WEB DEVELOPMENT • DIGITAL MARKETING • CREATIVE

FARMBOY

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WE'RE AN IOWA BASED

WEB DESIGN, CREATIVE, AND MARKETING AGENCY

Cultivating award-winning client work since 1998, Farmboy is recognized as one of the top marketing, web development, and creative agencies in the Midwest.

Our clients have come to see their expectations continuously exceeded, while working with a dedicated agency where they know our team by name.

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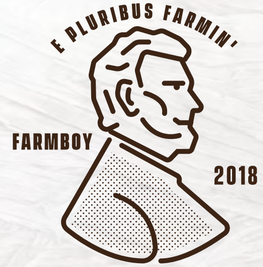
MAKING ¢ENTS OF GOOD DESIGN

MANY HAVE TO DEAL WITH GRAPHIC DESIGN TASKS AT WORK

It could be a presentation you need to create for an event, an infographic for a company blog or an image for a social media post.

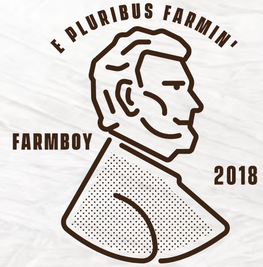
HOW DO YOU MAKE PROFESSIONAL LOOKING GRAPHICS IF YOU ARE NOT A DESIGNER?

There are many things to consider – from using the right fonts to following the corporate color schemes and dealing with editors.



THE GOOD NEWS IS THAT THERE ARE BASIC PRINCIPLES ONE CAN FOLLOW TO CREATE A GOOD DESIGN.

Let’s talk about simple rules that will help non-designers make pretty cool graphics.



KEEP IT

ON BRAND

USE YOUR BRAND STANDARDS

- Voice
- Brand Story
- Logo
- Imagery
- Typography
- Color Palette

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REPETITION MEANS CONSISTENTCY

One of the easier design elements to enhance your brand assets is the principle of repetition. Repetition is an important part of the process because it helps to establish and strengthen different elements.

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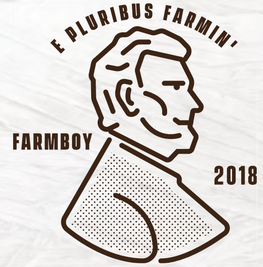
WORKING WITH A
LAYOUT

NO HIERARCHY CREATES ANARCHY

One of the most common traits of a poor design is when you can't grasp the main message right away.

You need to distinguish primary information – a photo, phrase, number or a button – among other elements and give it the biggest visual weight.

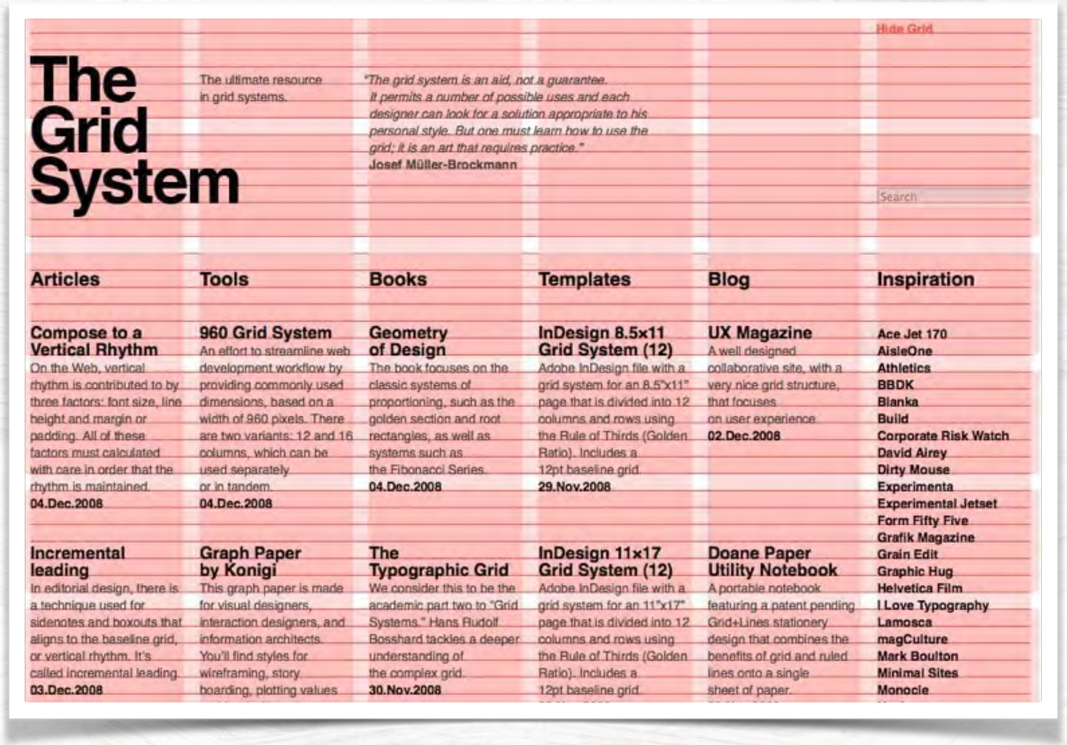
(YIKES)



