DIRECTIONS

2 | WORKSHOP 2
VISUAL DESIGN

WHAT YOU'LL NEED

✱ **DEVICE FOR WATCHING THE VIDEO + WIFI CONNECTION**

✱ **DOWNLOAD AND PRINT VISION SHEETS**

✱ **MARKERS OR COLORED PENCILS**

✱ **MOBILE DEVICE FOR DESIGNING (PHONE OR TABLET) WITH ADOBE SPARK POST APP DOWNLOADED TO THAT DEVICE**

HOW TO GET READY FOR THIS WORKSHOP

1. GET ALL YOUR SUPPLIES:

- *COMPUTER, IPAD, OR SMART PHONE (TO WATCH THE VIDEOS!) + WIFI CONNECTION*

- *IPAD, TABLET, OR SMART PHONE (TO DESIGN ON) + WIFI CONNECTION + DOWNLOAD ADOBE SPARK POST APP*

- *DOWNLOAD AND PRINT VISION SHEETS + MARKERS OR COLORED PENCILS*

2. FIND A QUIET PLACE TO WATCH VIDEOS OR WEAR HEADPHONES :)

3. VISIT MAKESHOPDESIGNLAB.ORG, CLICK ON "*CHECK OUT OUR SUMMER 2020 DIGITAL WORKSHOPS*" AND WATCH THE MAKESHOP APPALACHIA VIDEO FOR WORKSHOP 02

WHAT YOU'LL WALK AWAY WITH

✌ **A NEW SKILL: DESIGNING A POSTER!**

✌ **A POSTER DESIGN YOU CAN PRINT OR SHARE DIGITALLY!**

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MAKE SHOP APPALACHIA

TIME TO DESIGN AND DREAM
AND BUILD OUR OWN FUTURE.

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TRYING SOMETHING THAT HASNT BEEN DONE YET

HERE IN OUR VERY OWN WEST VIRGINIA HOMETOWN.

THE MAKESHOP ENTREPRENEURSHIP WORKSHOPS

BY MESH DESIGN AND THE BOYS AND GIRLS CLUB

MESH
DESIGN AND DEVELOPMENT

WHEN I DARE TO BE POWERFUL TO USE MY STRENGTH IN THE SERVICE OF MY VISION THEN IT BECOMES LESS IMPORTANT WHETHER I AM AFRAID.

AUDRE LORDE

HOW CAN YOU VISUALIZE YOUR IDEA IDEA IN WORKSHOP 1 TO COMMUNICATE IT WITH THE WORLD?

The Plan

1. What is Visual Design?

2. Visual Design Lingo

3. Sketching Your Ideas

• Draw Some Ways You Can Communicate Your Idea.

• Make a Big Drawing of Your Idea.

4. Let's Make A Poster

5. Design Wrap Up

Activities:

✖ Sketching

✖ Adobe Design Program, Adobe Spark

✖ Visual Design

✖ Visual Identity

✖ Narrative Development

Learning Objective

✖ Creative Problem Solving

✖ Storytelling

✖ Creative Confidence

✖ Visual Translation

✖ Positive Feedback

WHAT ?
IS VISUAL DESIGN

MAGAZINE DESIGN LAYOUTS:

PACKAGING DESIGN

POSTERS

LOGOS

FB

FENTY BEAUTY
BY RIHANNA
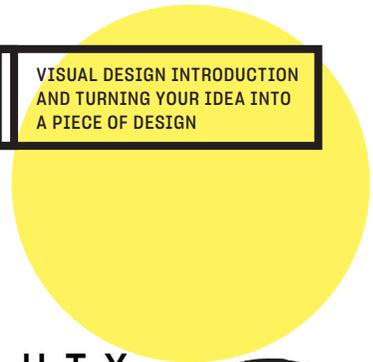
SOCIAL MEDIA DESIGN
AND WEBSITE DESIGN

TSHIRT DESIGN

WHY BE RACIST,
SEXIST, HOMOPHOBIC,
OR TRANSPHOBIC
WHEN YOU COULD
JUST BE QUIET?

IGNORANCE = FEAR
SILENCE = DEATH

DEFENDING
OUR RIGHTS IN
THE COURTS

EMPOWERING
COMMUNITIES
ACROSS THE U.S.

INFLUENCING
PUBLIC POLICY WITH
A POWERFUL VOICE
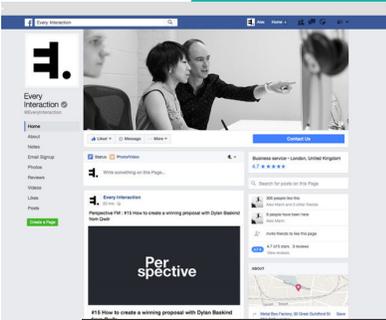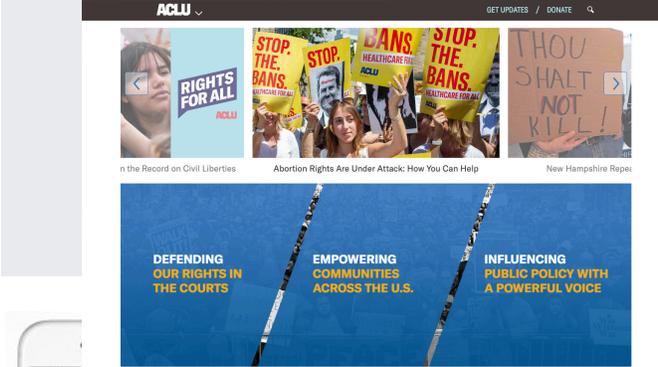
ICON AND APP
DESIGN

