- For our purposes today, we are going to focus solely on graphic design in a professional setting especially suitable for bar associations. (So sadly, no rock & roll posters)

- Tips & tricks to make your message stand out without needing to hire a design firm

- Real-world examples of good & bad design

- Low or no cost programs, sites & apps that can help bars stand-out

What is graphic design & why is it important?
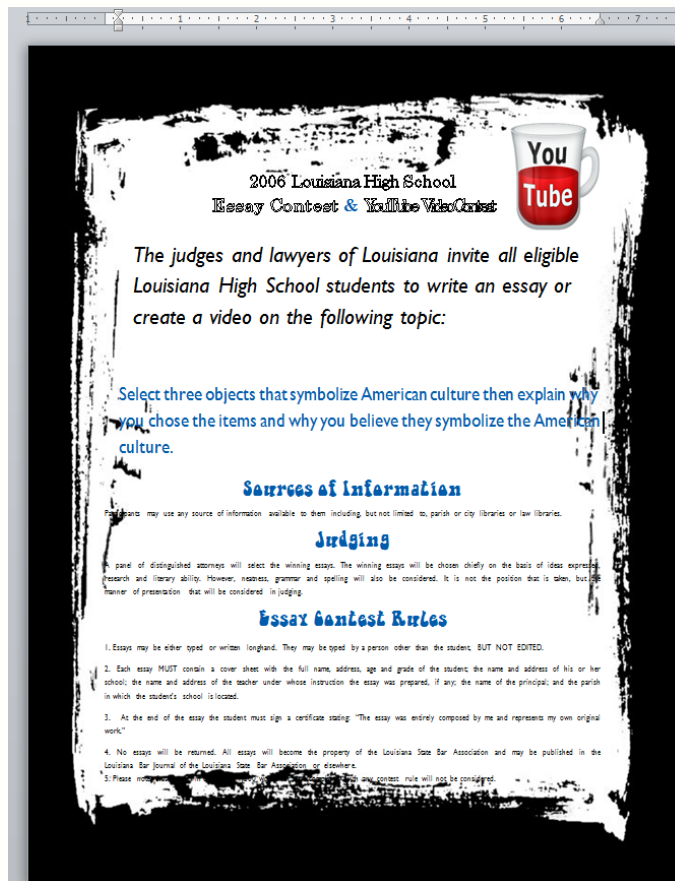
- Graphic design is….
  - Imagery/layout that helps make a message appealing
  - Something that helps to clarify the message
  - Something that motivates an end result
  - something that makes a message "stand-out"
  - The art of visual communications combined with words, symbols and images to represent ideas and emphasize messages

What is GOOD graphic design?

PRACTICE
SAFE
DESIGN:
USE A
CONCEPT.
-PETRULA VRONTIKIS

▪ Good graphic design….

- ▪ Follows basic principals of design
- ▪ Maintains your bar's branding/image
- ▪ Clearly conveys message
- ▪ Conveys specific information: who, what, when, where, how/why
- ▪ Creates a "call to action"

National Association of Bar Executives

Before you begin...

- Take a few minutes and pick out two or three fonts – helps create a consistent message/feel/branding, and makes it quicker & easier to create flyers/ documents, plus it's easier to communicate to other staff what to use:
  - Serif font (with "do-hickeys on it" like **Minion Pro**, Times New Roman, and Baskerville
  - Non-serif font (cleaner font) like Helvetica, **Arial**,
  - Script fonts (special fonts) like bickham script, Qozzwto-v'/*Brush script*
  - S   oxv#zkhq#rx#xvh#glihuhqw#irqw#iru#p skdvlv#
    wz lo#wdog#xwhfdxvh#lwããqrw#v|slfoo|#xvhg$

GRAPHIC DESIGN FOR THE NON-DESIGNeR

A few words on fonts...

EVERYTHING LOOKS OFFICIAL
WITH TINY LEAVES AROUND IT

FALSE
It only works if you use a good serif font

- Make sure the fonts aren't "squished" – Kerning is the space between letters

- Make sure fonts are readable

- Make sure font fits the "theme" or "feel" of the piece

- You can spend hours on picking out the "perfect" font only to have the font change or default on someone else's computer screen – by having a small set of regularly used fonts, you can spend your time working on the rest of the message

GRAPHIC DESIGN FOR THE NON-DESIGNER

A few more words on fonts...

