**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.