BOOK DESIGN

BECOMING

MICHELLE
OBAMA

DRAW SOME WAYS
YOU CAN COMMUNICATE
YOUR IDEA

Think about different ways to visualize the idea!
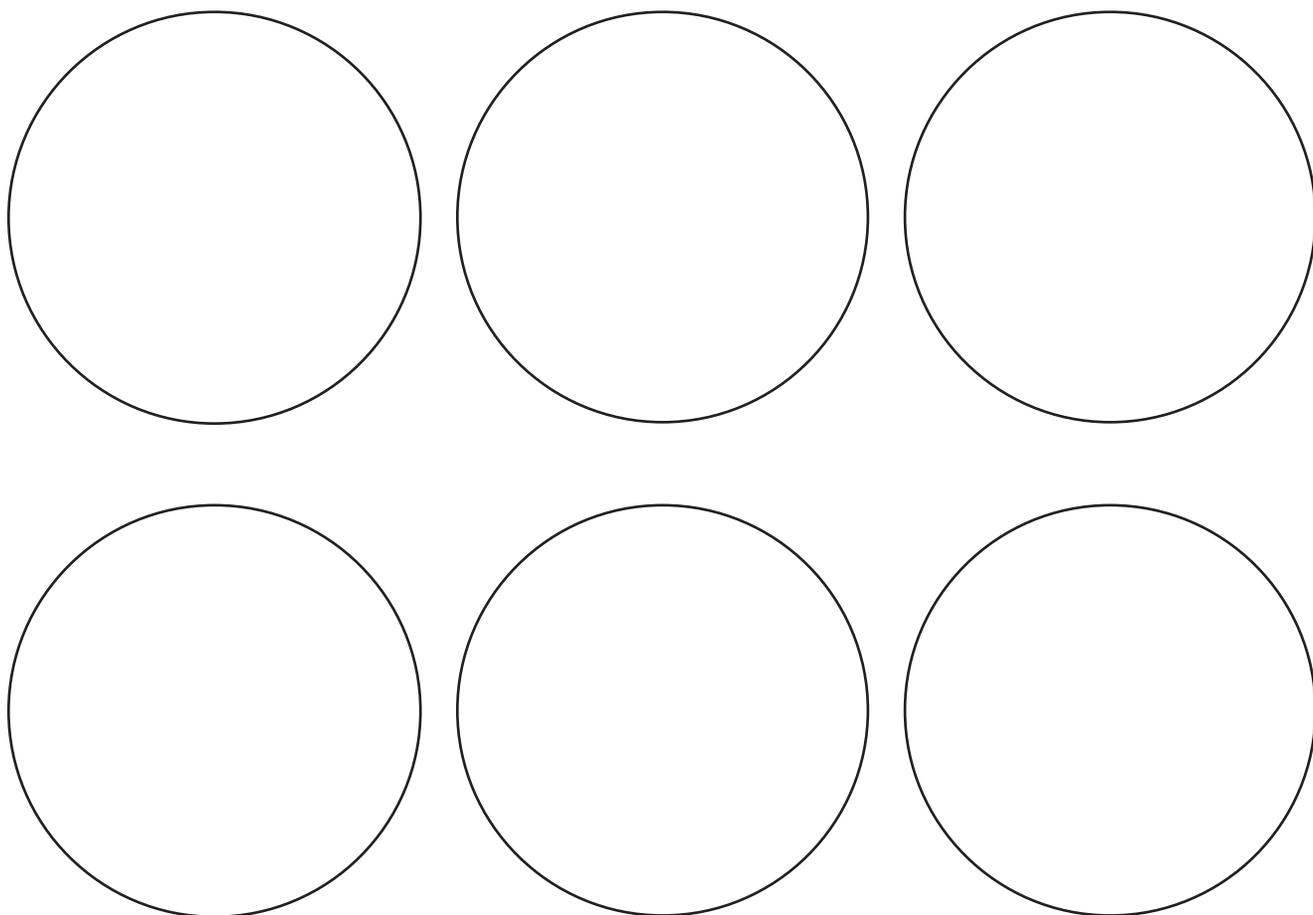
SKETCHING YOUR IDEAS

