



Workshop Two

FONTS, COLORS & IMAGES

Lecture notes

[VIEW WORKSHOP](#)

INTRODUCTION

Fonts, colors, and images are important building blocks for any design. This workshop covers basic typographic concepts including how to pair and apply fonts appropriately, how to navigate the color wheel to compose a color palette, and using imagery and photo filters to set the tone of your design.

PREPARATION AND DELIVERY NOTES

You will find throughout the presentation, a call to action button where you can launch an interactive design tutorial which relates to the content that was just covered. If you have a particularly large class (20+ students) in which computers are not readily available, we recommend that you skip the tutorials or assign it at the end as a homework exercise. In a smaller-sized classroom where students have access to their own computers, this workshop can be run in a teach/do/teach/do format.

PRESENTATION

Slide 1: Cover

Slide 2: Introduction - Why fonts, colors, and images matter

- Font selection can be daunting with the endless possibilities of font choices, weights, and sizes.
- When used effectively, fonts can make your designs stand out and convey your message with impact.
- Color relationships are fundamental to great design. Knowing how to navigate the color wheel can help beginner designers understand how to compose evocative and powerful color palettes.
- Images capture and convey emotion in ways that can serve to evoke specific responses from your audience.

- Through careful selection and manipulation, you can use these images to tell the story of your design.

Slide 3: Today's Agenda

- 1) Fonts
- 2) Colors
- 3) Images

Slide 4: Fonts

Slide 5: Choosing Fonts - Basic typographic terms

- A serif is a typeface with small decorative edges at the ends of the letters. These typefaces have a certain air of sophistication about them and are used often for long copy as they are easy to read.
- A sans serif is a geometric typeface with no additional strokes or spurs at the end of the letters.
- Sans serifs make for modern, strong title fonts and are considered easy to read – they also make great partners when applied in different weights.
- A script font is one which mimics the stroke of a paintbrush, often linking letters together.
- Applying a script can add a certain edge to your design and create a dynamic and interesting pairing when combined with a sans serif.

Slide 6: Choosing Fonts - Basic typographic terms

- Letter spacing (tracking), is the space between letters on a line.
- Use this technique to fill empty space and elongate shorter words, creating flush lines between heading to subheading.
- Line height is the distance between text from baseline to baseline.
- Altering this space can make your type more legible and provide breathing space for tightly tracked lines of copy.

Slide 7: Choosing Fonts - Consider the style

- Selecting the right font for your design or brand should be done carefully and thoughtfully.
- Keep in mind that a font should embody the character and spirit of your brand, as demonstrated in these examples.
- You'll see that the Walt Disney script is magical and whimsical; toy retailer Toys R Us is playful and fun; beauty company L'Oreal is stylish and sleek; and furniture company IKEA has strong, bold lettering that conveys strength and reliability.

Slide 8: Choosing Fonts - Emphasize your message

- Here are some examples of typefaces within Canva and the kinds of characteristics they convey:

Example:

- 1) Strong > Ultra
- 2) Elegant > Pinyon Script
- 3) Hand-made > Schoolbell
- 4) Simple > Arimo
- 5) Cute > Sniglet
- 6) Refined > Quattrocento

Slide 9: Choosing Fonts - Make it readable

- It's important to ensure that your font is readable, especially if you're using it for longer bodies of text.
- Avoid using elaborate script fonts or uppercase text as it forces strain on the reader's eye and makes the overall text much harder to read.
- Save these kinds of fonts for titles or headings.
- In this example, we've taken the Martin Luther King Jr. quote (in the font Engagement) and revised it so that it's in a more readable font (Open Sans).

Slide 10: Choosing Fonts - Create hierarchy

- It's important to understand and leverage hierarchy when creating orders of importance in your text.
- Titles should be the largest element on the page, immediately grabbing the attention of the viewer, while body text should be smallest on the page and read last.

Example:

- 1) Full-bodied title (Raleway Heavy, size 42)
- 2) Medium-bodied subtitle (Raleway, size 21)
- 3) Body text (Raleway thin, size 18)

[Proceed to tutorial: [Choosing the right font](#)]

Slide 11: Pairing Fonts - Create character contrast

- Understanding how to pair fonts is an important skill that can help take your designs to the next level, adding a level of professionalism and flawlessness to your design.
- Create character contrast by pairing bold and regular text treatments or script and sans serif fonts.

Example:

- 1) "Sculpture" (Railway heavy) paired with "Sessions" (Railway regular)
- 2) "Creatives" (Yellowtail) paired with "Cool crafting ideas" (Railway)

Slide 12: Pairing Fonts - Create emphasis

- You can create emphasis in your design by pairing a serif regular with a serif italics, or a sans and serif italics.

Example:

- 1) “The Mist That Falls At Night” (Libre Baskerville regular with more letter spacing) paired with “chilling characters...” (Libre Baskerville italics)
- 2) “Soda-Pop” (Roboto Condensed bold) paired with “specials” (Libre Baskerville italics) and with “soda-popspecials.com” (Roboto Condensed regular)

[Proceed to tutorial: [Font Pairing Basics](#)]

Slide 13: Pairing Fonts - Demand attention

- Demand attention to specific text elements in your design by using text spacing and pairing condensed text with a breathable and mildly spaced text.

Example:

“The greater” (Josefin sans) paired with “Towers” (Six caps, less text spacing) and “Building Foundry” (Oswald)

Slide 14: Title Arrangements - Order and impact through alignment

- Using careful placement of your text, you can create visual order and impact to your overall design.

