DESIGN PRINCIPLES
AGENDA

1. Layout
2. Length
3. Hierarchy
4. Grouping
5. Alignment
6. White Space
7. Color
8. Fonts
9. Images & graphs
10. Concluding Tips
11. Sources

Find materials here: F:\Human Rights\Infographics DIY
Layout refers to the way in which any design is composed. Balance gives a design its form and stability by distributing the elements evenly through the design.
Tell your story but...

1. Keep people’s interest – they have short attention spans!
2. The shorter the better
3. Divide projects if necessary
4. Keep it simple
EXAMPLE

- Not too long
- Simple
- Not too much text
- Balanced
3 HIERARCHY

Visual hierarchy helps the viewer to navigate your work by making some elements appear more important than others.

- Bright, BIG objects
- Top left
- Contrast
  - Use subtitles
  - Consistency

YOUR EYES HERE (then here)
Can Bitcoin Conquer Argentina?

With its volatile currency and dysfunctional banks, the country is the perfect place to experiment with a new digital currency.

Dante Castiglione stalked through the doors of a glass-walled office tower on the edge of downtown Buenos Aires, just a few hundred feet from the old port district. In the crowded elevator, he shook his head and muttered under his breath about the stresses of the day and his profession. “I swear, this job can kill me,” he said, his eyes cast downward.
4 GROUPING

By proximity

By creating borders

By size, color, lines, or shape

By bullet points/numbers

By repetition of all the above (the theme)

By charts and polls

Grouping elements together helps to organize information because you can create a relationship between the single elements/information:

Be consistent!
Our Design Process

When clients need a branding, a website or a social media strategy, it requires a clear design process. A client who understands the basics of this process will appreciate what happens at each step.

1. **The Brief**
   - Client briefs us on what they want and need.
   - Project timelines are being set as well.

2. **The Research**
   - Our team gathers all relevant materials for the project.

3. **The Ideation**
   - After we gather all the facts, we do brainstorming to find the big idea.

4. **The Production**
   - Final execution of the approved idea.

5. **The Delivery**
   - Time to party and celebrate!
EXAMPLES

WHY YOU SHOULD CONSIDER BEING A BLOOD DONOR

BLOOD TRANSFUSION IS NEEDED FOR

- women with complications of pregnancy
- children with severe anemia as a result of malnutrition
- people with severe trauma following disasters
- complex medical procedures and cancer patients

Every two seconds, someone in the United States needs blood, which means more than 38,000 blood donations are needed per day.

As each pint of donated whole blood can help save up to three lives.

Blood donation is an opportunity to contribute to someone else's good health.
5 WHITE SPACE

The parts of your design you choose to leave blank are just as important as the ones you’re filling with color, texts, and images.

- Why?
  - Defines importance
  - Leads the eye through a design
  - It gives the eye a rest
  - Groups or separates information

- It is not necessarily colored white.
EXAMPLES

7 ways to IMPROVE PATIENT SATISFACTION

1. SMILE
   Even when you're on the phone, a smile can go a long way with patients. Your smile is contagious, share it with patients as much as possible.

2. GO DIGITAL
   In the age of the internet, there's no reason to not connect and engage with patients online. Some patients might be more tech-savvy than you think.

3. DECREASE WAIT TIMES
   There's nothing more frustrating than showing up on time for an appointment only to wait in the waiting room for minutes before you can be seen.

4. COMMUNICATION
   Of serious medical issues involve miscommunication between caregivers when patients are transferred or handled off.

5. SET EXPECTATIONS
   It's always better to underpromise and overdeliver than to overpromise and underdeliver.

6. KEEP STAFF HAPPY
   Creating a happy and uplifting work environment for your staff can make for a better overall patient experience.

7. ASK THEM!
   The best way to find out how satisfied your patients are is to simply ask them. You'll be surprised by how many patients are eager to give their feedback.

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4 Benefits of Using White Space in E-learning

1. Improves the learner focus
   Providing white space makes the screen pleasant and lends a calming effect. It creates a level of comfort and helps the learner focus on the content.

2. Provides a balanced environment
   Using the white space judiciously will create a balanced presentation for the content.

3. Improves readability for learners
   Providing balanced white space on the screen will make it easier for learners to scan and absorb content quickly.

4. Motivates the learner
   Providing white spaces at appropriate places will motivate the learner and avoid skipping screens in the course.

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Human Rights Monitoring: Steps for Success

Who can do it?

- International organizations
- National human rights institutions
- Civil society organizations
- State actors

Key principles

- Do no harm
- Emphasize state responsibility
- Build credibility & trust
- Seek informed consent
- Maintain confidentiality & privacy
- Be impartial & objective
6 COLOUR

Colors are largely responsible for dictating the overall mood of a design and help to guide the viewer’s eyes.