MAKE A BIG DRAWING OF YOUR IDEA

Take one of your sketches from the circles and develop it into a bigger idea here!
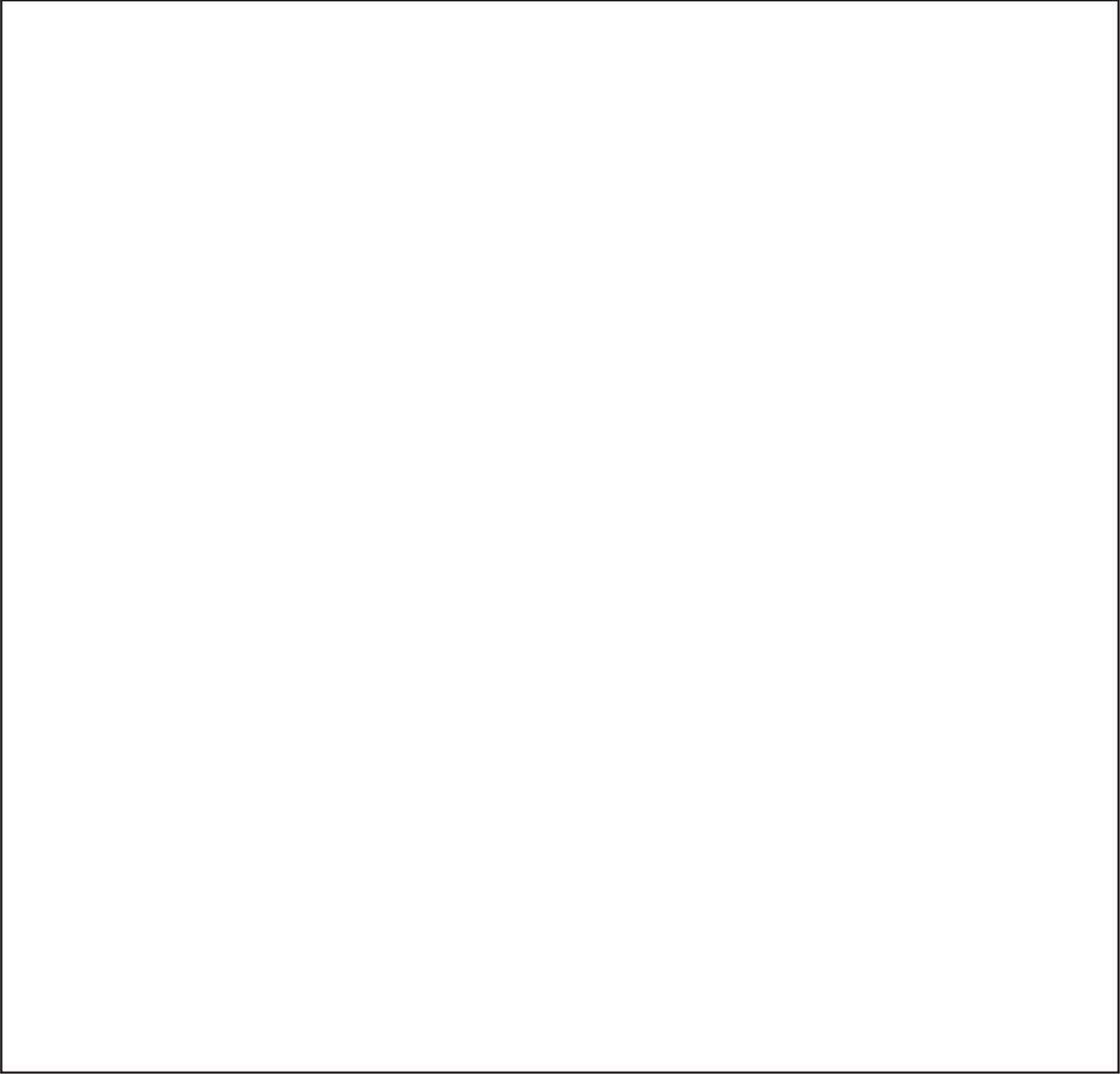
LETS MAKE A POSTER

SETTING UP AND GETTING STARTED IN ADOBE SPARK

ADOBE SPARK IS AN APP YOU CAN USE TO MAKE COOL POSTERS OR OTHER LAYOUTS. YOU'LL NEED TO DOWNLOAD THE APP ONTO YOUR DEVICE TO GET STARTED.

NOW, LET'S BEGIN!

1. Find the Adobe Spark Post icon on your devices screen and click to open. It should look like this:

2. Have your Parent or Guardian help you Set up an account or Login.

G   Continue with Google

f   Continue with Facebook

Sign up for free

Have an Adobe ID or Education account? **Log in**
Get help with login
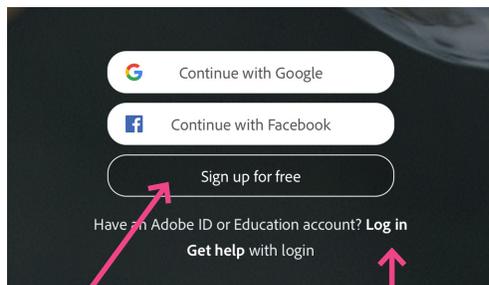
SIGN UP
if you <u>don't</u> have an adobe account

LOG IN
if you already <u>have</u> an adobe account

3. Click the circle plus sign button at the bottom of your screen *(it may will look a little different on your device. Don't worry! If it does, it's still the button you're looking for)*.

SETTING UP AND GETTING STARTED IN ADOBE SPARK

4. Select "solid colors".
Now, Scrolling left to right on the bottom of your screen, select your favorite color.

< Back   Select background color

BASIC
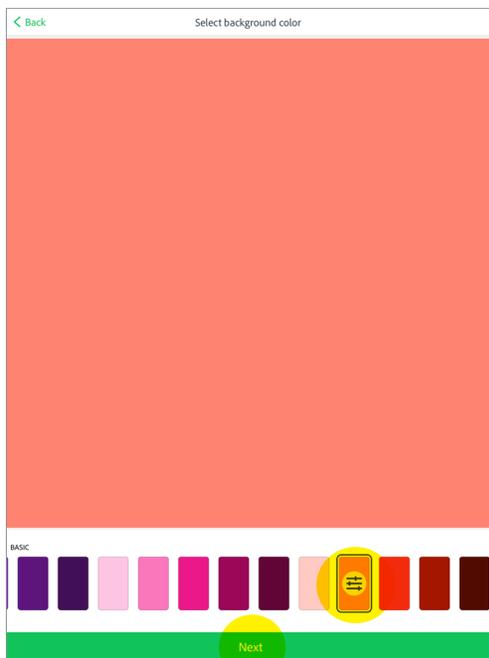
Next

When you're ready, press next.

5. **Now, select a layout size.**

Scroll to the right and select "11x17 in Poster" in the PRINT section.