- Today's fonts have so many variations you can make things stand out just using the variations and spacing.

keming. (kĕm'-ĭng). *n.* The result of improper kerning.

I AM
NOT
FAT
I AM
BOLD

Before you begin...

- While you are at it, pick out the colors of your logo by using colourlovers.com, if you don't know the RGB Formula of your colors.

- Red, blue and green combine on the screen and in some printers in order to display the color you see on the screen. Since everyone's screen is calibrated differently no one ever has the same colors. Learn to live with the excitement of that variation because you can't fix it.

- Write down your color formula:
  - NABE brown: 67, 26, 16
  - NABE orange: 224, 129, 59
  - NABE yellow: 235, 169, 62
  - NABE grey: 138, 146, 148

Bad design does hurt:

- Damages your bar association's brand & for voluntary bars can affect your membership retention (if they see errors or sloppy work, that helps convince the membership that it's how you work all the time)

- Lawyers are our audience and they are intelligent and text focused – so if there is an error, they will find it and bring it to your attention

- Taking 5 minutes to make sure you have all the information correct will help save you time and headaches in the future

RECENT TORT AND
MARITIME DEVELOPMENTS

INCLUDING THE GULF COAST
OIL SPILL LITIGATION

Friday, June 10 • Noon – 1:30

SPEAKERS:

Richard J. Arsenault

Hon. Jay C. Zainey

Hon. Richard T. Haik, Sr.

Peggy Giglio

Thomas C. Galligan, Jr.

BAD DESIGN!

- Nice graphic – but on copiers all the edges will get cut off, so the black at the bottom & top will look funny (always remember that there will be a .25" of white border if you are designing for a copier)

- Where is it? What room? 1:30 p.m. or a.m.?

- Who is putting it on?

- Font looks funny

National Association of Bar Executives

THE Conference of the Year!

Priced Right – Relevant, Useful Topics – Your *Entire* CLE Requirement & Then Some!
"A one stop shop for the solo lawyer." • "**Best** CLE program ever."
Early Bird Pricing thru Jan. 11, 2013 - $250 for up to 14 CLEs (under $20/credit hour)
For more information, call (504)619-0138, or to register online or through a mail-in form, visit
www.lsba.org/goto/2013Solo
► Need to know about cloud computing and the latest in legal technology?
► Want updates on substantive issues affecting the small office practitioner?
► Want to network with other small office practitioners?
► Want to bring your legal assistant at special pricing?

It's all here!!

Nearly 50 national and regional speakers will speak on legal technology, law practice management, substantive law tips and
forms, ethics, professionalism, marketing tips and more -- all tailored to the small office practitioner. Exhibitors will also be on
hand to answer your technology questions.
Among this year's featured speakers are:
SHARON D. NELSON and JOHN W. SIMEK, the authors of *Locked Down: Information Security for Lawyers* (2012) and the *2008, 2009, 2010, 2011, 2012* and *2013 Solo and Small Firm Legal Technology Guides* and co-hosts of the ABA podcast series, "The Digital Edge: Lawyers and Technology" and the Legal Talk Network podcast "Digital Detectives."
REID TRAUTZ, noted lawyer, author, and blogger on management, technology, legal ethics, and attorney-client communications and co-author of *The Busy Lawyer's Guide to Success: Essential Tips to Power Your Practice.*
DAN LUKASIK, the managing partner at the law firm of Bernhardi Lukasik PLLC in Buffalo, New York, and creator of Lawyerswithdepression.com, the first website and blog of its kind in the country and recognized in The New York Times, The Wall Street Journal, The National Law, Trial Magazine and several other national and international publications.
Breakfast and lunch are included, along with a smashing Thursday night reception at the hotel.

Don't miss this conference!

For more information, call (504)619-0138, or to register online or through a mail-in form, visit
www.lsba.org/goto/2013Solo

- When you look at this – where does your eye go first? It doesn't seem to know what is the most important thing
- When is it? Where is the conference of the year?
- Who is putting it on?
- Fonts, yikes
- Weird spacing & choice of information

GRAPHIC DESIGN FOR THE NON-DESIGNER

- Border is okay

- No emphasis. What do we pay attention to?

- Where is it?