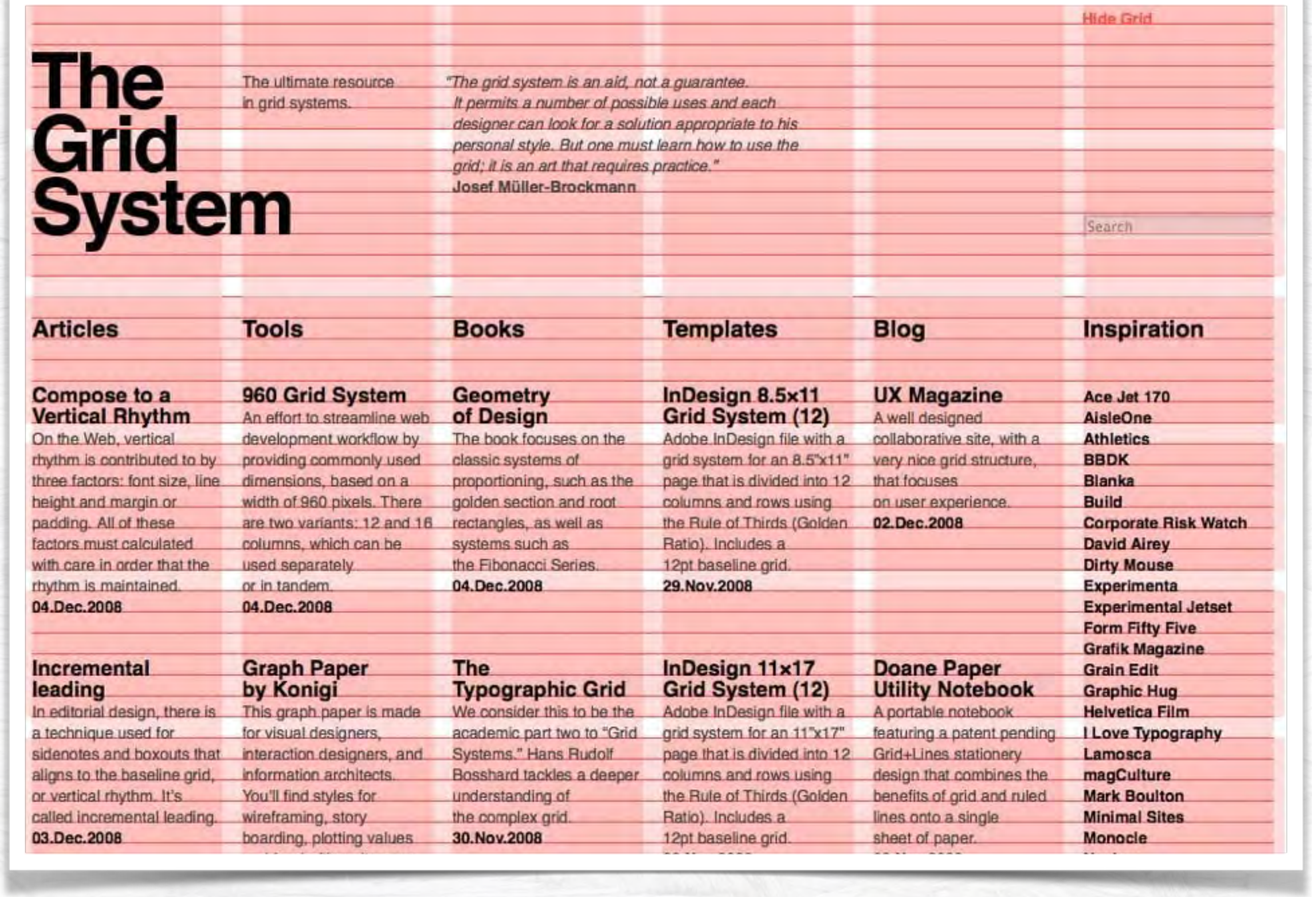
KEEP IT ON THE GRID

Think about drawing on graph paper, where everything you put on adheres to the grid. Correct alignment makes your design more cohesive and visually appealing.

It also makes it easier for readers to scan over a page. A grid acts as a guide for the placement of elements in a design.



IF TEXT HEAVY, USE COLUMNS



Use two or more columns to break up content and keep line lengths from being too long. Just remember to have enough space between your columns, which are called *gutters*.

LET'S TALK ABOUT

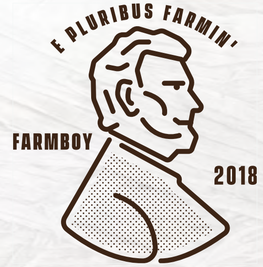
TYPOGRAPHY

FONTS, FONTS, AND MORE FONTS

Selecting the perfect font or set of fonts that work seamlessly together can bring your assets to life.

It also has a big impact on how your design is received by people and, ultimately, the message your brand intentionally (*or unintentionally*) sends across.

- **Try limiting your design to a maximum of 2 fonts**
- **Use font sizing that fits well within the medium that you are publishing to**
- **Traditionally, serif fonts are best for print and sans-serif for web**
- **<u>Kerning</u> is a great technique to use in your titles…**



OOPS

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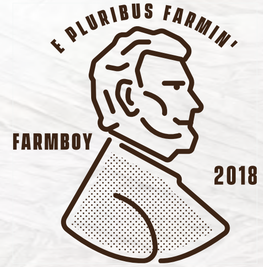
THE RIGHT FONT FOR THE SUBJECT

So what will you use? A serif or sans-serif typeface? What weight and what type size? Type is the most important tool you can use in crafting your message, but it is also one of the easiest to get wrong.

Does this font make me look professional?



For something corporate, use **Times**. If it is more informal, use **Cambria**.

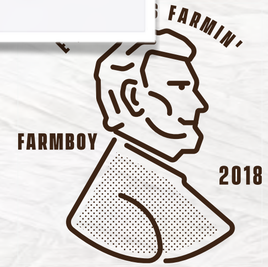
Use two contrasting typefaces for visual interest. Use a serif like **Georgia** for headings and a sans-serif like **Helvetica** for body text, or vice versa.

Sans-serif: Calibri is a used for the headline

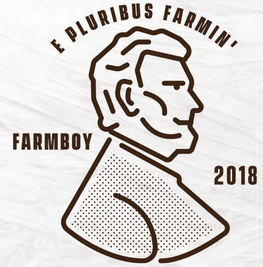
Serif: This body text is set in Cambria, a serif. You can see that there is a good contrast between the clean lines of Calibri and the curviness of Cambria. It makes the text pleasing and visually interesting.

Serif: Georgia is a used for the headline

Sans-serif: This body text is set in Helvetica, a sans-serif. You can see that there is a good contrast between the curviness of Georgia and the clean lines of Helvetica. It makes the text pleasing and visually interesting.



Here we have the greatest headline ever written, or do we? There isn't much finesse to this important information, so how do we grab reader's attention?

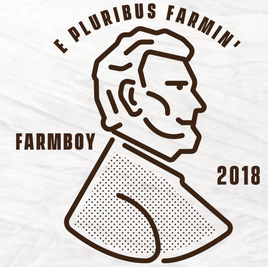


NOW, WE HAVE THE GREATEST HEADLINE EVER WRITTEN.

A LITTLE MORE OF SOMETHING EPIC.

This is the same additional copy that's now not nearly as tedious. All because we introduced some hierarchy and it looks much better.

- You can.
- even get.
- people to read.
- these bullets.



HIERARCHY

PLACE THE MOST IMPORTANT ELEMENTS IN THE BIGGEST FONTS

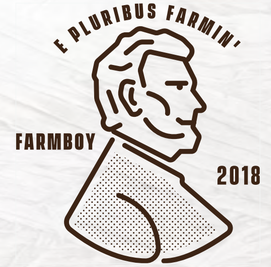
Establish the most crucial message as the focal point and then use the other design principles shown today to make it stand out.

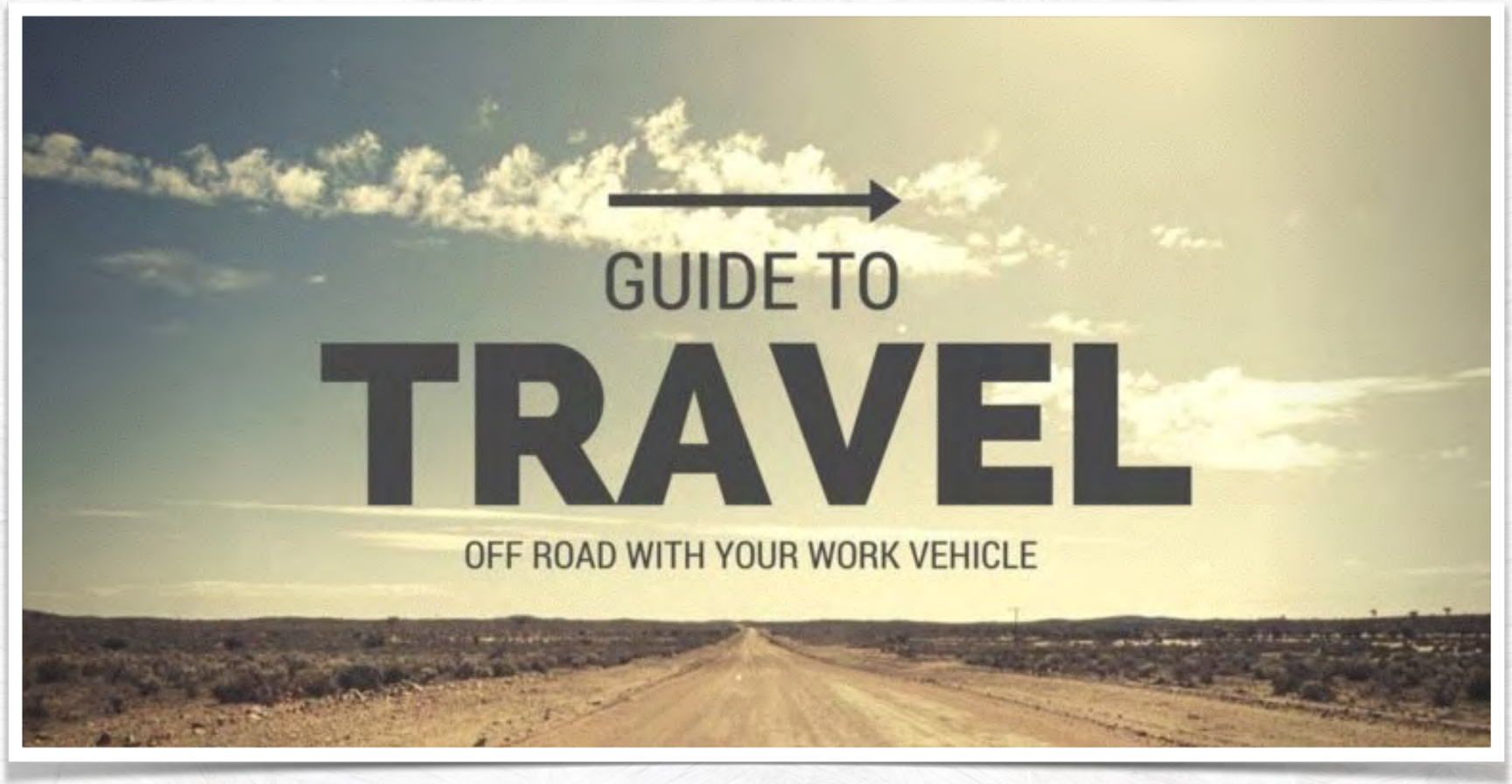
Once that's in place, you can start to build your second or third pieces of information in without taking away from the overall goal.