< Color   Choose size

Sp Adobe Spark

SOCIAL POST   PRINT

SNAPCHAT STORY   TWITTER   8.5x11 in   11x17 in   5x7 in   148x210 mm   210x297 mm   297x4 mm

LETTER   POSTER   CARD   A5   A4   A3

Done

11x17 in
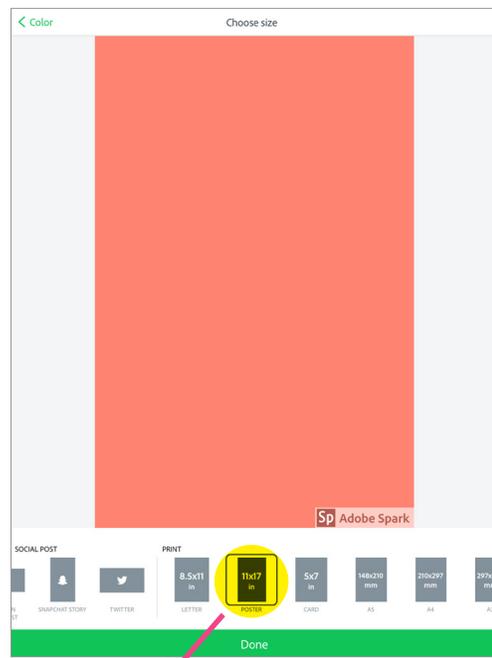
POSTER

Press done!

EDITING THE TEXT
ON YOUR POSTER

**YOUR TEXT SAYS WHAT YOUR IDEA IS ALL ABOUT! MAKING IT BIG &
LOUD IS LIKE A SHOUT, AND TINY AND LITTLE IS LIKE A WHISPER.
WHAT FITS FOR YOUR IDEA?**

1. Either **Double Tap** the text box in the middle of your
poster, or tap once and select **"edit"** at the bottom of
your screen.

Now, type your text! Your poster can say whatever you
want and should relate to the idea you came up with in
Workshop 1.

☺ *TOOL TIP*
you can tell you've selected
something thanks to the outline
box with dots at the corners!

☺ *TOOL TIP*
pencil icons usually symbolize "edit".
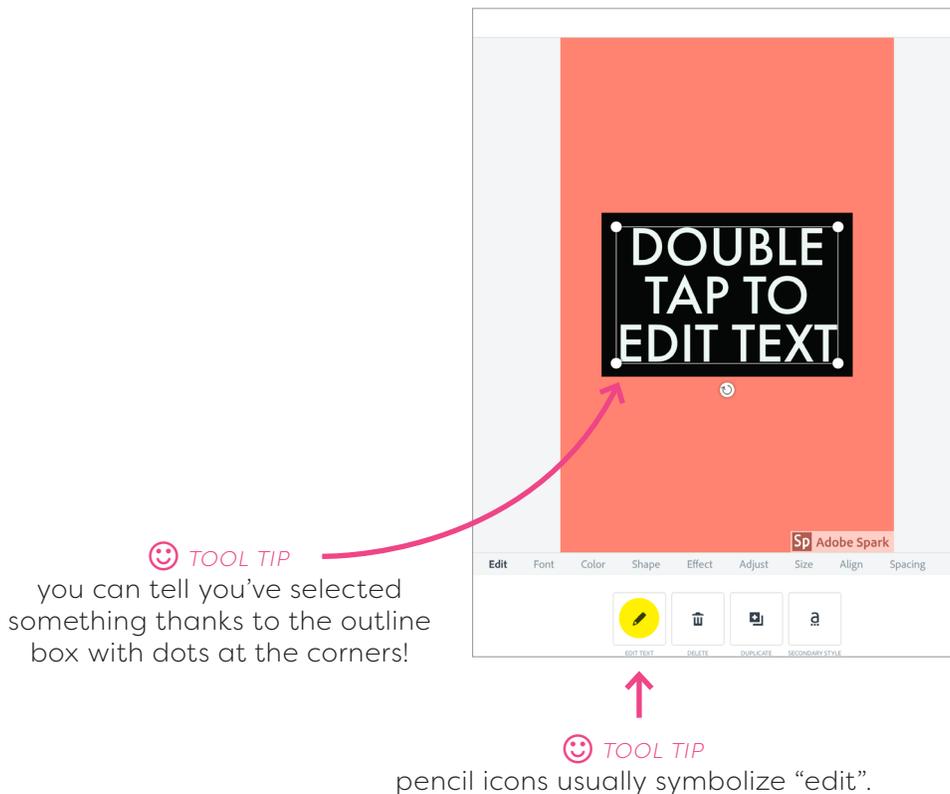
EDITING THE TEXT ON YOUR POSTER

2. Adjust the text using some of the tools at the bottom of your screen:
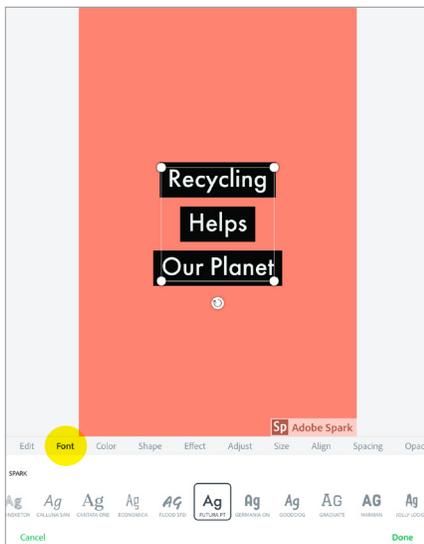
Font
A font is a tool that determines the look of the actual letters of your text. Click on a few different ones and see how it changes!

Color
Look familiar? It's the same as when we picked a color for the background!
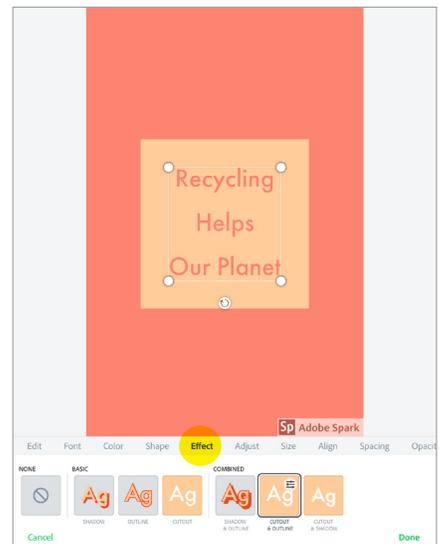
Effect
These are different treatments you can apply to your font. Make it have a shadow, outline, or both.

