

Geothermal Design Contest

You Made it to Round 2 - Now What?

Topics Covered Today

- ▶ What we learned from Round 1
- ▶ Design Specifics
- ▶ Mentoring
- ▶ Next Steps
- ▶ Questions

Learning from Round 1

- ▶ What we learned from Round 1
 - ▶ Common Mistakes
 - ▶ Storyboarding
 - ▶ Data-driven vs. Word-driven
 - ▶ Local Issues

Design Specifics

- ▶ Color/Contrast
- ▶ Shapes
- ▶ Font

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

SUBTRACTIVE

CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK



CMYK

COLOR TYPES



PRIMARY



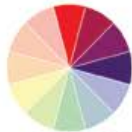
SECONDARY



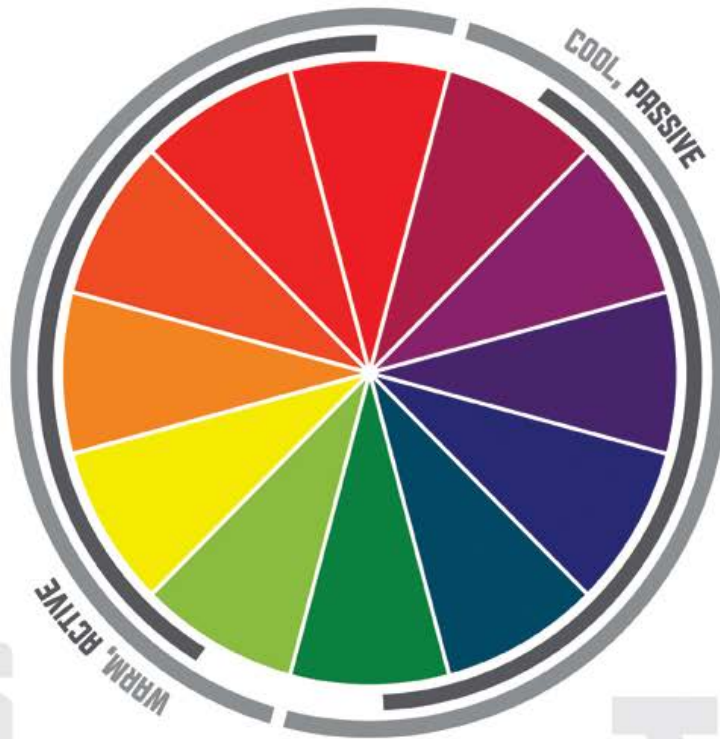
TERTIARY



COMPLEMENTARY



ANALOGOUS



ADDITIVE

CREATED WITH LIGHT;
START WITH BLACK, ADD COLOR.
RGB



RGB

COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY



SPLIT COMPLEMENTARY



DOUBLE COMPLEMENTARY



ANALOGOUS



TRIAD

MEANINGS



INTENSE, FIRE & BLOOD.
ENERGY, WAR, DANGER, LOVE
PASSIONATE, STRONG.



SKY, SEA.
DEPTH, STABILITY, TRUST
MASCULINE, TRANQUIL.

ROYALTY, POWER.
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS.



NATURE, GROWTH.
FERTILITY, FRESHNESS, HEALING
SAFETY, MONEY.

WARM, STIMULATING.
ENTHUSIASM, HAPPINESS, SUCCESS
CREATIVE, AUTUMN.

SUNSHINE, JOY.
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.