(You likely read this next...)

YOUR EYES HERE FIRST

Attention spans are short. Grab their attention quickly.
Funny how that works, huh?





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WORKING WITH
COLOR

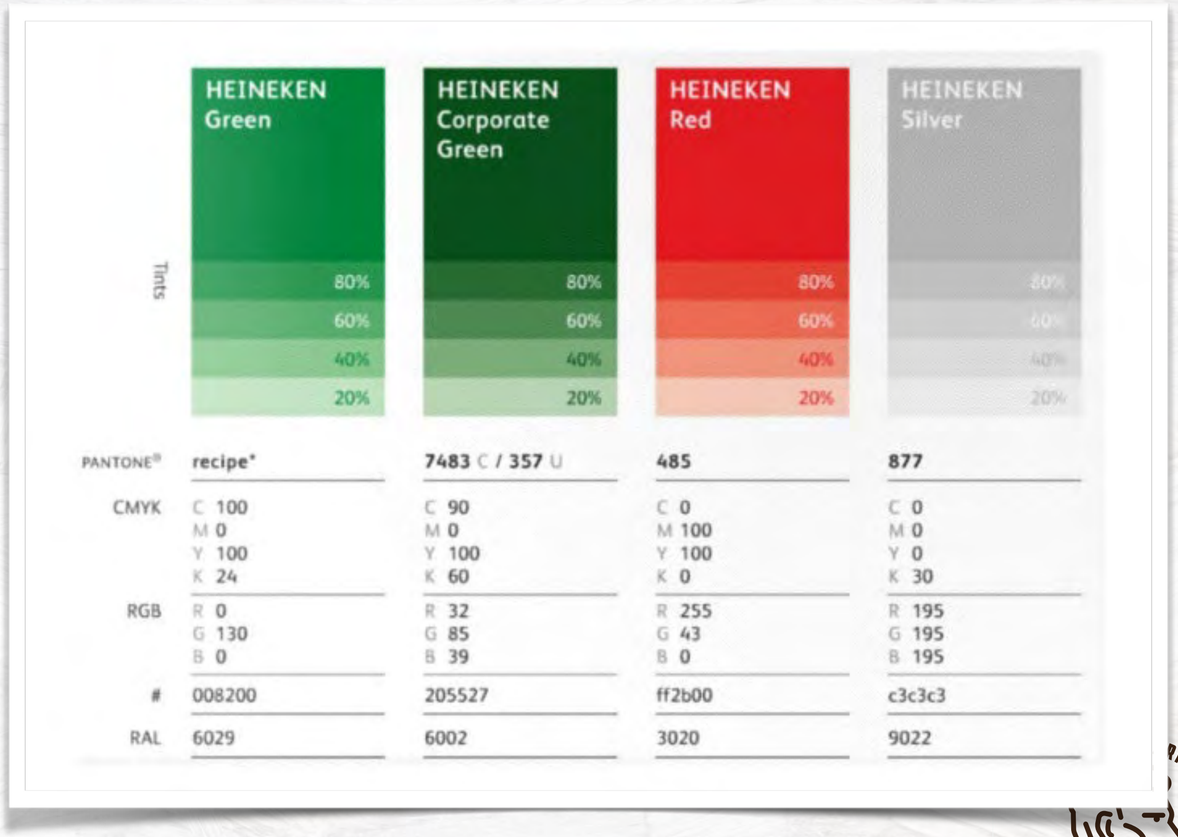
CHOOSE, BUT CHOOSE WISELY

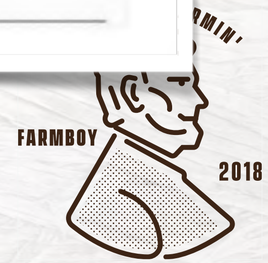
Most brands choose four or fewer main colors and don't stray too far from the hues of their logo.

It's a good idea to pick:

- one light color for backgrounds
- darker color for text
- a neutral hue
- one that pops

Heineken follows this rule of thumb to a tee.