Don't want that?
Just click "none".

Love it!? Press Done!

Done

LETS MAKE A POSTER
GETTING TO KNOW THE TOOLS

HERE ARE SOME OF THE MAIN TOOLS AND BUTTONS YOU'LL BE WORKING WITH

BACK ARROW
takes you to an overview of all your posts

UNDO
If you want to "undo" whatever you just did on your poster, click this button!

LET'S TAKE A CLOSER LOOK AT SOME OF THE TOOLS!

DOUBLE TAP TO EDIT TEXT

Sp Adobe Spark

☺ *TOOL TIP*
Want to edit something on your poster? Just tap on it! Options will appear at the bottom to change the appearance.

⊕ Add   ◉ Colors   ✦ Animation   ▦ Layout   Ⓛ Brand   ▣ Resize

RESIZE
Here you can change the size of your artboard, like turning it into a postcard!

ADD
where you can add text and images to your layout.

LAYOUT
switch up the sections of your layout, also known as "the grid"

COLORS
where you can edit the colors for the whole layout.

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GETTING TO KNOW ICONS AND SYMBOLS

KNOWING THESE SYMBOLS AND WHAT THEY MEAN CAN MAKE DESIGNING EASIER. AND REMEMBER, IF YOU DON'T KNOW WHAT SOMETHING DOES, JUST CLICK ON IT TO FIND OUT ;)

EDIT TEXT   DELETE   DUPLICATE   SECONDARY STYLE
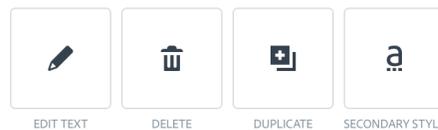
MAIN TOOLS

Pencil = Edit. Trash Can = Delete.
Most tools with have what they do written underneath of them.
If you're unsure what a tool does, just click on it and see ;)

3INSKETCH   CALLUNA SAN   CANTATA ONE   ECONOMICA   FLOOD STD   FUTURA PT   GERMANIA ON   GOODDOG   GRADUATE   HARMAN   JOLLY LODGE

Cancel

CANCEL

Decide you don't want to something? You can hit "cancel" at anytime.

SELECTED OUTLINE

You can tell which one you've selected thanks to the outline box around the icon.

Done

DONE

Love it? Hit "done" to make the change.

CUSTOMIZE ICON

That circle with the lines in it on top of a selected item tells you can edit it further. Click on it and see how you can customize something.

SECTION TITLES

These titles at the top of the options help let you know what the icons below are for.

Hey, there's that customize icon again!

NONE   BASIC

SHADOW   OUTLINE   CUTOUT

COMBINED

SHADOW & OUTLINE   CUTOUT & OUTLINE   CUTOUT & SHADOW
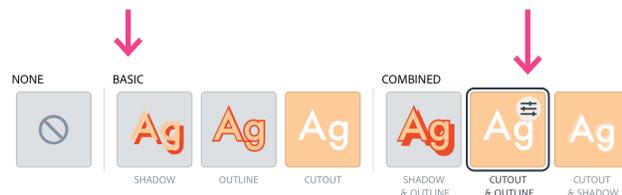
CHOOSE A LAYOUT FOR YOUR POSTER

THE LAYOUT DETERMINES THE AREAS WHERE YOU'LL PLACE YOUR TEXT AND IMAGES. IT'S ALSO KNOWN AS A "GRID".

1. Click the Layout button in the bottom toolbar.
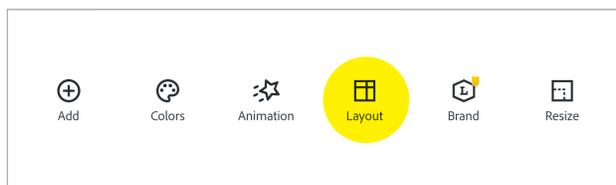
2. Scroll to the right and select one of the grid options. The more blocks you see in the thumbnail, the more blocks you'll have to work with on your layout grid.

You can choose any layout you want. This is the one we picked!

When you've got a layout grid you like press Done!

ADD SOME IMAGES TO YOUR POSTER

IMAGES ARE A FUN WAY TO BRING YOUR POSTER TO LIFE. CHOOSING IMAGES THAT HELP COMMUNICATE YOUR MESSAGE ARE IMPORTANT TO CREATING A GREAT POSTER!