TERMS

CHROMA: How pure a hue is in relation to gray

SATURATION: The degree of purity of a hue

INTENSITY: The brightness or dullness of a hue

LUMINANCE/VALUE: A measure of the amount of light reflected from a hue

SHADE: A hue produced by the addition of black

TINT: A hue produced by the addition of white

**YOU PROBABLY
CAN'T REALLY
READ THIS**

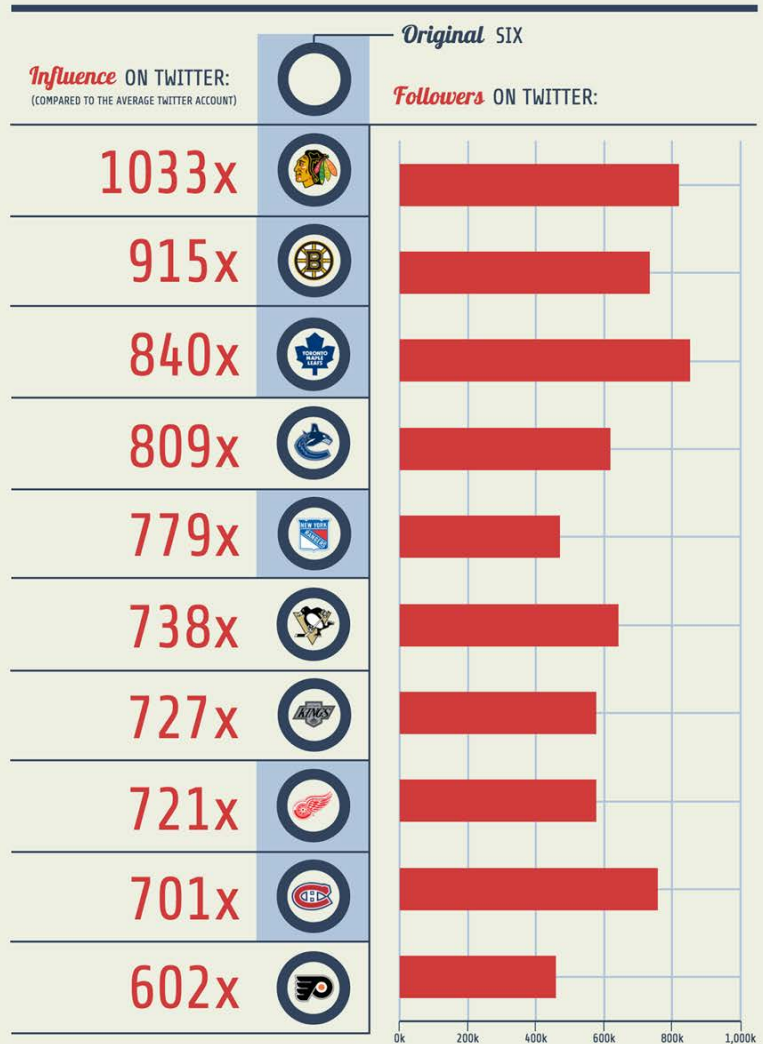
**BUT I BET YOU
CAN READ THIS
FINE**

**YOU CAN READ
THIS ONE WITH
EASE**

**BUT THIS ONE
IS REALLY
DIFFICULT TO
SEE**



THE *Most* INFLUENTIAL NHL TEAMS ON TWITTER





COUNTDOWN TO THE HOLIDAYS



PLAN AHEAD



BUDGET



CREATE A SHOPPING LIST



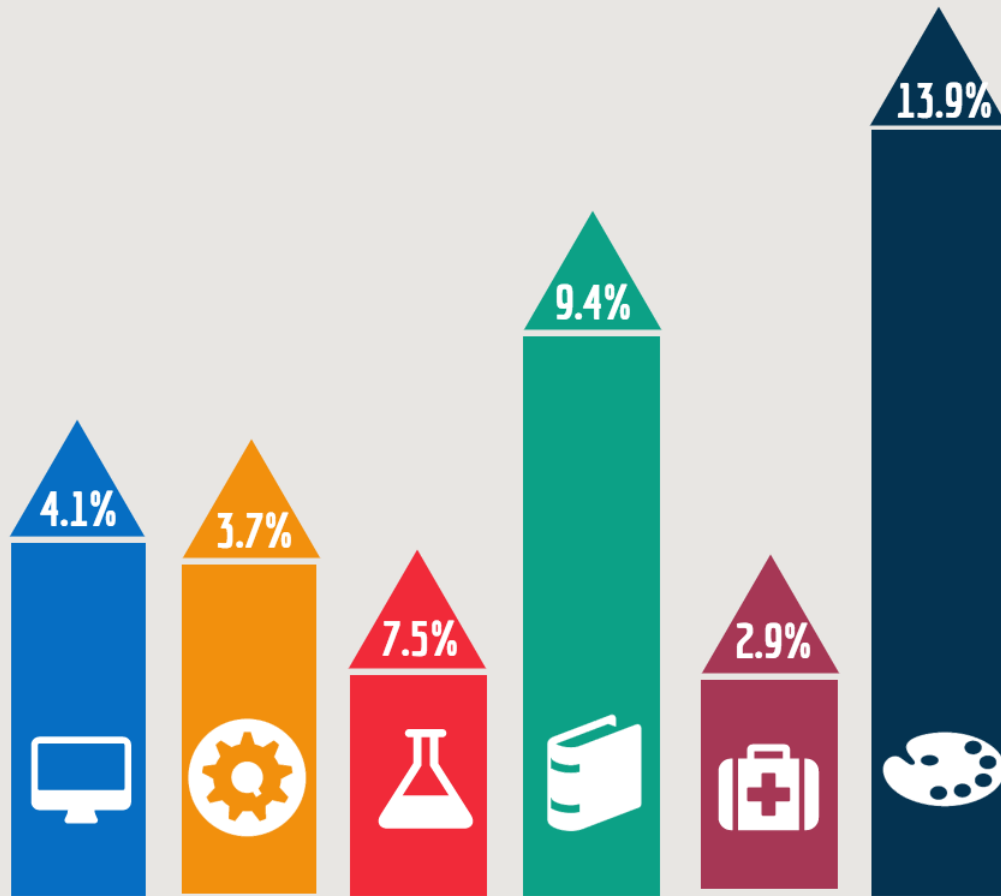
LOCATE SALES



SHOP



GIFT WRAP & LABEL



← Rate of post-grad unemployment by field

For example, rather than using a picture of an actual painting, you could use an icon of a painting or a paintbrush.

This:



Or these:



a few tips how to

MIX &
MATCH
YOUR FONTS

#1 OPPOSITES ATTRACT

like serif + sans serif