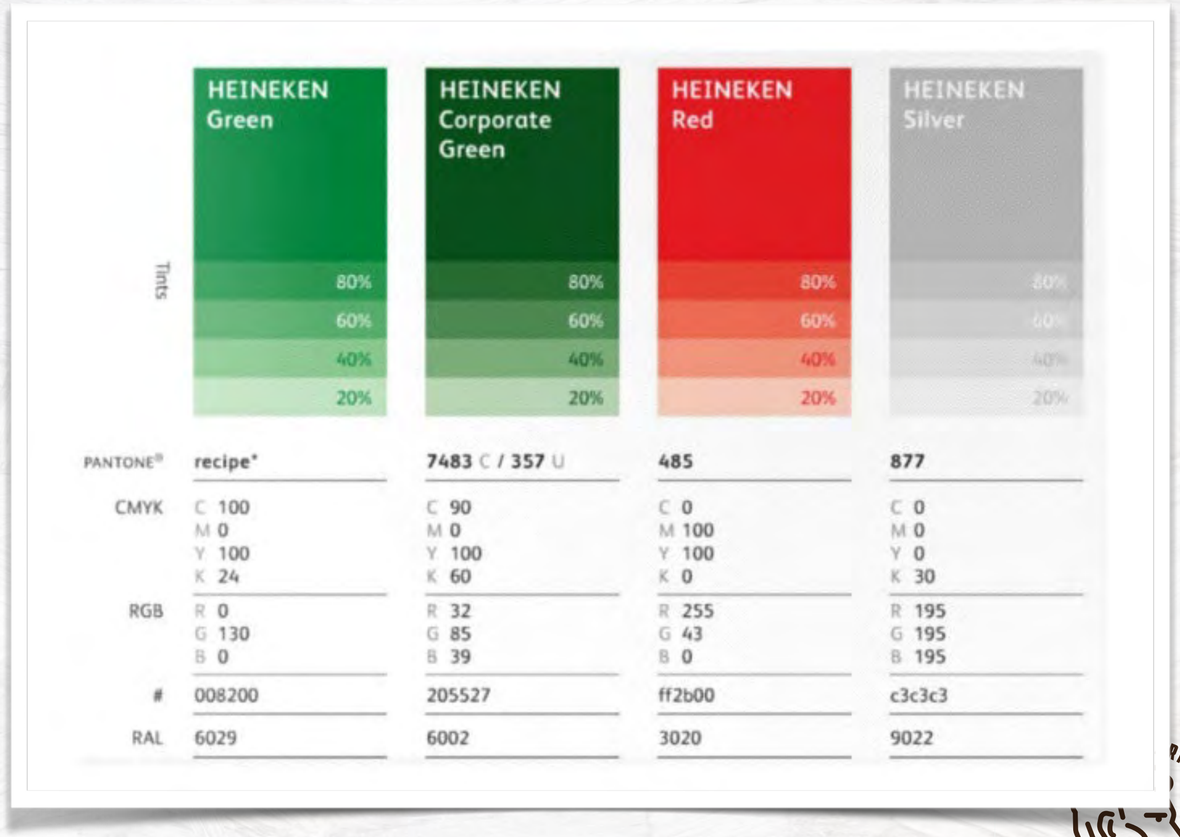


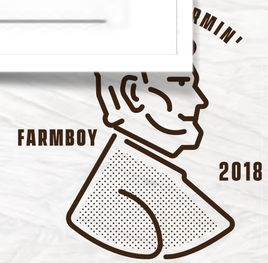


LOOK AROUND & PULL INSPIRATION

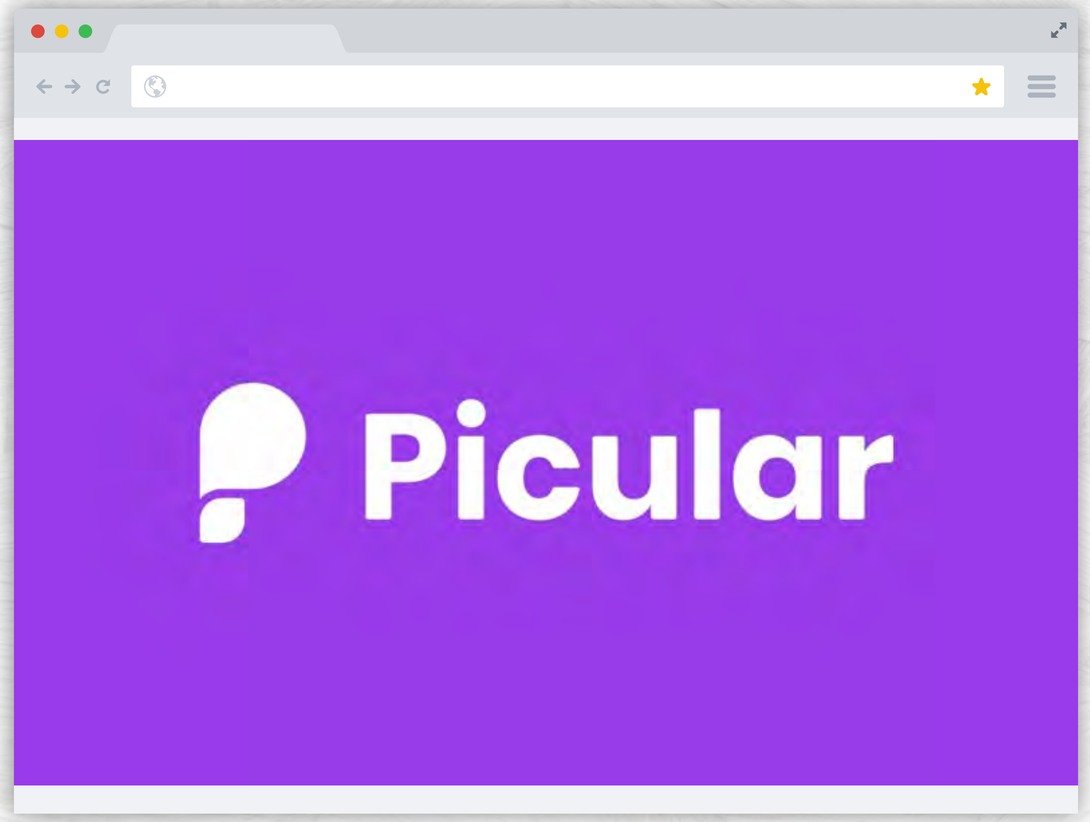
There are a plethora of tools out there for finding some pre-made palates.

- **Pinterest** is actually an invaluable tool for creatives. Search color schemes with ease.
- Most browsers such as Chrome & Firefox have an “**eye-dropper**” plug-in. This allow you to sample colors from your favorite websites to see what’s being used in the world.





HELPFUL COLOR ONLINE RESOURCE



Check out Picular. It's like Google, but for colors!

https://picular.co/

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CHOOSE THE RIGHT

PHOTOGRAPHY

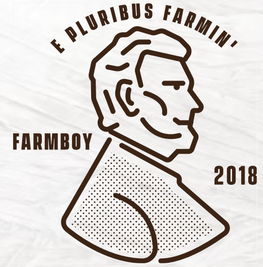
IMAGES HAVE GREAT POWER

Our brain processes visuals 60,000 times faster than text alone.

However, not all images are equal. You'll want to choose your imagery based on several factors, but try to pick images that are visually interesting.

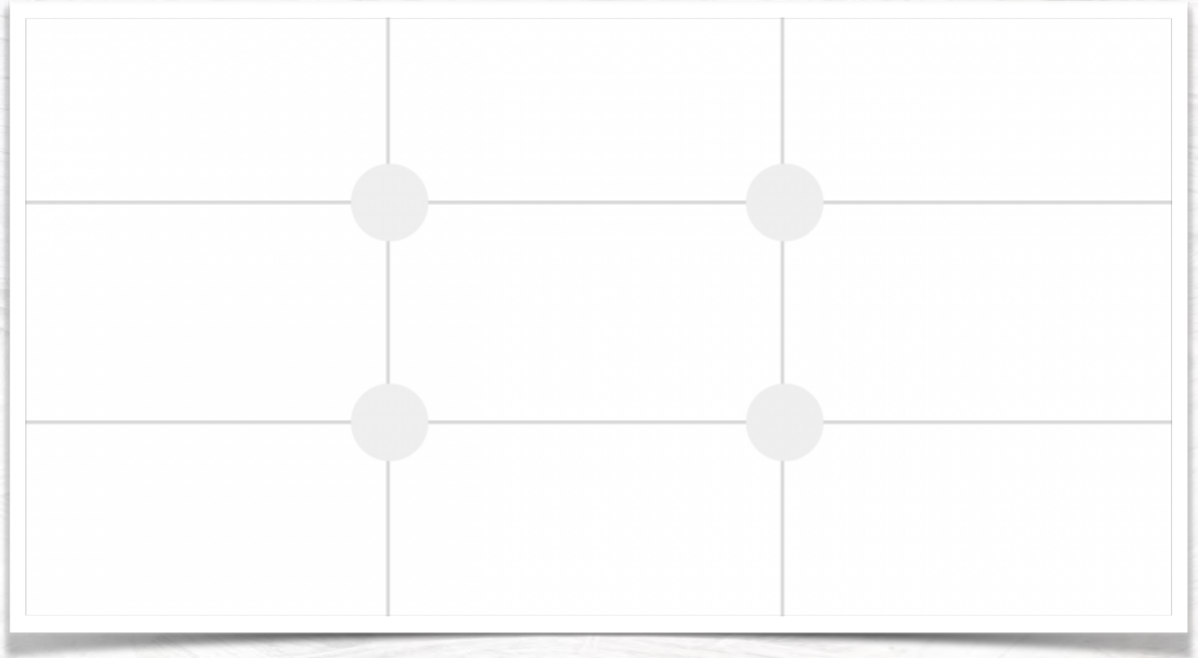
OVERVIEW

- *Stick to the rule of thirds.*
- *Make sure the resolution works for your medium.*
- *Stay away from Google search images to avoid infringement.*
- *Pick the RIGHT stock images.*