1. Click the Add button in the bottom toolbar, and select "Search free Photos" from the pop-up list.
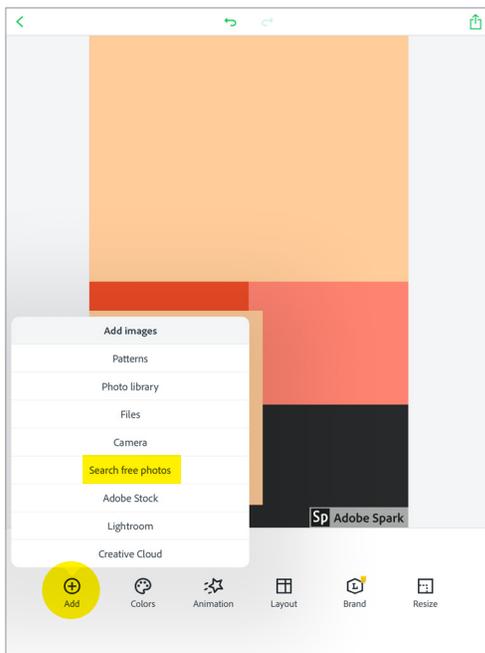
2. A selection of free images will appear on your screen. The selection will pull a word from your text to show you relevant images to use, like this...
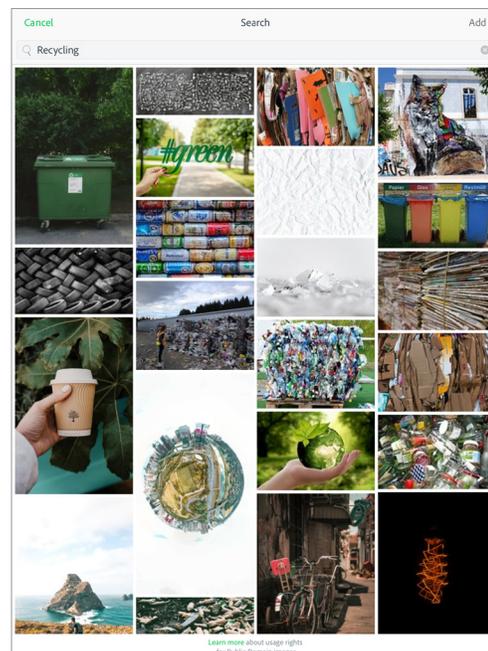
You can edit the images by clicking on the text in the search bar at the top of the screen.

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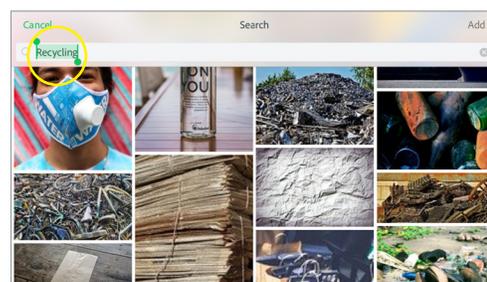
ADD SOME IMAGES TO YOUR POSTER

3. Now that we've edited our image search, let's select an image... or two!
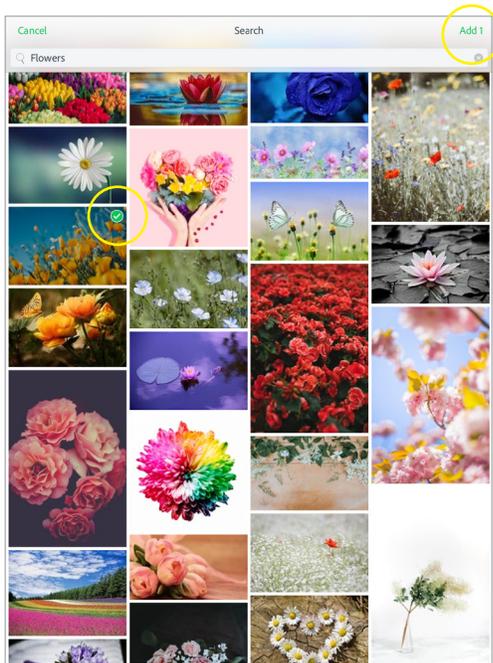
When you see an image you like, click on it. A green check mark will appear in the upper right corner of the image.

If you want just one image, hit the "Add" button in the top right of the screen.
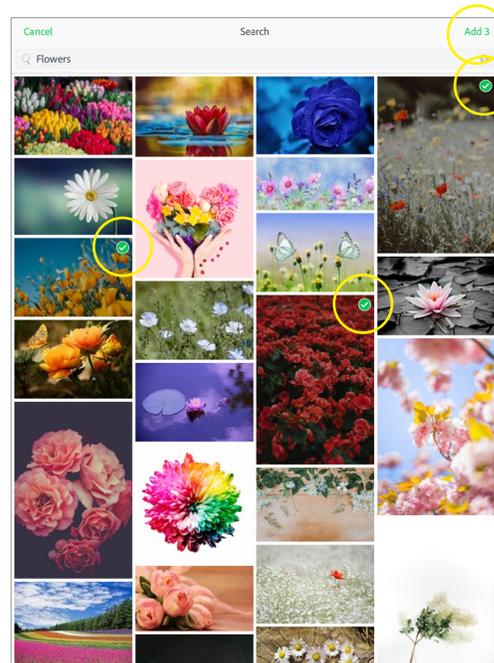
If you want more than one image, just click on another picture. You'll see that now you have a few green check marks. You'll also notice that "Add" in the top right has the number of images you've selected next to it.

Let's keep it simple for now and just select 1 image.

