

Graphics: Tricks & Tools (in ~8 minutes 😂 😳)

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COMMUNICATIONS WIZARD 🧙

BURGESS INSTITUTE FOR
ENTREPRENEURSHIP & INNOVATION

back to basics

A TRIUMPHANT TRUE STORY
FROM THE ACADEMY AWARD®-WINNING DIRECTOR OF
SLUMDOG MILLIONAIRE

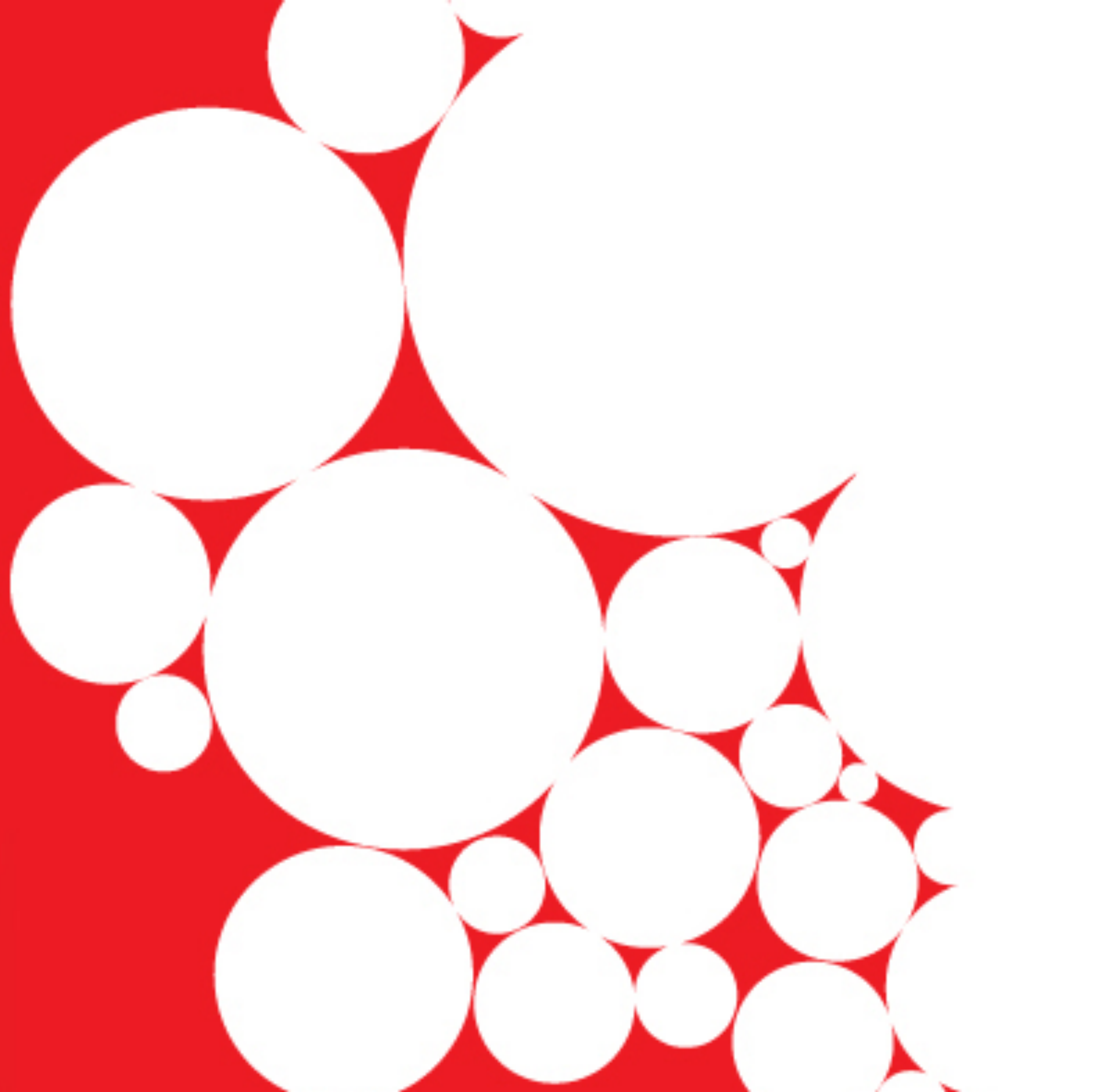
JAMES FRANCO
127
HOURS

EVERY SECOND COUNTS

FOX SEARCHLIGHT PICTURES in association with ERNEST ENTERTAINMENT, J2000 EIGHT/DESEAL FILMS/DARWIN SMITHSON presents a DANNY BOYLE film "127 HOURS" JAMES FRANCO AMBER THOMLIN KATE WALKER
YVES SITRAT LARLAN "PAUL BARRON" AND JON VANDER "YVES SITRAT LARLAN" AND JEFF ANTHONY "DORIANE" BOZ OFF "CHRISTOPHER GARDNER" JAMES BERNARD BELLEVUE JOHN J. KELLY FRANCIS MENDEL
CAMERON VASCONCELOS LISA MARA FALCONE TESSA ROSS "CHRISTINA COLSON" DANNY BOYLE JOHN SMITHSON "DANNY BOYLE" BOB BAKER "DANNY BOYLE" SHAWN BEAUFORT "DANNY BOYLE"
127HOURSMOVIE.COM
IN THEATRES NOVEMBER 5