Quick Visual Design Hints:

- Use the inverted triangle approach:
  - Make Headline the most important & heaviest weight thing – it will bring in interest.
  - Then graphic or photo - adding a graphic will increase the member's attention & retention
  - Then specifics
  - Bullet point the date/time/place as much as possible since bullet points are easily remembered

- Center everything, then go back and make sure everything lines up correctly.

- At the end, look at your design and decide what you notice first, second, etc. Make sure the emphasis is what you want

Starting from scratch for a bar event…

What is it: Event
Pertinent or pointless: Has the Era of the Minority Involvement Section and Minority-Related Bar Activities Passed?

The Louisiana State Bar Association's Minority Involvement Section will host a roundtable discussion to discuss the relevance and continued need for the Minority Involvement Section and similar professional associations. Panelists, who were founding members or officers of the Minority Involvement Section, will facilitate a discussion that will trigger a candid conversation to evaluate the professional development, networking, and mentoring benefits of the Section and answer the nagging unspoken question regarding the continued need for the Section in the 21st century.

When is it: Date
9:25 – 10:55 a.m
Thursday, June 6, 2013

Where is it: Where it is?
Sandestin Golf & Beach Resort
9300 Emerald Coast Parkway, Destin, FL 32541
Jasmine Room (2nd Floor of Baytowne Conference Center)

Why should a member go? Who's speaking, etc
1.5 CLE Hours

What's the call to action? Or the plan of action?
9:25 a.m. – 10:55 a.m. – Historical Overview & Panel Discussion

HISTORICAL OVERVIEW
Sharonda R. Williams, Chair, Minority Involvement Section
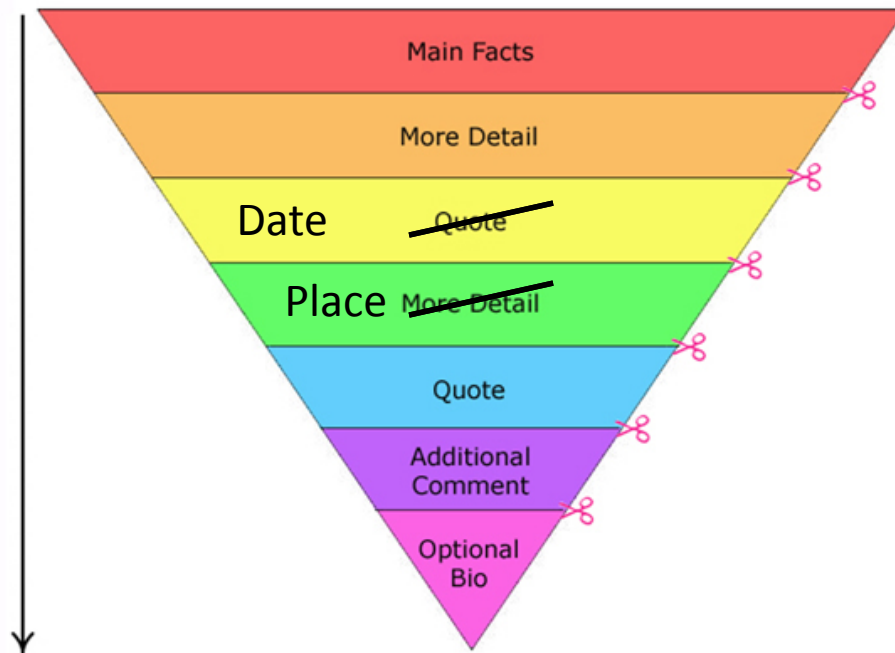
PANEL DISCUSSION
Kim M. Boyle • Phelps Dunbar • New Orleans
Wanda Anderson Davis • Leefe, Gibbs, Sullivan, Dupre & Aldous • Metairie
Hon. Piper D. Griffin • Orleans Parish Criminal District Court • New Orleans
Wayne J. Lee • Stone Pigman Walther Wittmann • New Orleans

- First answer the 5 Flyer Questions
  - What is it: Event
  - When is it: Date
  - Where is it: Where it is
  - Why should a member go? Who's speaking, etc.
  - What's the call to action? Or plan of action?

- Decide what the most important info is.

- Put everything into word and get rid of any previous styling.

- Make sure to add in your special RGB color formulas so that the colors match.

NABE
National Association of Bar Executives

GRAPHIC DESIGN FOR THE NON-DESIGNER

QUICK TIPS!

