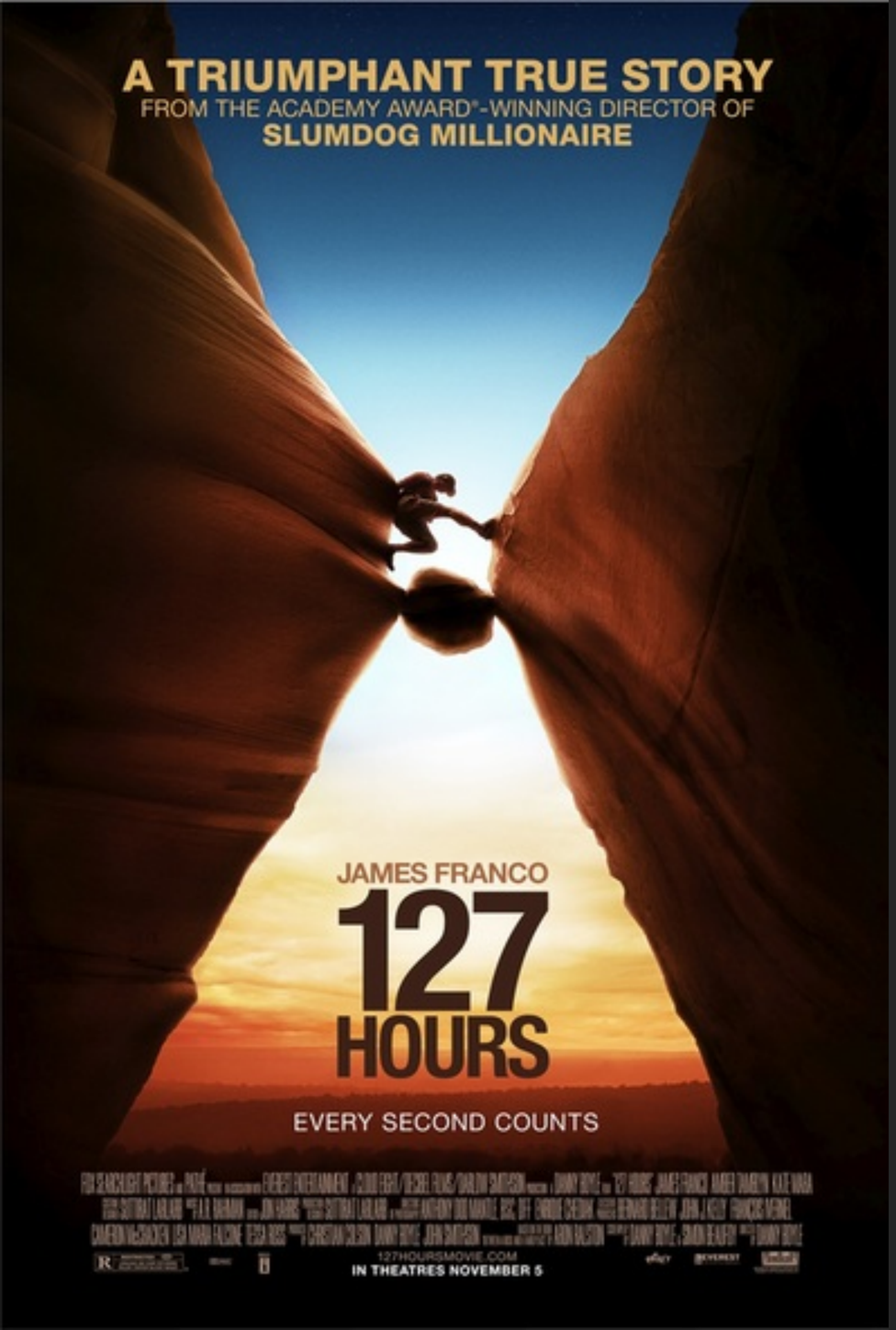
Graphics: Tricks & Tools (in ~8 minutes 😂 😳)