balance

proximity



POGRAPHY
CAYAN BE
PLAYFUL
AND
PRACTICAL

THE HISTORY OF
TYPOGRAPHY FROM
REINFORCED MORTAR
TO THE COMPLEXITY OF
TYPING SYSTEMS

TYPOGRAPHY WITH
SERIF TYPE

THE HISTORY OF
SERIF LETTERING
SYSTEMS

THE ART OF
SERIF LETTERING

TYPOGRAPHY WITH
SERIF TYPE

THE ART OF
SERIF LETTERING

ART
AND TECH
NIQUE.



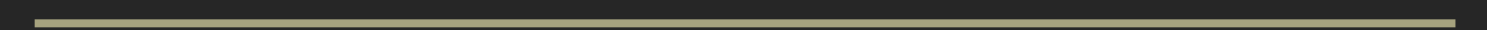
alignment



whale song

MARGRET GREBOWICZ

B L O O M S B U R Y



visual
hierarchy

repetition

(& consistency)



contrast



negative
space

typography

3
SIXTY-THREE

The image features a background of vertical wooden planks. Each plank is painted a different color, creating a rainbow gradient from left to right. The colors transition from dark blue on the far left, through teal, green, yellow-green, yellow, orange, and finally to dark red on the far right. The wood grain is visible through the paint. In the center of the image, the word "color" is written in a white, lowercase, sans-serif font.

color

are you sweating?

you're not alone;
we're in this together.

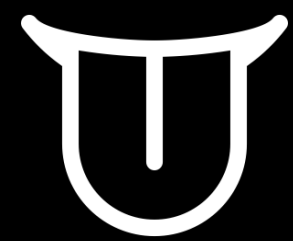
tricks for success

trick #1

hire a
graphic
designer



YOU THINK I'M KIDDING,
DON'T YOU?



I'M NOT.

facing a massive project? death by a thousand papercuts? there are pros who can help.

- graphic design intern
- freelancer*
- agency
- full-time team member

*see: [upwork](#), [99designs](#), [logotournament.com](#)

trick #2



pay attention

inspiration is everywhere

authenticity is earned

- constant content gathering
- action shots
- no room left empty
- play



seriously: play



trick #3

THE MSU BRAND

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be resourceful

University Communications provides every communicator across campus resources for success. if you've never seen this page, do yourself a favor: ugly-run to your nearest device and bookmark:

brand.msu.edu

WHO WILL?

SPARTANS WILL.



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From Brand Rationale to fonts to templates, this page is an indispensable trove of resources. ignore at your peril.

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WHO WILL?



SPARTANS WILL.



there's more
to green &
white . . .

. . . than
merely green
& white

COLOR PALETTE

PRIMARY COLORS

Michigan State University's colors are green and white. The official MSU green is represented by the Pantone Matching System ink color 567 (PMS 567).

- When matching the official MSU green, consider the medium. The same color formula can look different on the web than it does printed on paper or rendered in fabric. Sampling the color from the Brand Standards PDF is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.
- Each PMS ink color number translates into different formulas in different software. PMS 567 green translated into RGB or into a hex code (for web use) in Illustrator and in InDesign provides a different formula than if it is translated in Photoshop.

To ensure the consistency of the color, type in the exact formula as appropriate to each application:



PMS: 567
CMYK: C:82 M:0 Y:64 K:70
RGB: R=24 G=69 B=59
WEB: 18453B

SECONDARY COLORS



C:100 M:0 Y:100 K:0
R:13 G:177 B:75
HEX #0DB14B



C:43 M:30 Y:33 K:0
R:153 G:162 B:162
HEX #97A2A2



C:2 M:58 Y:100 K:0
R:240 G:133 B:33
HEX #F08521



C:85 M:0 Y:35 K:35
R:0 G:129 B:131
HEX #008183



C:38 M:28 Y:7 K:11
R:144 G:154 B:183
HEX #909ab7



C:67 M:62 Y:56 K:29
R:83 G:80 B:84
HEX #535054



C:22 M:0 Y:91 K:0
R:209 G:222 B:63
HEX #D1DE3F



C:0 M:5 Y:25 K:10
R:232 G:217 B:181
HEX #E8D9B5



C:0 M:27 Y:65 K:24
R:200 G:154 B:88
HEX #C89A58



C:47 M:16 Y:91 K:1
R:148 G:174 B:74
HEX #94AE4A



C:40 M:100 Y:0 K:40
R:110 G:0 B:95
HEX #6E005F



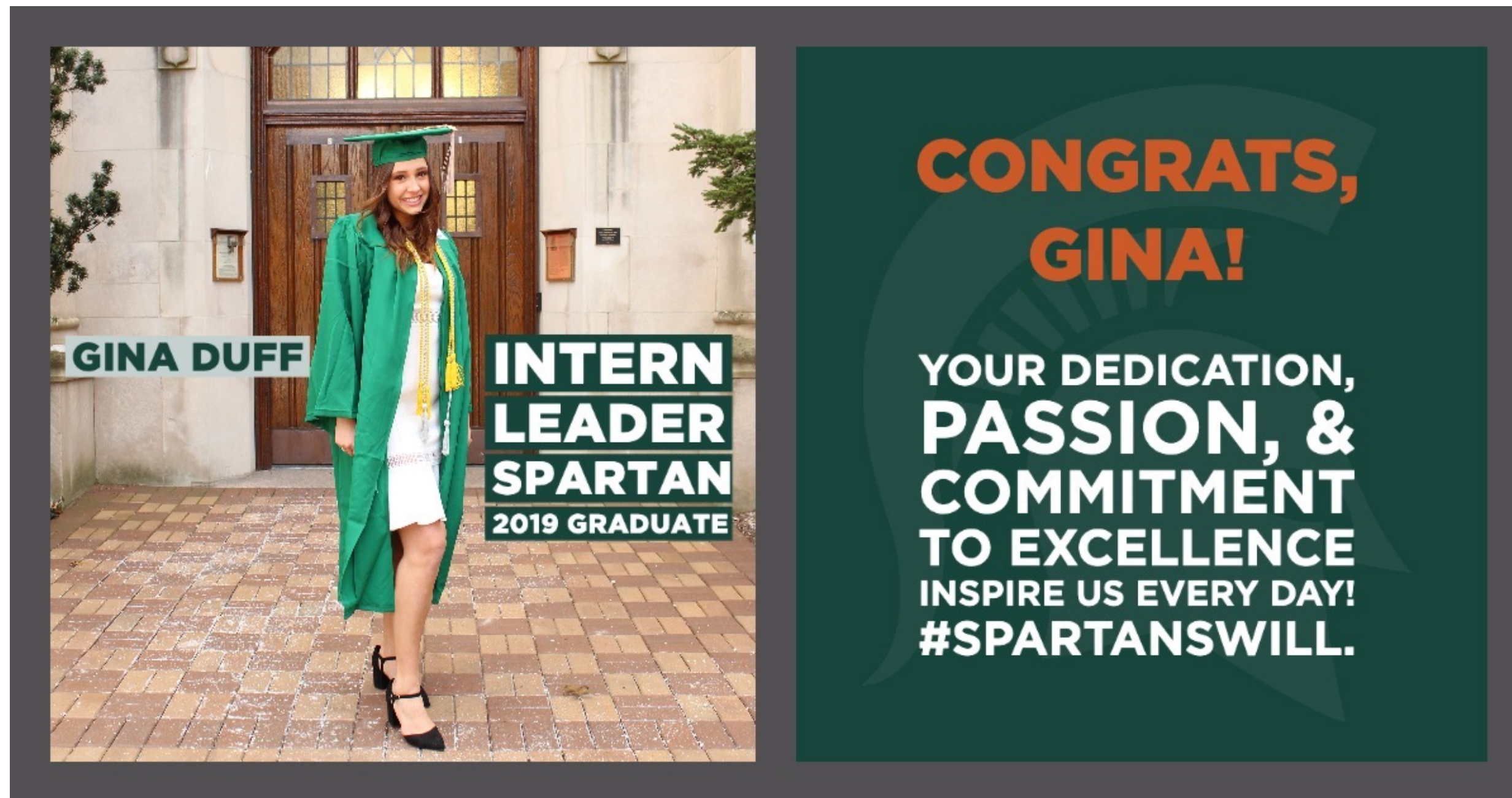
C:15 M:77 Y:100 K:4
R:203 G:90 B:40
HEX #CB5A28

trick #4

less is [always] more

trick #5

refer to #4, then revise . . .
mercilessly



Before Revision



After Revision

a suite of tools



spark video



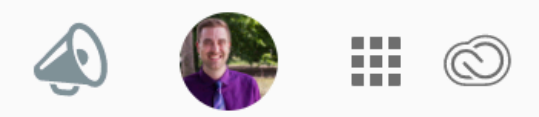
spark



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Facebook cover



Photo collage



Presentation



Slideshow

Pick up where you left off

Your recent projects

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motivation

POST



burgess

POST



esocial

POST



eship at rock

POST



thank you