ADD SOME IMAGES TO YOUR POSTER

4. Add the image to your layout by selecting **Pin to background**.
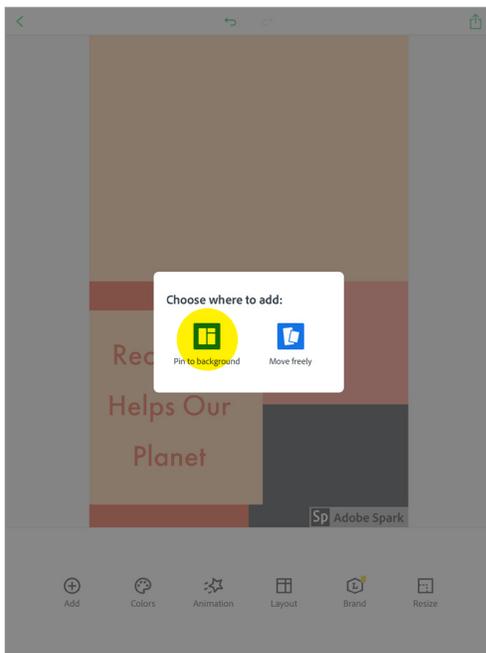
Pin to background means the image will be placed into one of the boxes in your layout grid.
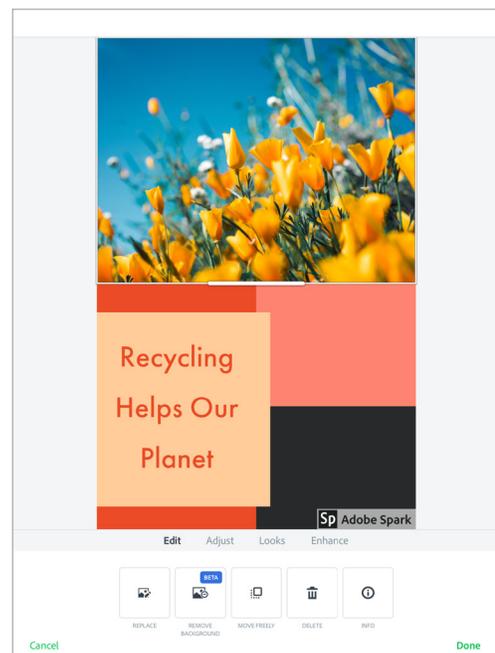
Heres what it looks like!

EDIT YOUR IMAGES

EDITING THE APPEARANCE OF YOUR IMAGES IS A GREAT WAY TO BRIGHTEN, SOFTEN, OR CHANGE THE ENTIRE FEELING OF YOUR POSTER.

1. Select the photo you'd like to edit. Then click the **Looks** button at the top of the bottom toolbar.

☺ *TOOL TIP*
you can tell you've selected the image thanks to the outline box around it!

2. Select one of the looks from the filters at the bottom of the screen. Click around a few and see how they change your image.
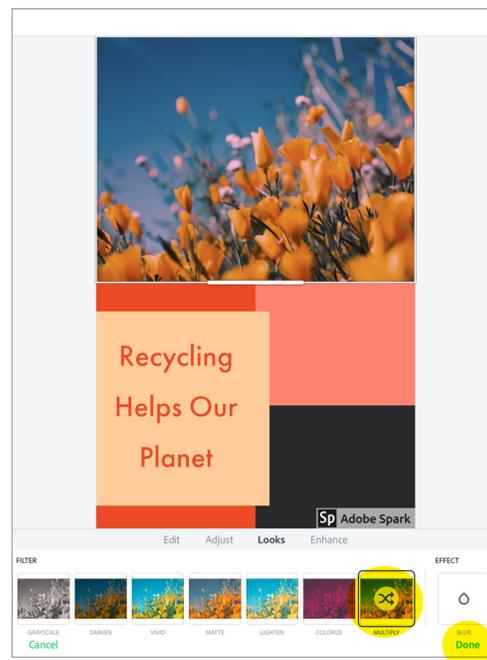
When you like what you have, select **Done**. If you don't want a look applied, you can always click **None** or **Cancel**.

BONUS:
ADD AN IMAGE
INSIDE A SHAPE

**YOU CAN ALSO ADD IMAGES THAT ARE CROPPED
INSIDE OF COOL SHAPES.**

1. Make sure you aren't selected on anything on your layout and follow the steps to adding an image.

Add images
Patterns
Photo library
Files
Camera
Search free photos
Adobe Stock
Lightroom
Creative Cloud

⊕ Add   Colors   Animation

Choose where to add:

Pin to background   Move freely
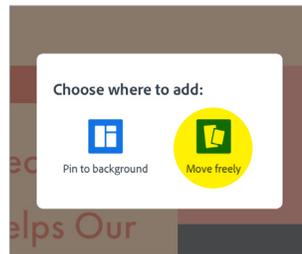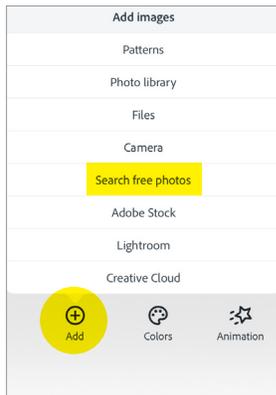
Once you've got the image you want and have hit Add, select **Move freely.**

2. Select **Crop & Shape** from the bottom toolbar

Recycling
Helps Our
Planet

Sp Adobe Spark

Edit   Order   Adjust   Looks   Enhance   Opacity

REPLACE   CROP & SHAPE   REMOVE BACKGROUND   ADD TO COLLAGE   DELETE   DUPLICATE   SELECT MULTIPLE   INFO

Cancel   Done
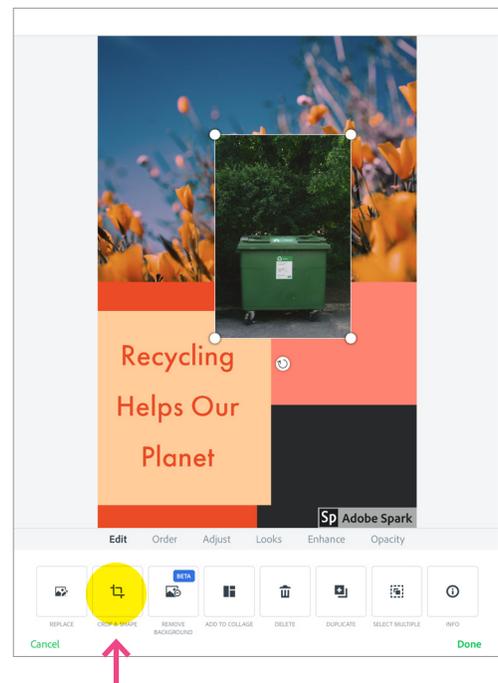
☺ *TOOL TIP*
This symbol of these two intersecting angles typically means "Crop".