Example:

- 1) Left aligned - text which is aligned on the left side of the page
- 2) Center aligned - text which is centered on the page
- 3) Right aligned - text which is aligned on the right side of the page

Slide 15: Title Arrangements - Balance through text spacing

- Using text spacing can be an effective way to create balance with all of the text elements in your design.
- In this example, we’ve taken “Acrylic Bar” and spaced the letters so that the start and end of the line is aligned with “paint, brushes, charcoal, canvas.”
- Together, the two lines create a complete unit of text that feels balanced and centered on the page.

[Proceed to tutorial: [Tips for Titles](#)]

Slide 16: Colors

Slide 17: Choosing Colors - The color wheel

- The color wheel is a visual representation of more than 16 million different hues arranged around a circle.
- The tool is foundational to understanding the color relationships between primary, secondary, and complementary colors, and can be used to create countless combinations of unique color palettes.

- Hex codes are six-digit numbers used to represent a single color, and each six-digit number is composed of three groups of paired numbers.
- These pairs represent the levels of red, green, and blue present in the color.

Example:

#00ffd5 (00 - level of red, ff - level of green, d5 - level of blue)

#63ff82 (63 - level of red, ff - level of green, 82 - level of blue)

#ff46a4 (ff - level of red, 46 - level of green, a4 - level of blue)

Slide 18: Choosing Colors - Evoke emotion through color

- Cooler colors (greens, blues, purples) can be found on the left side of the color wheel and evoke calm and soothing emotions.
- Warmer colors (reds, oranges, yellows) are found on the right side of the color wheel and are typically used to evoke excitement, energy, and passion.

Slide 19: Choosing colors - Explore a color gradient

- The Canva color wheel feature has gradient sliders which allow you to adjust the hue (i.e. the lightness or darkness) of the same color.

[Proceed to tutorial: [Color Your Design](#)]

Slide 20: Color Relationships - Harmony through similar colors

- Colors which are analogous are located next to each other on the color wheel.
- These colors are often found in nature (e.g. during the fall when the leaves change color, they create a red, orange, and yellow color scheme which is considered analogous) and feel balanced and pleasing to the eye.
- When used in combination, they produce seamless and low contrast harmony.

Slide 21: Color Relationships - Visual cohesion through monochrome

- Monochromatic colors are dark, medium, and lighter versions (i.e. saturations) of the same color.
- The different hues are created by adding white or black and gray to a color.
- Because they are derived from the same color, designs which use monochromatic colors provide strong visual cohesion.

Slide 22: Color Relationships - Contrast using complements

- Complementary colors are located on opposite sides of the color wheel, creating striking contrast.
- These colors are used best when you're trying to draw immediate attention to an element in your design, but may not be ideal for designs which should be viewed for extended periods of time (e.g. a presentation or a text-heavy document).

[Proceed to tutorial: [Color Relationships](#)]

Slide 23: Using Colors - Create a color palette

- When composing a color palette, consider the following:
 - 1) Choose a single vibrant color that will be used to highlight the most important element of your design. In this example, the word “Closed” is emphasized with vibrant orange text.
 - 2) To maintain visual focus in your design, limit your color palette to 4 colors.
 - 3) Choose colors that are appropriate to the subject of your design. In the “Wholegrain Goodness” example, we’ve opted for rich brown and autumn gold text to highlight hearty and earthy tones.

[Proceed to tutorial: [Creative Color Palettes](#)]

Slide 24: Images

Slide 25: The Power of Grids - Use grids to frame your images

- Frames are powerful holders for your photographs.
- Once you’ve placed an image in a frame, it allows you to resize that image (either smaller or larger) and adjust its placement to ensure that you’re capturing the elements of the image in a way that makes sense for your overall design.

Slide 26: The Power of Grids - Resize images in your grids

- After placing an image in a frame, consider resizing it so that you can make room for your copy.
- In this example, we’ve enlarged the images of the cupcakes to bring focus to the actual cupcake and also create more text space for the words “Sweet and Delicate”.

[Proceed to tutorial: [Using Canva grids](#)]

Slide 27: Photo Filters - Filters to correct and enhance

- By adjusting the brightness, contrast, and saturation filters of an image, you can enhance or correct the colors of an image.
- In the example on the left, the colors of the apples are softer and more muted.
- In the image on the right, we’ve increased the brightness, contrast, and saturation levels, creating greater contrast between the reds and greens and ultimately making the fruit look crisp, brighter, and more visually appealing.

[Proceed to tutorial: [Enhancing Images](#)]

Slide 28: Photo Filters - Evoke moods with filters

- Photo filters are an effective way of creating specific moods or highlighting emotions embodied by your image.
- In the photo on the left, the row of houses look sharp and clear.
- In the image on the right, we’ve applied the “Whimsical” filter, and this has resulted in an image that evokes a nostalgic, warmer, and more timeless feel.

Slide 29: Photo Filters - Maintain a consistent look and feel

- If you consistently use photos in your marketing materials, blog, or consumer-facing website, consider applying the same photo filters across all of your images.
- Strong brands do this to ensure that their images maintain a consistent look and feel, reinforcing their recognizability and creating a beautiful and distinct way of conveying their brand's personality.

[Proceed to tutorial: [Fantastic Photo Filters](#)]