I like nonsense, it wakes up the brain cells. Fantasy is a necessary ingredient in living.

I like nonsense, it wakes up the brain cells. Fantasy is a necessary ingredient in living.

I like nonsense, it wakes up the brain cells. Fantasy is a necessary ingredient in living.

I LIKE NONSENSE, IT WAKES UP THE BRAIN CELLS. FANTASY IS A NECESSARY INGREDIENT IN LIVING.

WIN A TRIP FOR TWO TO

HAWAII

ENTRIES CLOSE MON 16 FEBRUARY 2015

CONTRAST

is essential

Sources:

<https://venngage.com/blog/infographic-design-6-ways-to-use-icons/>

<https://venngage.com/blog/infographic-design-the-dos-and-donts-of-color-selection/>

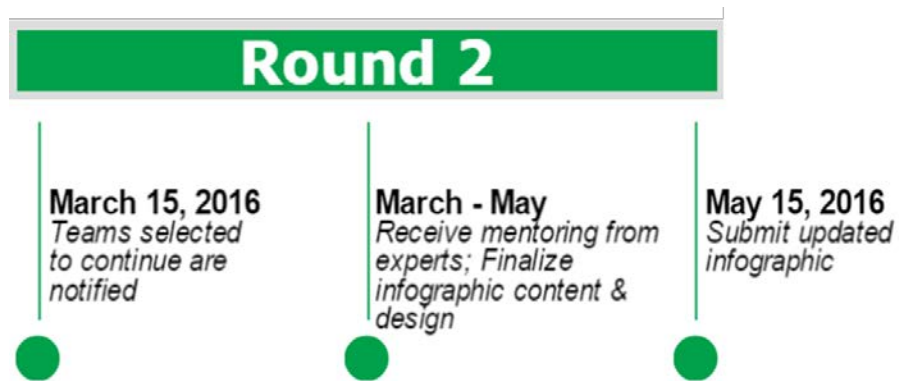
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<http://blog.hubspot.com/marketing/font-choice-tips>

<https://paper-leaf.com/blog/2010/01/color-theory-quick-reference-poster/>

Round 2 - Refine and perfect your infographic

- ▶ Work with a mentor
 - ▶ Factual concept
 - ▶ Appealing and easy to follow
- ▶ Finalize your infographic
- ▶ Submit



Questions