- Affects readability
- Colour schemes with 2-4 colours
- Contrasts: black & white, thin & thick, modern & traditional. It is not only limited to colors.

For color-blindness: [http://blog.usabilla.com/how-to-design-for-color-blindness/](http://blog.usabilla.com/how-to-design-for-color-blindness/)

[https://www.youtube.com/watch?v=_2LLXnUdUl&feature=youtu.be&t=3s](https://www.youtube.com/watch?v=_2LLXnUdUl&feature=youtu.be&t=3s)
Color Schemes

Complementary color scheme
Colors that are opposite each other on the color wheel are considered to be complementary colors
(example: Orange and Blue).

Rectangle (tetradic) color scheme
The rectangle or tetradic color scheme uses four colors arranged into two complementary pairs.
(example: Orange, Red, Blue and Green)

Analogous color scheme
Analogous color schemes use colors that are next to each other on the color wheel.
(example: Green, Blue-Green and Blue)

Triadic color scheme
A triadic color scheme uses colors that are evenly spaced around the color wheel.
(example: Yellow-Green, Red-Orange and Blue-Violet)

Square color scheme
The square color scheme is similar to the rectangle, but with all four colors spaced evenly around the color circle.
(example: Yellow, Red-Orange, Violet and Blue-Green)

Split-Complementary color scheme
The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.
(example: Yellow, Red-Violet and Blue-Violet)
6 FONDS

Typography allows you to define a tone

- Serif, Sans Serif, decorative
- Simplicity is key
- Repetition and consistency is best
- Spacing, paragraph width

https://www.youtube.com/watch?v=sByzHoiYFX0
ODIHR is located in Warsaw, Poland at 10 Miodowa Street.

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EXAMPLE
Dyslexia-friendly fonts:

1. Century Gothic
2. Calibri
3. Trebuchet MS
4. Arial

Resources for accessible design:

1. “Do’s and Don'ts on Designing for Accessibility”:
   https://accessibility.blog.gov.uk/2016/09/02/dos-and-donts-on-designing-for-accessibility/?utm_campaign=PostBeyond&utm_medium=Social&utm_source=Twitter&utm_term=%2351948

2. Available in French, Dutch, German, Italian, Portuguese, Spanish, Turkish, Taiwanese:
   https://github.com/UKHomeOffice/posters/tree/master/accessibility
7 IMAGES & GRAPHS

Use images and graphs to illustrate your story and to reinforce your message and/or add information

- Keep it simple
- Keep it related to the topic
- Align colours to colour scheme
- SHOW THE INFORMATION THAT SUPPORTS YOUR ARGUMENT
- Clear, sharp
- Backgrounds
- Be aware of copyright
  (different creative commons licenses -> [https://creativecommons.org/faq/](https://creativecommons.org/faq/))
### Infographic Size

<table>
<thead>
<tr>
<th>Infographic Size</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>403 x 403 mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2048 x 2048 mm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Web and Print Resolutions

<table>
<thead>
<tr>
<th>WEB</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="monitor.png" alt="Monitor Icon" /></td>
<td><img src="print.png" alt="Print Icon" /></td>
</tr>
</tbody>
</table>

**72 dpi**
Images intended for the web only need to have a resolution of 72 dpi (dots per inch), which is the maximum resolution of monitors.

**300 dpi**
Images intended for print need to have a resolution of 300 dpi (dots per inch), as the printing process allows for much greater detail.

### Image Size

<table>
<thead>
<tr>
<th>Inches (in)</th>
<th>Millimeters (mm)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5 x 11</td>
<td>216 x 279</td>
<td>Basic letter size; used for flyers</td>
</tr>
<tr>
<td>11 x 17</td>
<td>279 x 432</td>
<td>Ledger size; good for small posters</td>
</tr>
<tr>
<td>18 x 24</td>
<td>457 x 610</td>
<td>Popular medium size for posters</td>
</tr>
<tr>
<td>24 x 36</td>
<td>610 x 914</td>
<td>Common size for large posters used in marketing</td>
</tr>
<tr>
<td>27 x 40</td>
<td>686 x 1016</td>
<td>Called “one sheet”; standard size for movie posters in North America</td>
</tr>
<tr>
<td>36 x 48</td>
<td>914 x 1219</td>
<td>Very large poster (used for banners and the like)</td>
</tr>
</tbody>
</table>
CONCLUDING TIPS

Less text!

Consult websites for colour palettes

Have an outside person check your work:

- avoids multiple interpretations
- Makes sure unfamiliarity is not a barrier to understanding

Keep it simple
SOURCES

- https://www.impactbnd.com/blog/how-to-create-content-better-than-your-competitors-infographic
- https://www.crazyegg.com/blog/increase-email-newsletter-conversions/
- https://twitter.com/mateenshaikh/status/704460316428673024