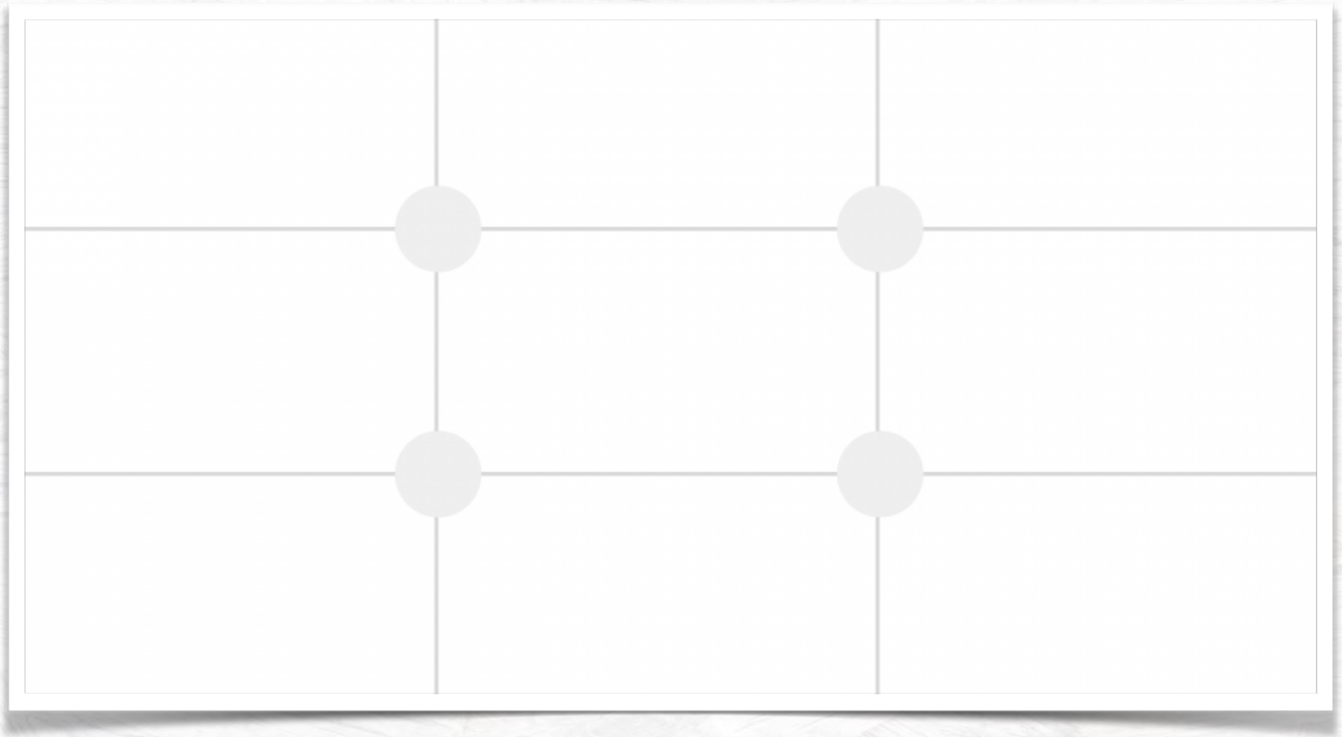


THE RULE OF THIRDS

Used by the best photographers to compose their shots, the same principal can apply to photos used in print/online collateral alike, putting the focus of attention in one of the four points, where lines intersect. This causes the eye to travel.



THE RULE OF THIRDS



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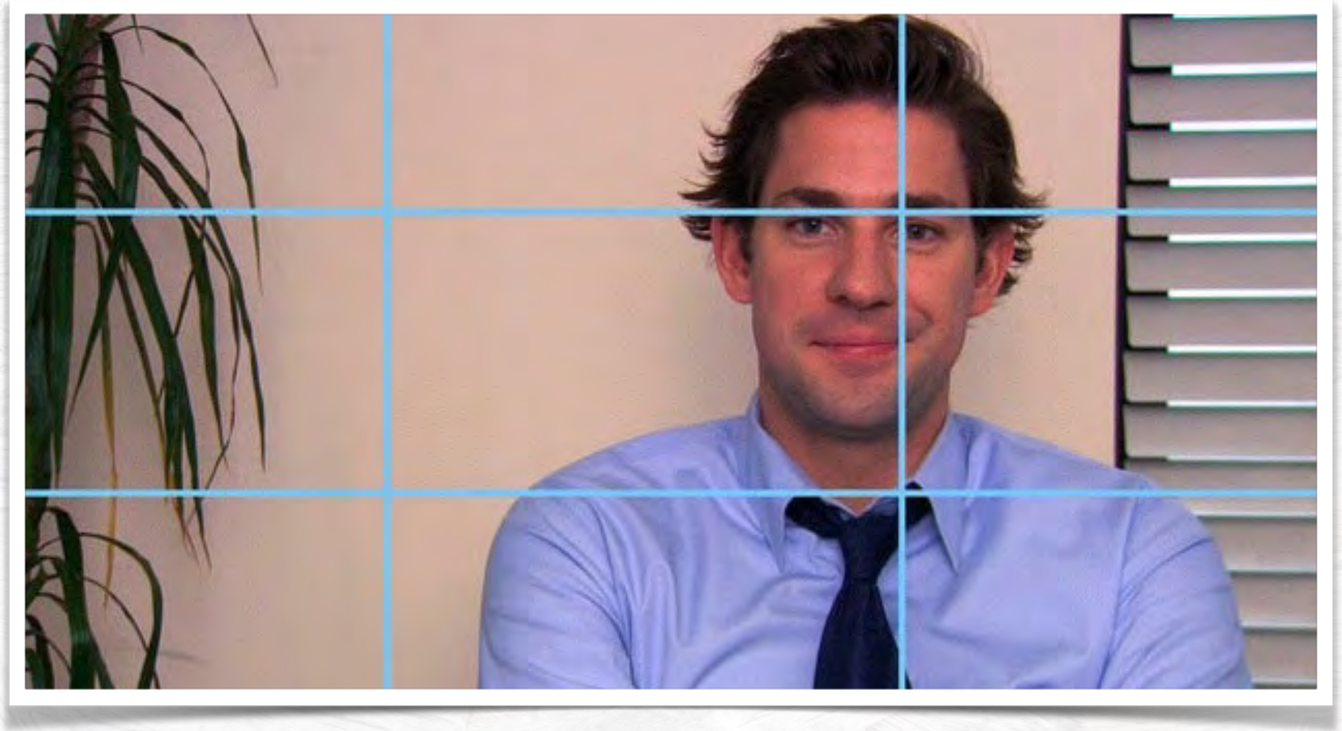
THE RULE OF THIRDS