HEADLINE

2nd most important

Date
Time

- **SIZE MATTERS**: when designing anything, pick out the "importance points" what's the most important thing, second most important, etc. For CLEs and other events, pick out the headline, the group, the date, the time the place, etc.

- **ART MATTERS**: Having a photo or some other art will create interest and responsiveness
  - Art breaks up the text and visually creates interest, as long as it's in the correct spot
  - Make sure the art refers to the theme of the event
  - Make sure the art helps
  - Don't include blurry art. If it is blurry, use it small and create a photo grid on www.canva.com

- **EXTRA, EXTRA -- HEADLINES:**
  - Choose a bold font, and use the narrow version of it for the subhead. Creates easy contrast and makes the head stand out
  - If you use the "Sentence Case" for a headline, use an ALL BOLD subhead if you want that to stand out
  - Play with capitalization in order to subtly emphasize, but keep each line the same capitalization case

- **USE CONTRAST**: play with thick/thin to make things stand out

- **USE ALIGNMENT**: usually like to center text, but can style right or left alignment in order to create emphasis

GRAPHIC DESIGN FOR THE NON-DESIGNER

- **SPELLCHECK IS YOUR FRIEND**

Social Media

HOW WOULD YOU LIKE YOUR GRAPHIC DESIGN?
(YOU MAY PICK TWO)

FAST   CHEAP

DIPPED IN UGLY SAUCE WITH HASTE AND CARELESSNESS

IMPOSSIBLE UTOPIA

TRASH   YOU GET WHAT YOU PAY FOR   JUST IN TIME TO BE TOO LATE

GO AWAY

FREE   TRY AGAIN

GREAT

- Don't forget your social media. After you have a flyer done, you have all the art & information. So while you have word open, open up www.canva.com

- Canva can create an email header, Facebook and twitter photos. You can download as PDF or as an image

- Learn your website dimensions. You can make custom size images in canva.com as well as their standard sizes.

- If you take the time to make everything at the same time, it's easier to send to others and use for marketing. Plus everything is open at that time, so it takes less time to copy/paste into the different formats when it's all open on your desktop.

pertinent or pointless

Thursday, June 6, 2013
9:25 a.m.
Sandestin, Jasmine Room

Taking portraits or group photos for flyers/publication

- **Subject** – most people aren't natural models, help your subject(s) relax - talk to them, make a joke to break the ice. Bring Danielle or a chatty assistant to put subject at ease.
- **Background or environment** – choose simple and interesting backgrounds that help to enhance the subject, not detract.
  - Make sure nothing is jutting out of the subject's head. Place the subject so that there's nothing distracting behind them.
  - Keep the background as simple as possible. If you are outside, put the person in the shade and take the photo in the shade as well.
  - NEVER light a person from behind (will get silhouette, not photo)
  - NEVER have person looking into sunlight (unless you like squinty photos)
  - Angle shoulders to camera, but have the face always looking into the camera.
- **Light source** – too much light, too little light, and light coming in from the wrong angle can damage an otherwise perfect shot–be mindful of how you can position the subject to make the most of the lighting in your environment. Try to get subject perpendicular to light.
- **Group shots** - have everyone's shoulders angle the same direction and have their face pointing towards the camera. Tell everyone to hold their hands at their sides – when people in suits clasp hands in front or behind, it causes their suit to stand out weirdly at different spots. Same with hands behind the back.
- **Take multiple shots** – even if everyone claims they smiled at the same time.