AARYN D. RICHARD

COMMUNICATIONS WIZARD 🧙🏽‍♂️

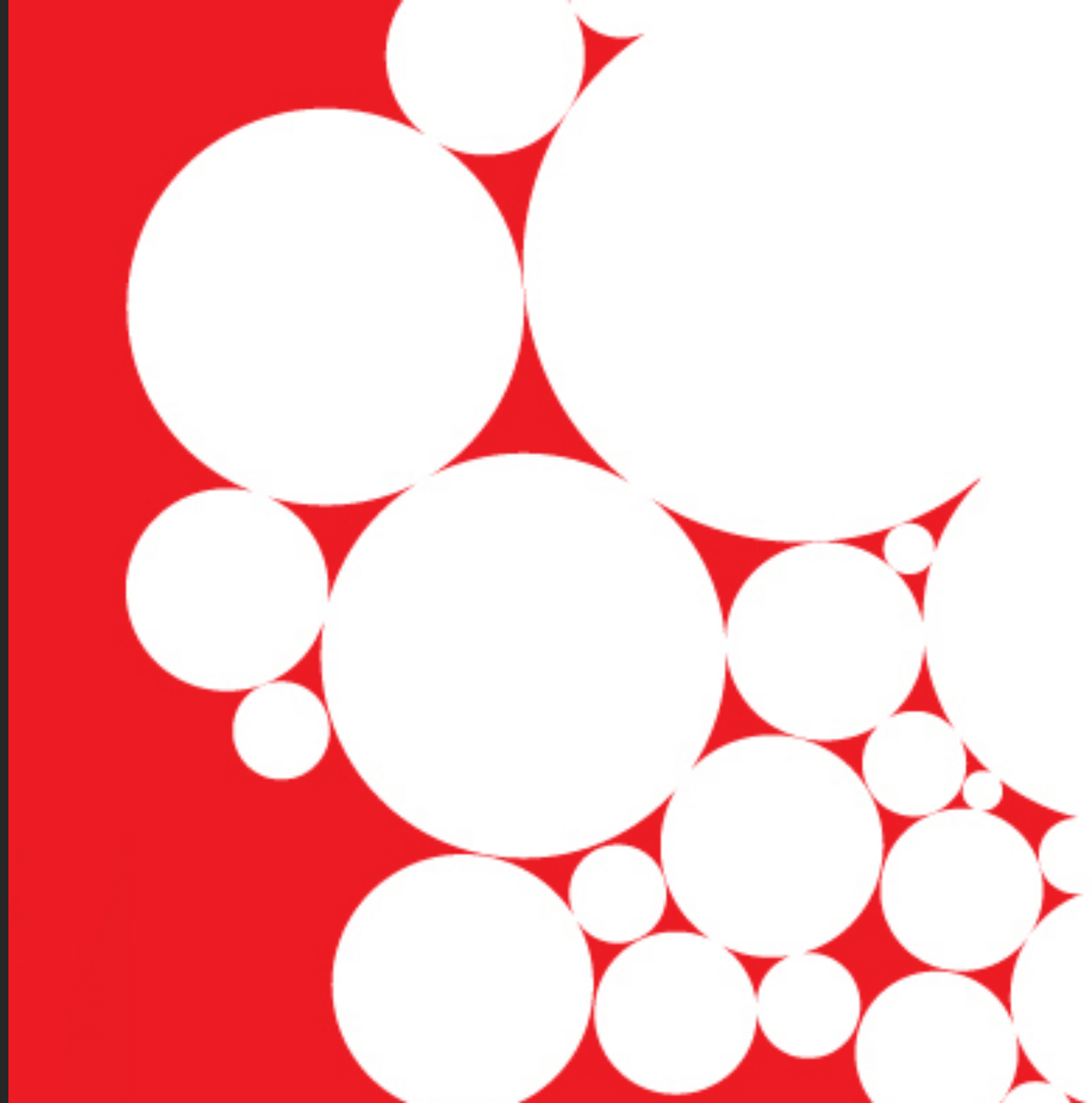
BURGESS INSTITUTE FOR
ENTREPRENEURSHIP & INNOVATION

back to basics


A TRIUMPHANT TRUE STORY
FROM THE ACADEMY AWARD®-WINNING DIRECTOR OF
SLUMDOG MILLIONAIRE
JAMES FRANCO
127 HOURS
EVERY SECOND COUNTS
127HOURSMOVIE.COM
IN THEATRES NOVEMBER 5

balance

proximity



POGRAPHY
CAN BE
PLAYFUL
AND
RACTICAL

ART
AND TECH
NIQUE.

Omicron
Xi
Lambda
Theta
Delta
Eta
Upsilon
Mu
Gamma
Nebula
GALAXY
IN THE MILKY WAY
Epsilon
Theta
Kappa
Iota
Zeta
Lyra

alignment

visual hierarchy

repetition

(& consistency)

contrast

negative space

typography

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

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be resourceful

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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

PicMonkey

spark video

Canva

spark

Adobe® Creative Cloud™

Create a project

Aaryn's Home

Projects

My brand

Social media tips

Here's a few things you can create

Aaryn, tell your story with Spark!

View all >

Instagram story | Instagram post | Facebook cover | Photo collage | Presentation | Slideshow

Pick up where you left off

Your recent projects

View all projects >

motivation POST

burgess POST

esocial POST

eship at rock POST

thank you