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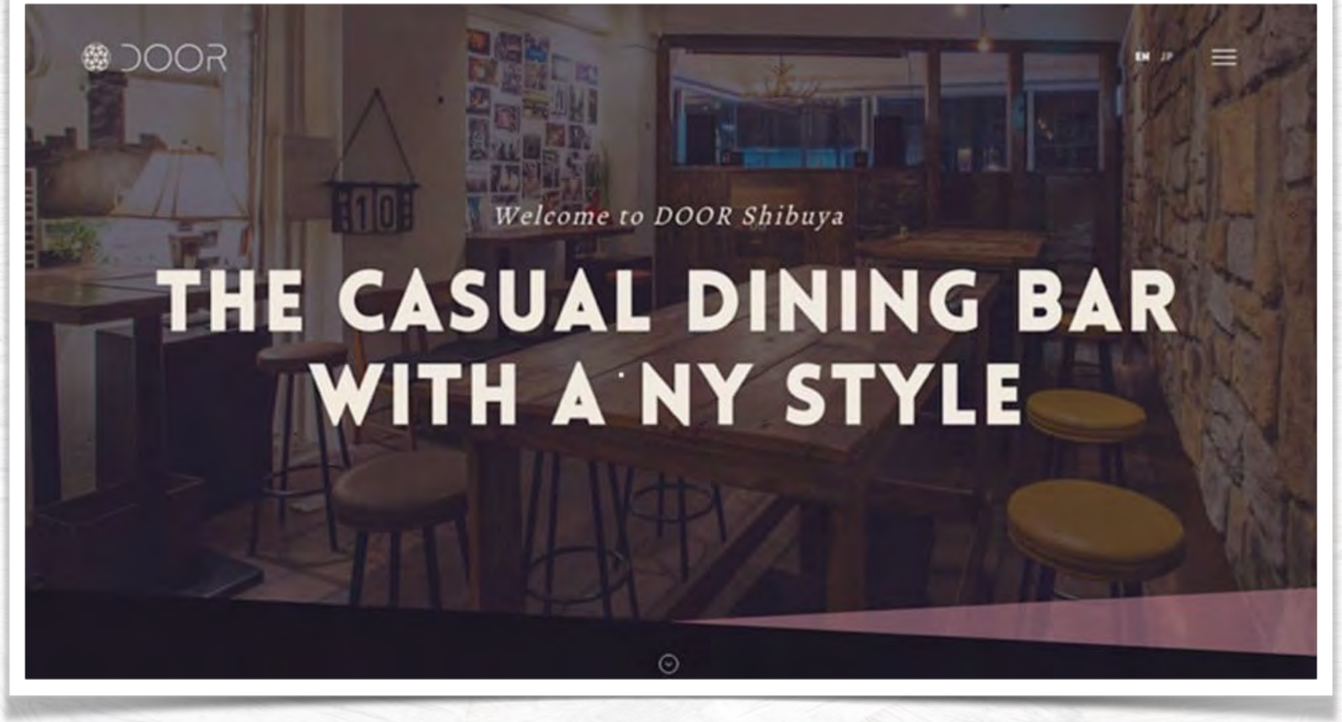

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THE RIGHT RESOLUTION

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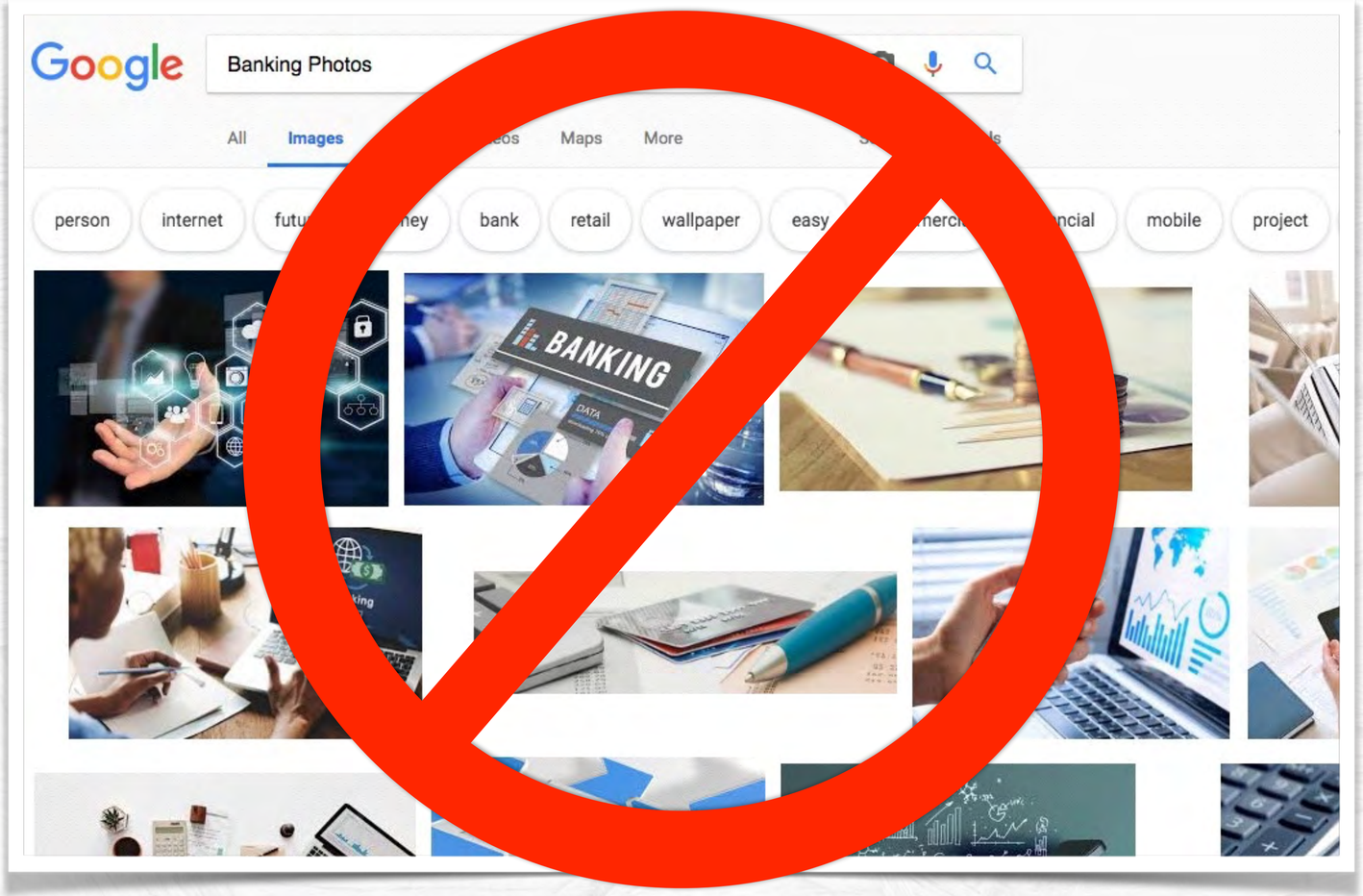
DON'T RISK COPYRIGHT INFRINGEMENT



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STOCK PHOTOS

It can be expensive getting good stock imagery, especially people shots. It can be one of the hardest challenges, and we have all fallen into the trap of using images that reek of cheese. It comes down to choosing imagery that looks real. The less posed the better in our opinion. Aim for ***reportage style***. It's not always easy, but worth shooting for.