GRAPHIC DESIGN FOR THE NON-DESIGNER

Inspiration / Art management
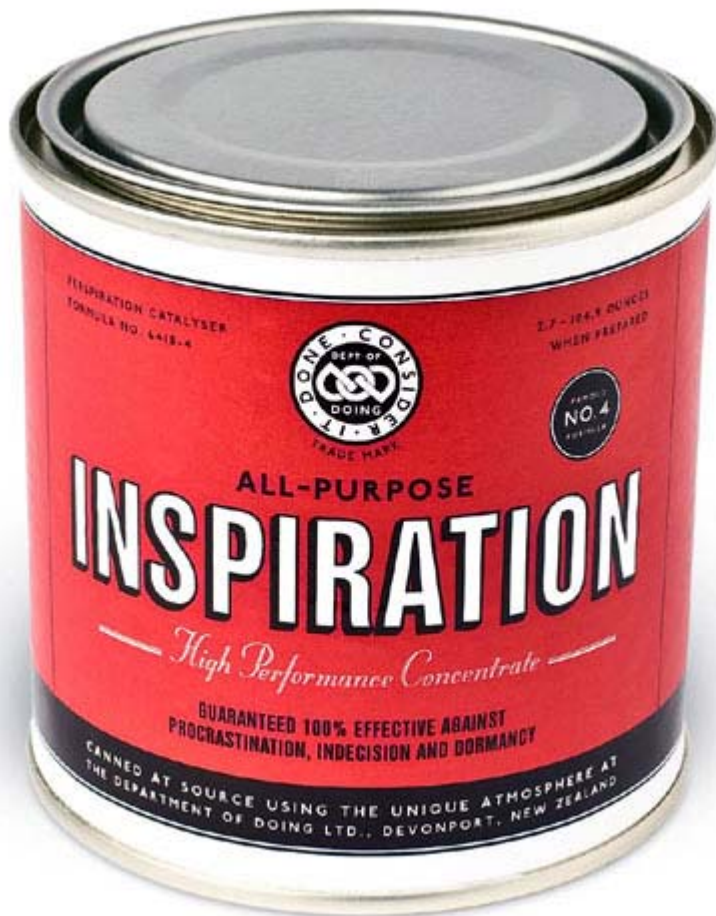
- **Folder** – keep a folder on your desktop that you can put free clipart into to save for busy days. I have nearly a million pieces of art featuring gavels, scales or law books. Make sure that you keep it under control

- **Quotes** – I have a word document that I put law quotes into – inspirational quotes can sometimes make good art (via .canva) for events

- **Templates** – Microsoft Word has a ton of templates that are easily modified. When you feel "stuck" and want to make something shine, grab a new template and put your info in

- **Inspiration** – I often have committees or chairs turn in completely obtuse or 20 word long themes for CLEs or other events. If you know you can't convince them to shorten it, or if you can't suggest a concise theme that has obvious graphics, sometimes you just need to use the theme they've decided on, and that's when having a folder full of generic gavel & scales will come in handy

- **Inspiration 2:** If you are having a block, visit Google's image search and type in the theme and see what everyone else has done. Sometimes it helps to see how someone else has approached it in order to clarify what you don't want to do

GRAPHIC DESIGN FOR THE NON-DESIGNER

Low- or no-cost websites:

- **www.coulourlovers.com/palettes**
  - Free to join – it's great for finding complimentary colors or color palettes that go together
  - Creates seamless patterns (free for members)
  - Find inspiration/color ideas

- **www.dafont.com/**
  - Free to download fonts
  - Has several categories of fonts
  - Check fonts to make sure it's free to use for your use
  - Has instructions on main page on how to install fonts

- **https://designschool.canva.com/tutorials**
  - FREE design classes & tutorials on how to use .canva
  - Great for inspiration

- **www.creativelive.com**
  - Five free streaming classes all day
  - Classes available for download for $$
  - Great for inspiration or to block out construction noises
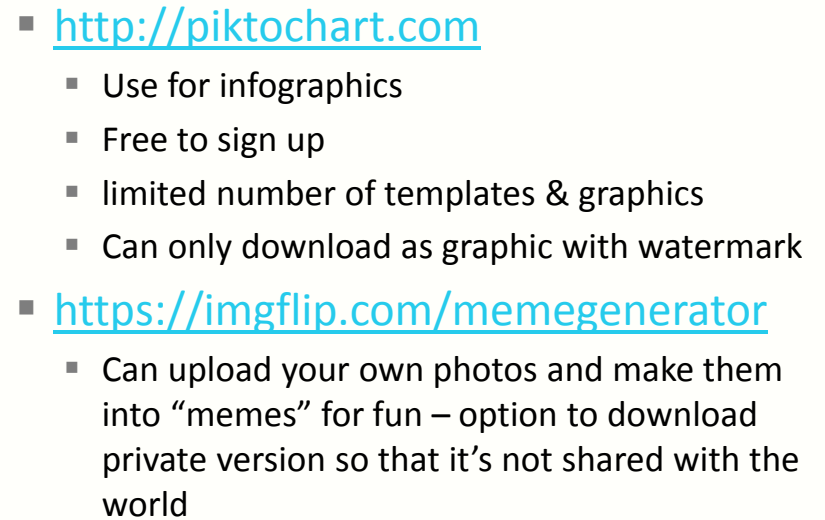
Low- or No-Cost Art:

- **www.doverpictura.com**
  - Free to join – it's gives you 3 free sheets of royalty-free images
  - On the blog they give away other FREE images periodically
    - Good for vintage style graphics

- **www.istockphoto.com**
  - Free to join
  - Every week they give away a free photo, once a month they give away a free graphic
  - Also have subscriptions/pay per image option

- http://www.freedigitalphotos.net/
  - Small images are free if you want a larger version (like for print) it is low-cost
  - Selection is blah, but will work for some instances

- https://commons.wikimedia.org/wiki/Main_Page
  - I rarely use, but occasionally do - make sure it's a cc license before use.

- https://pixabay.com/
  - I rarely use, but occasionally do - make sure it's a cc license before use.

Low- or No-Cost Art:

- https://search.usa.gov/
  - I love the USA.gov search, it searches all the free images that we are allowed to use because they were taken by the works progress, by someone employed by the government, or the copyright is lapsed. Especially good if you need a specific historic picture. Make sure that it's a creative commons or no rights reserved (click on the picture and it will bring it up for you)
  - Library of congress
  - US Archives
  - US Forest Service, etc.

- http://pdphoto.org/
- I rarely use, but occasionally do - make sure it's a cc license before use.

Low- or No-Cost Art:

- http://piktochart.com
  - Use for infographics
  - Free to sign up
  - limited number of templates & graphics
  - Can only download as graphic with watermark
- https://imgflip.com/memegenerator
  - Can upload your own photos and make them into "memes" for fun – option to download private version so that it's not shared with the world

GRAPHIC DESIGN FOR THE NON-DESIGNER

Low-Cost Art:

- http://fiverr.com
  - People post jobs they are willing to do for $5 or more
  - Tons of graphic designer willing to make templates & flyers
  - Artists who will draw stuff for you
  - Video editors
  - Video creators, etc.

Mememetic

- https://itunes.apple.com/us/app/mematic-create-your-own-meme!/id491076730?mt=8
  - Iphone app that creates memes from template photos or your own pics on your phone that you can upload or use in your own art

Low- or no-cost websites:

- www.coulourlovers.com/palettes
  - Free to join – it's great for finding complimentary colors or color palettes that go together
  - Creates seamless patterns (free for members)
  - Find inspiration/color ideas

- www.dafont.com/
  - Free to download fonts
  - Has several categories of fonts
  - Check fonts to make sure it's free to use for your use
  - Has instructions on main page on how to install fonts

- https://designschool.canva.com/tutorials
  - FREE design classes & tutorials on how to use .canva
  - Great for inspiration

- www.creativelive.com
  - Five free streaming classes all day
  - Classes available for download for $$
  - Great for inspiration or to block out construction noises

Low- or No-Cost Art:

Wanda and Pietro: Dad there is an army of metal men trying to destroy the world please help.

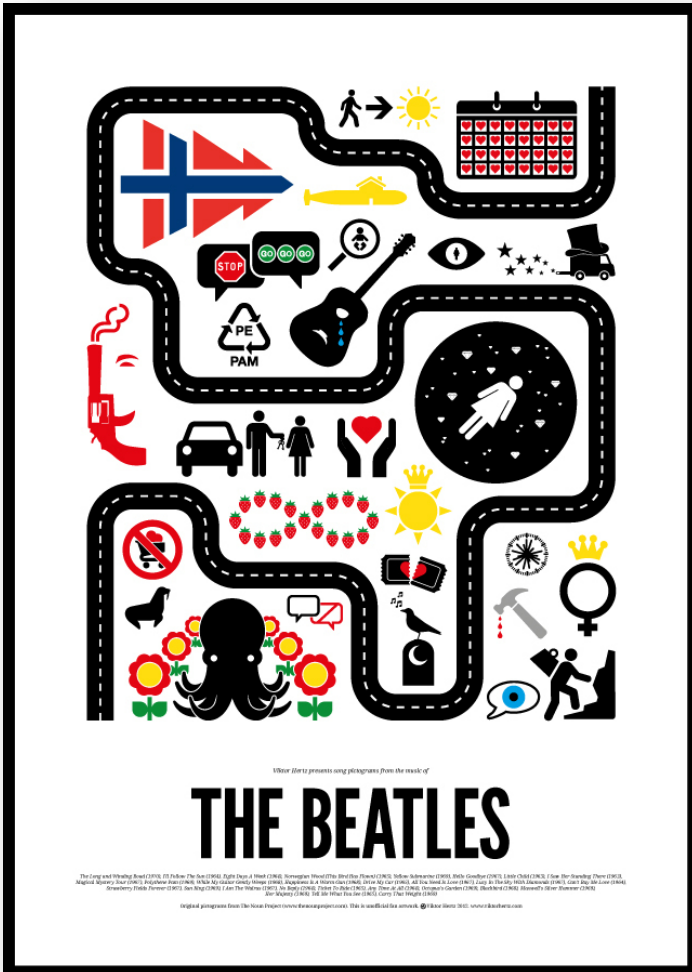Magento: Can't. Copyright.