BONUS:
ADD AN IMAGE
INSIDE A SHAPE

3. Select a shape for your cropped image from the shape options at the bottom of the screen.
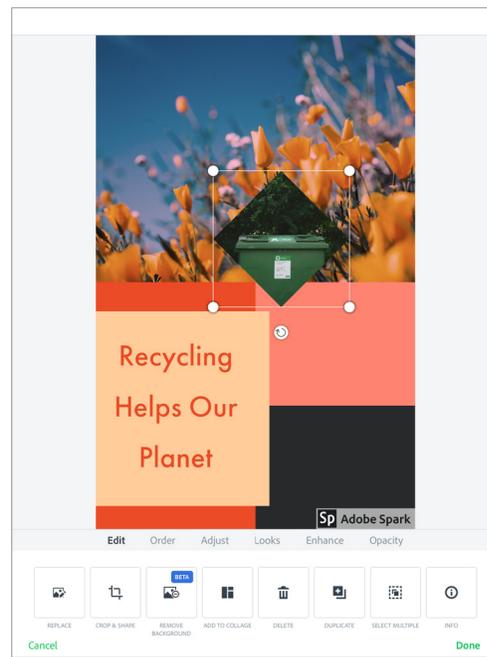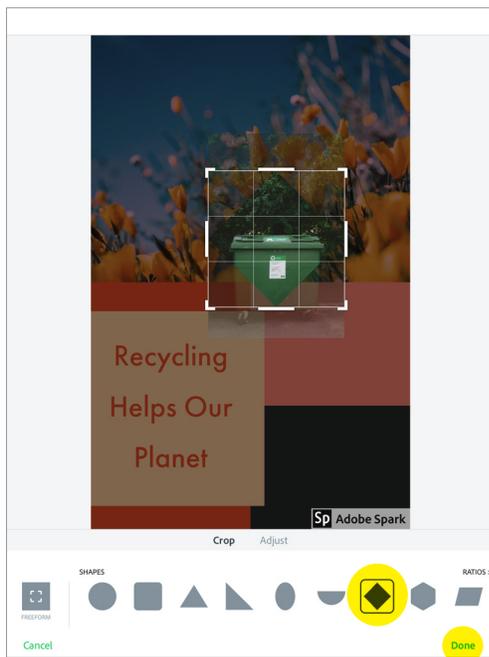
Heres what it looks like!

QUICK CHECK IN:
WHAT HAPPENS
WHEN YOU....

Double tap on a text box?

_____

Drag an object on your layout?

_____

Click the Layout button and select one of the options?

_____

When you press the customize icon while selecting an option?

_____

FINISHING UP YOUR POSTER

FINE TUNE AND ADJUST YOUR POSTER. YOU CAN GO BACK AND CHANGE IMAGES, EDIT IMAGES, CHANGE COLORS, CHANGE TYPE, ADD MORE TYPE. IT'S UP TO YOU!!!

1. Finish by adding more photos or text to your layout. The layout you selected will determine how many you add. And keep in mind, you can also just leave a few blocks as color if you like!

2. Edit or change anything you don't like on your poster. Here, we went and changed the text by clicking on the text box and selecting **font** from the tool bar.

☺ *TOOL TIP*
Click a box on your layout. Then, click "replace" in the bottom tool bar to add an image.
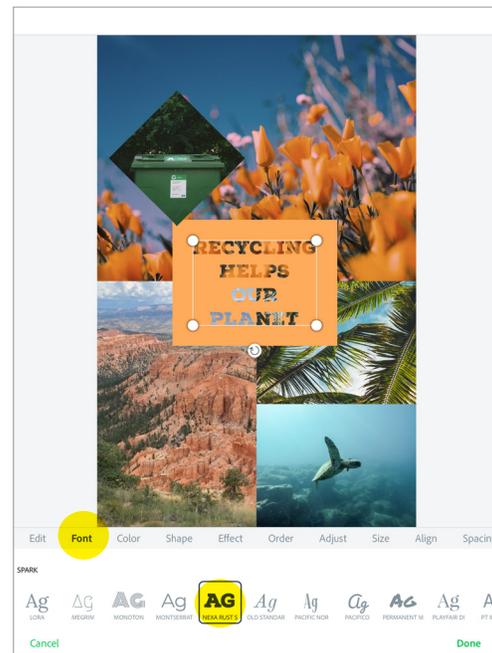
☺ *TOOL TIP*
You can remove the Adobe Spark watermark by clicking on it. This box will pop up. Then, click "remove..." at the bottom and poof! It's gone.
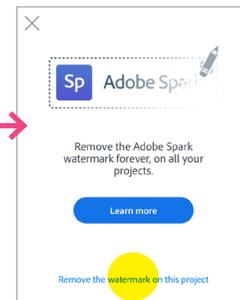
SHARE YOUR FINAL POSTER WITH US

HAVE AN ADULT IN YOUR LIFE HELP YOU UPLOAD YOUR AMAZING POSTER TO THE BOYS & GIRLS CLUB FACEBOOK PAGE.

1. Click the upload icon in the upper right corner of your screen.

2. Click on Facebook and follow the instructions in the Facebook app.
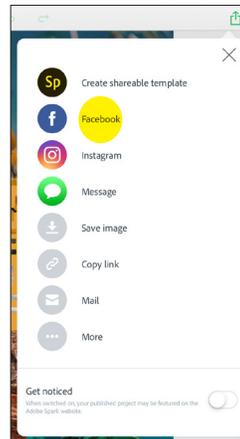
You can let us know if you'd like your poster printed at MESH!