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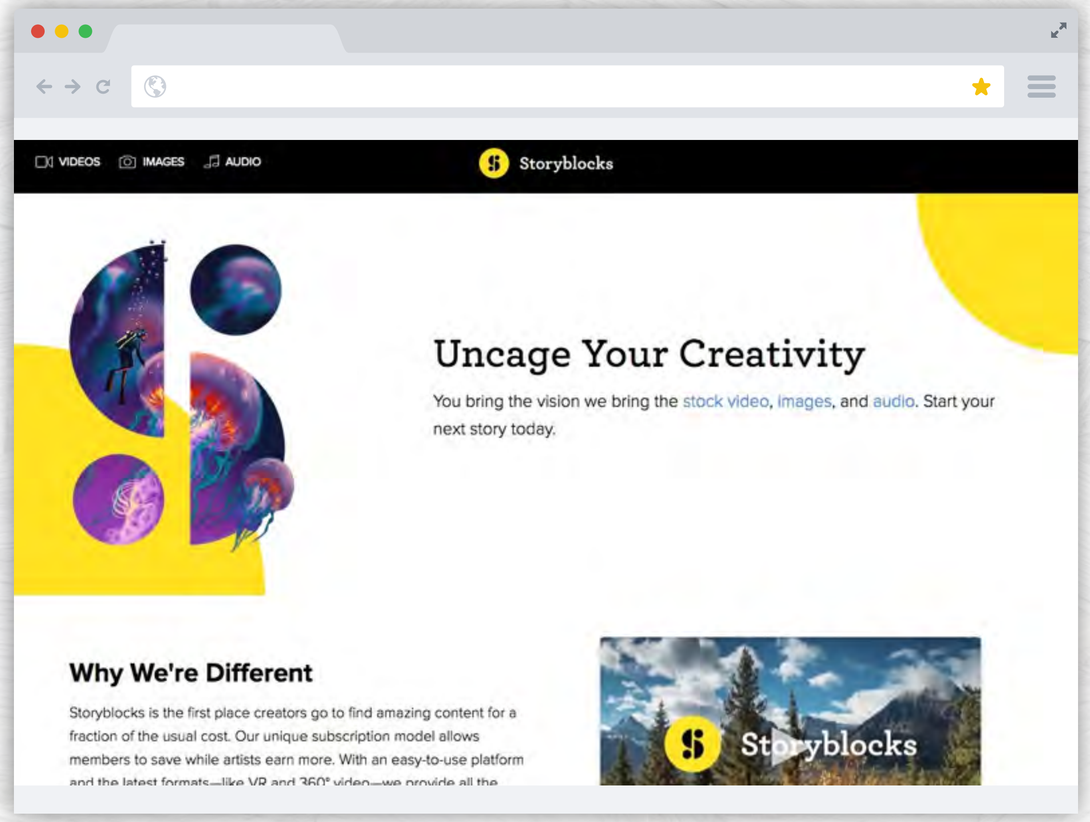
HELPFUL PHOTO ONLINE RESOURCE



Check out Storyblocks.
It's a great online resource for Stock Photos, Video, & Audio. Each category for an affordable price.

www.storyblocks.com

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WORKING IN
SOCIAL MEDIA

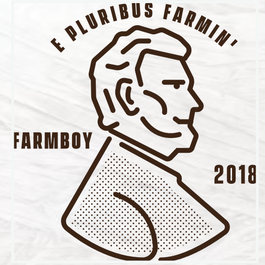
TIGHT MESSAGE, BROAD AUDIENCE

No two social media platforms are exactly the same but there are some basic principals you can adhere to.

Many are the same as print advertising. It's not so much what you want to say, but rather how you choose to say it.

OVERVIEW

- *Video is a huge asset.*
- *Less is more.*
- *Repurpose assets for micro-content.*



VIDEO IS A HUGE ASSET

Videos put your business front and center, and there's no shame in a little self-promotion. Just make sure you're promoting your best-self.

It's a great way to showcase:

- Your knowledge: Making videos a "teachable moment."
- Customer Satisfaction. Have testimonials? Use them!

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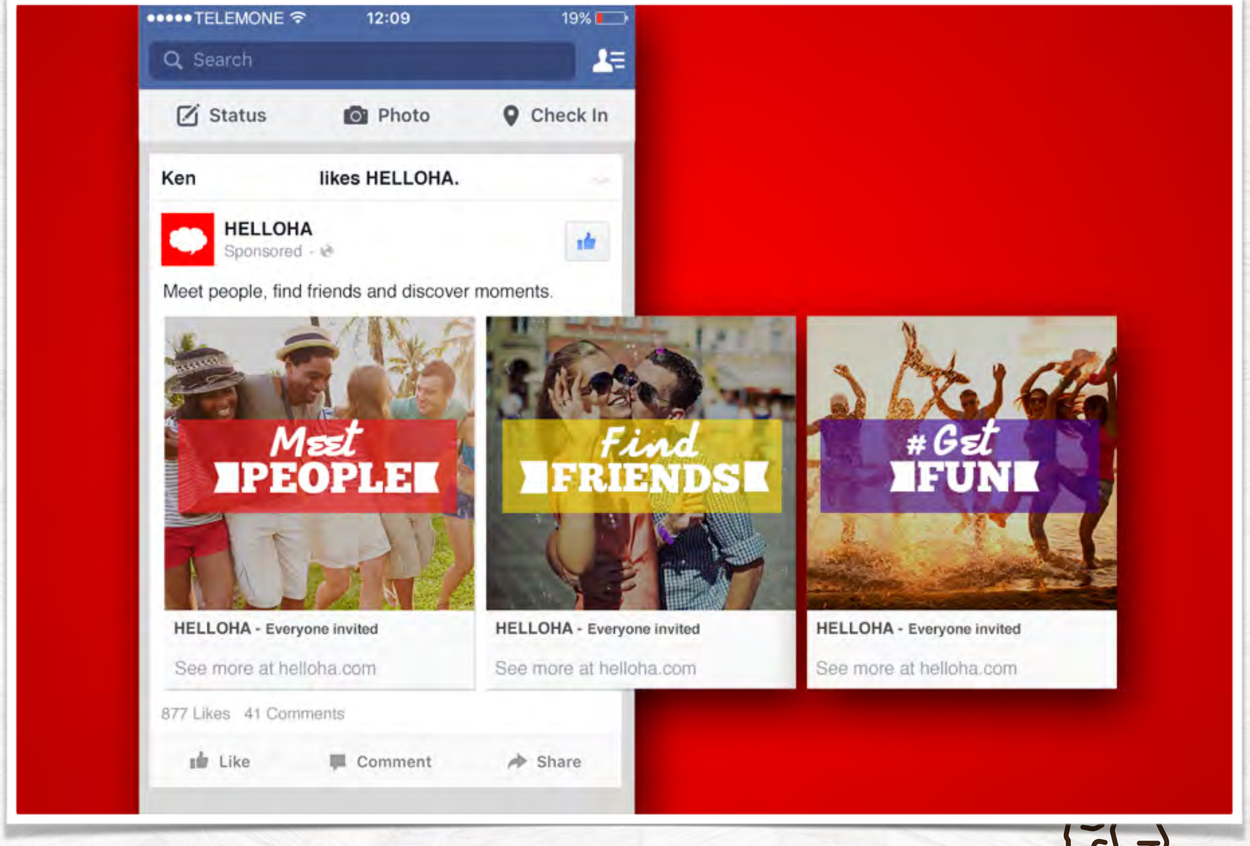
LESS IS MORE

Platforms like Facebook may force you through some hoops *(such as paid ads only allowing 20% coverage of text on an image),* but this ALSO forces you to parse your messaging down, thus being effective across different platforms.

- Maximize your content areas.
- Use a fun yet applicable photo, and keep text on said photo to a minimum, especially paid ads / boosted posts.
- Track results with A/B testing.



