Design hacks

How to create social media graphics ... when you’re not a designer
Hello!

I’m Beth Francesco.

I’m not a designer by title.

Visuals are everyone’s job.
Today’s plan

Focus on fun
Participate
Practice
Fail forward
Content dictates design

What images, text, and purpose do you have?

- 40
- 1980
- Our name: NPCJI
- Tone – anniversary, celebration, etc.
WE'RE FORTY.
you're fabulous

HELP US CELEBRATE OUR ANNIVERSARY AND JOURNALISM SERVICE

DIGITAL TOAST 7 PM OCT. 30

WWW.PRESSCLUBINSTITUTE.ORG
FORTY YEARS OF JOURNALISM SERVICE

Happy Birthday to Us!

Donate today: pressclubinstitute.org/support
THERE WHEN YOU NEED US

Working for journalism and press freedom since 1980
Define your message

Without a purpose, a graphic is noise.

**News organization:** Do you want them to click to read the rest of the story? Follow a particular reporter or coverage? Share a story?

**Nonprofit:** Do you want them to donate? To learn more about your organization?

**Business:** Do you want them to click through to buy things? To browse?
Reporters Committee for Freedom of the Press 🔄 @rcfp · 19m

Contact the @rcfp hotline at 1-800-336-4243 or hotline@rcfp.org if you have questions about reporting on the general election or run into issues while covering #Election2020.

@rcfp's hotline will be staffed by attorneys in D.C. and in 12 battleground states until polls close.

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Election Day
Legal Hotline

Journalists who have questions about or encounter issues while reporting on the election, contact the hotline:

1-800-336-4243 or hotline@rcfp.org

rcfp.org/election-legal-guide

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Attorneys on-call in:

Arizona  New Hampshire
Florida  North Carolina
Georgia  Ohio
Michigan  Pennsylvania
Minnesota  Texas
Nevada  Wisconsin
Join us tomorrow at 2 pm ET for a @reddit AMA with @samsanders host of @NPRitsBeenaMin. Asks Sam anything about interviewing, processing the news, and the state of the media industry.
Which quote would work best in a visual?

A: “You can’t candy coat everything and write from the heart.”
B: ”Before the conference starts, read over thoroughly what it has to offer. Make sure you know who is speaking, what time, and start making a schedule of what you will attend. Know the #hashtag the conference will be using to keep track of the conversations on Twitter or other social media platforms. Before the conference, find many of the speakers and moderators on social media and start following them. This will help in watching what they are talking about, who is talking about them, and expanding your virtual network.”
C: “Facts matter. Truth matters. Facts are not partisan.”
“You can’t candy coat everything and write from the heart.”

MEMOIRIST MINDY GREILING
Conference Prep 101
Advice from SPJ's President Elect Rebecca Aguilar on getting the most out of the networking experience

( ) Before the conference starts, read over thoroughly what it has to offer.

( ) Know who is speaking, what time, and make a schedule for what you will attend.

( ) Use the conference #hashtag to keep track of the conversations on social media.

( ) Before the conference, find many of the speakers and moderators on social media and start following them.

( ) Watch what they are talking about, who is talking about them, and expand your virtual network.
Facts matter.
Truth matters.
Facts are not partisan.

FEC COMMISSIONER
ELLEN WEINTRAUB

on issues related to the 2020 presidential election
What matters

Practicing purpose in every decision (even when you are on deadline).
Design foundations

Hierarchy and emphasis
Proximity and grouping
Alignment
Contrast
Negative space
Repetition
Balance

Journalism Institute
National Press Club
Using color

Limit colors

– Visual brand consistency
– Selection process
– Consider tone
Fonts

Readability

– No smaller than 9 pt.
– Ask: Can other people read this?
– Consider ADA requirements
– Set reverse type larger than normal.
Fonts

Limit fonts
– Visual brand consistency
– No more than two
– Mobile reading

“PERFECTION is achieved not when there is nothing more to add ... but when there is nothing left to take away.”

Antoine de Saint-Exupéry
The basics

Work within dimensions

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</tr>
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</table>

Ask editors or your team leaders for dimensions for your CMS, print publications, and other products.
Free tools

Stock images

– Creative Commons
– Pexels
– Pixabay
– StockSnap
– Freepik

Pixabay.com
Free tools

News and other images

– Ask for permission from copyright owner
– Use archives to build “stock” image library
– Look for partnerships in your community
Free tools

Stock images

- Shutterstock
- iStockphoto
- Adobe Stock
- VectorStock
Free tools

Photo editors

– Adobe Photoshop Express
– Fotor
– Pixlr
– Resizing.app (Chrome)
Free tools

Design and graphics

- Canva (plus color palette generator)
- Crello
- Infogram
- Datawrapper
Free tools

Inspiration

– Visual Capitalist
– Pinterest
– Save cool ideas with Pocket
Questions?
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