- www.doverpictura.com
  - Free to join – it's gives you 3 free sheets of royalty-free images
  - On the blog they give away other FREE images periodically
    - Good for vintage style graphics

- www.istockphoto.com
  - Free to join
  - Every week they give away a free photo, once a month they give away a free graphic
  - Also have subscriptions/pay per image option

- http://www.freedigitalphotos.net/
  - Small images are free if you want a larger version (like for print) it is low-cost
  - Selection is blah, but will work for some instances

- https://commons.wikimedia.org/wiki/Main_Page
  - I rarely use, but occasionally do - make sure it's a cc license before use.

- https://pixabay.com/
  - I rarely use, but occasionally do - make sure it's a cc license before use.
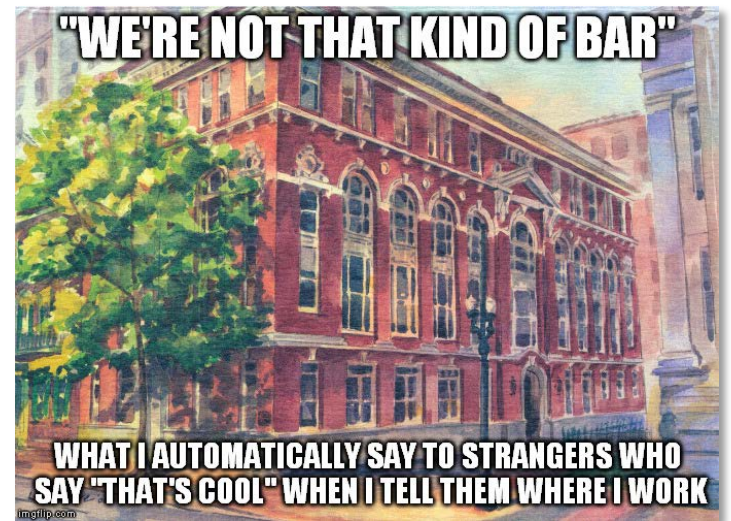
Low- or No-Cost Art:

- https://search.usa.gov/
  - I love the USA.gov search, it searches all the free images that we are allowed to use because they were taken by the works progress, by someone employed by the government, or the copyright is lapsed. Especially good if you need a specific historic picture. Make sure that it's a creative commons or no rights reserved (click on the picture and it will bring it up for you)
  - Library of congress
  - US Archives
  - US Forest Service, etc.

- http://pdphoto.org/
- I rarely use, but occasionally do - make sure it's a cc license before use.

Low- or No-Cost Art:

- http://piktochart.com
  - Use for infographics
  - Free to sign up
  - limited number of templates & graphics
  - Can only download as graphic with watermark
- https://imgflip.com/memegenerator
  - Can upload your own photos and make them into "memes" for fun – option to download private version so that it's not shared with the world

Low-Cost Art:

- http://fiverr.com
  - People post jobs they are willing to do for $5 or more
  - Tons of graphic designer willing to make templates & flyers
  - Artists who will draw stuff for you
  - Video editors
  - Video creators, etc.

Memematic

- https://itunes.apple.com/us/app/mematic-create-your-own-meme!/id491076730?mt=8
  - Iphone app that creates memes from template photos or your own pics on your phone that you can upload or use in your own art