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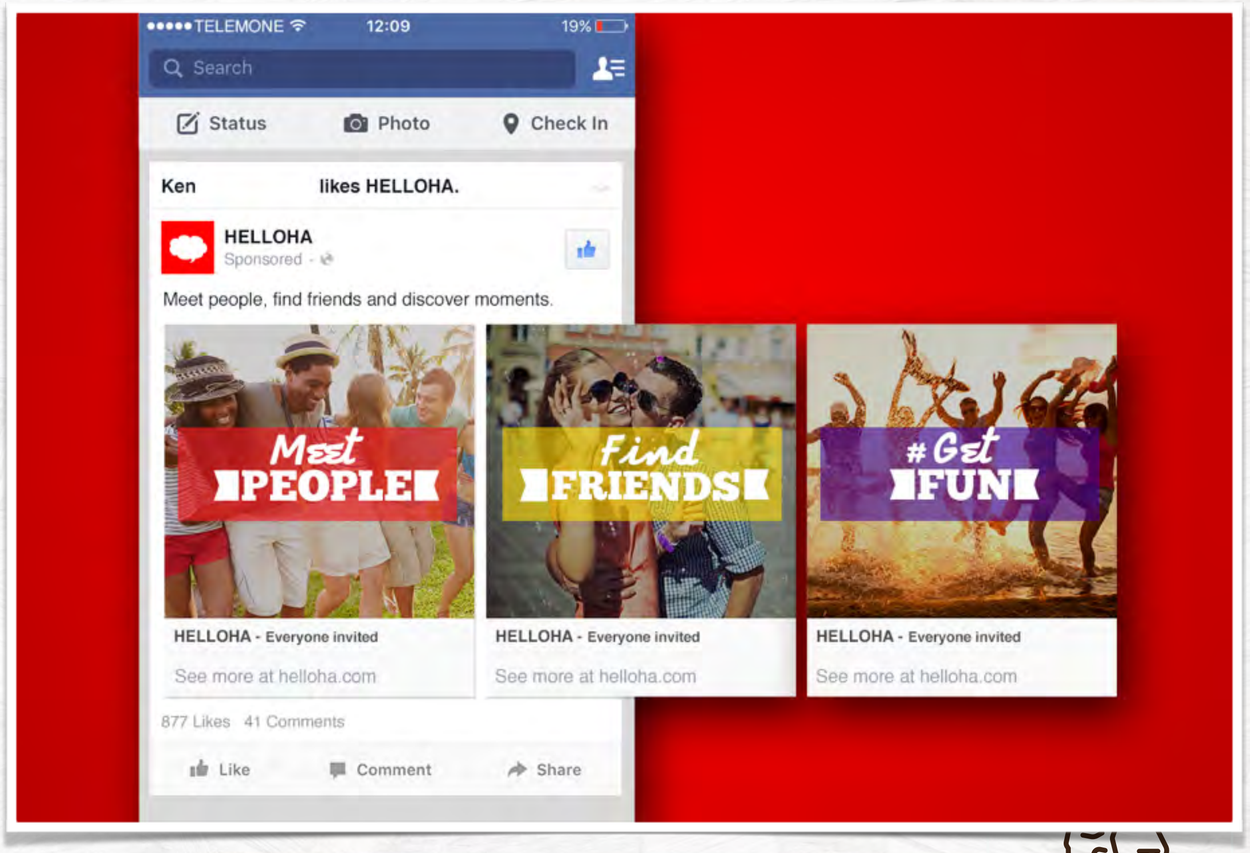
REPURPOSE ASSETS FOR MICRO-CONTENT

Why share your blog you've spent hours writing just once and hope for the best?

Take snippets from your existing content, pair it with different photography, and you've got a recipe for better reach and longer shelf-life.



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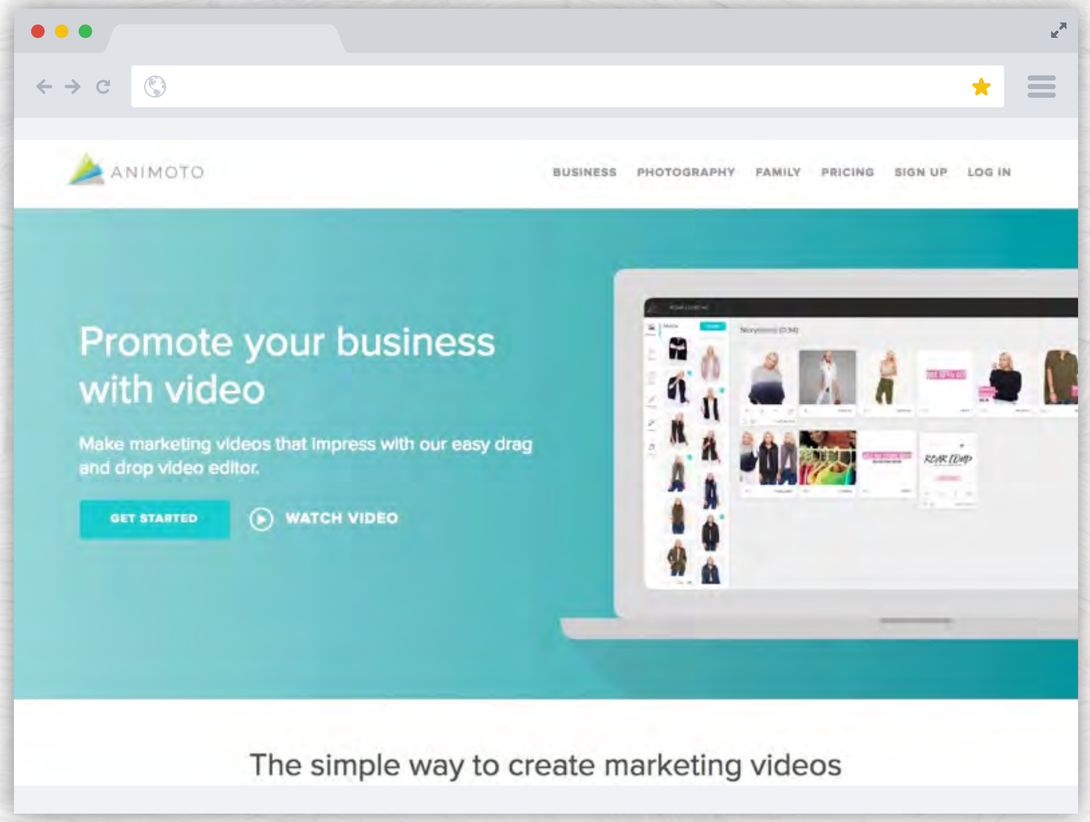
HELPFUL ONLINE RESOURCE



Check out Animoto.
Use templates or your own style to Upload photos/videos and mix it with your own content to create eye-catching marketing videos you can use on your site or social media.

www.animoto.com

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SOME ADDITIONAL

ONLINE RESOURCES

SOME FREE. SOME NOT. ALL HELPFUL

Typography

- **Google Fonts** fonts.google.com
  Great resource for great quality fonts.
- **What the Font** myfonts.com/WhatTheFont
  Like that font you saw and want to know what it is? Take a photo/screenshot and upload it, WhatTheFont will help you figure out what it is.

Layout

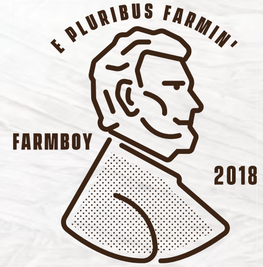
- **Canva** canva.com/templates
  Find templates from flyers, newsletters, brochures, & much more.

Photography

- **Pexels** pexels.com
  Pexels provides good quality and free stock photos licensed under their own license.

Color

- **Colour Lovers** colourlovers.com
  View thousands of color combinations and trends created by designers from around the world.



THANK YOU

FOR COMING

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