUDE IS YOUR LIFE."
–ROBIN WILLIAMS

Rat Tales

BOOK SALE

- Initial Caps
- Dingbat & ornaments
- Rules
- Picture fonts
- Pull quotes

Techniques:

- Overlap, Crop, Text wrap, Oversize, Contrast, Reverse type, Fun fonts

Mini Pics Doohickies Too

Quiz: B & A samples

- Your turn to talk!
- Let's assess a few of the redesigns in Robin's book.
- Words are empowering: specifically state how the design principles and techniques are applied.

  Before & After examples