**Hannah Buchholz- Director of Admissions and Marketing:**

**Key Points From Talk:**

* Checklist for Design- there’s purpose behind typography
* Figure out your brand
* Type
	+ Serif- have feet, more formal, older, serious tone
		- slab- loud and popular, headline font.
			* Easy to read, pops
	+ Sans- don’t have feet, relaxed tone
		- Sans-serif are easier to read
	+ Be decorative and connect with topic/picture, but not cheesy
* Alignment
	+ Left- ragged right, casual
	+ Right- ragged left, casual/crazy
	+ Justified- shaped, formal
	+ Center
* Font pairing
	+ Fun, but dangerous (have to know what you’re doing)
	+ Brings in interest
		- Combines formal and casual feel
		- Creates contrast
		- Don’t pair 2 serifs (or 2 sans)
	+ Look for different “weights” when looking for fonts.
* Colors
	+ Color schemes
		- Complementary color- opposite (red and green/sports teams)
		- Cool Analogous- blues and purples
		- Warm- red and orange and yellow
		- Monochromatic- all one color with different shades
		- Black and white- old and serious, formal but beautiful, high contrast
		- Neutral
		- Web- RGB
		- Print- CMYK
		- Spot color- 1 hex color, flat color
			* Simulated spot color- flat shaped, but has some dimension
		- Continuous tone- gradient, movement, shading, fun
* Identity Mark- logo. Finding ways to set apart your work from others
	+ logo- just letters
	+ letter marks- abbreviations
	+ Symbol- no words
* Vectors vs. Pixels
	+ Vectors- big or as little as you want because there are no pixels- logo.
		- When uploaded to background make sure it's a .png
	+ Use .jpg for pictures
* Hierarchy
	+ Let people know what’s most important
		- People don’t read usually; make headlines standout
			* bold or larger than 16pt. with 20 leading
		- 2 categories of sub head
		- Bullet points not blocks of texts- don’t overdo it
* Layouts- keep it consistent
* Check spelling before print

**Reflection:**

I learned a lot of new things from this talk. I've always been somewhat interested in design, but I never knew that it could be this specific. Before this talk I never knew the importance of text font or color schemes. I thought it was very interesting that people actually study these things. Now, because of this talk, I have a better eye for layouts and organization of websites and ads. I am able to put these tips from Hannah Buchholz to good use in making my portfolio.