

Made in *Canva*

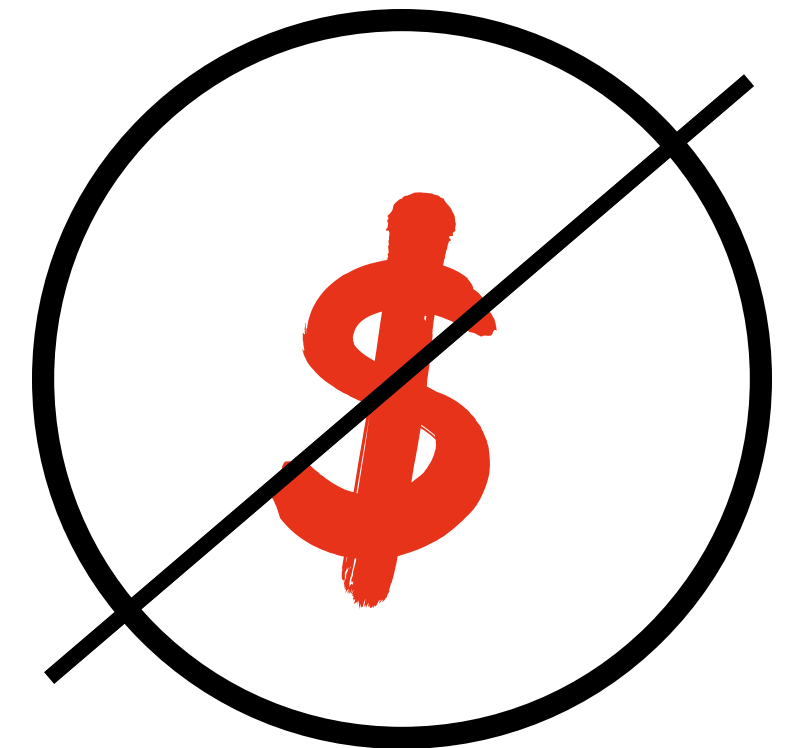
GRAPHIC DESIGN
on a
dime



INTRODUCTION

- Think **Cheap**
- The **Power** of Attractive Marketing
- Fonts & Colors
- Why You Can't Use **Any** Picture You Want
- Using **Free** to Your Advantage

- TRY NOT TO SPEND MONEY IF YOU DON'T HAVE TO
- SO I DON'T HAVE TO PAY FOR IT?
- NOTHING IN LIFE IS FREE...OR IS IT?



IF A USER HAS A BAD EXPERIENCE OF ANY MEDIA, WHETHER IT IS A MOBILE APP, A WEBSITE OR A PIECE OF PRINT MEDIA, THAT IMPRESSION WILL REFLECT POORLY ON THE PRODUCT, COMPANY OR INDIVIDUAL IT IS ASSOCIATED WITH.

Roberto Blake

- TYPES OF FONTS (4+)
- HOW TO CHOOSE
- COMBINING FONTS

legal notice:

FONTS CAN BE LICENSED



Serif

Sans
Serif

Script

DECORATIVE

1. **Is it appropriate?**
2. **Match your message/audience**
3. **Versatility**
(*italic*, **bold**, and everything in between)
4. **Legibility**
(incl. size, spacing, and . . .)

the I/l/1 test

OKAY



BETTER

FONTS & COLORS



1. **Match your message/audience**

2. **Is it appropriate?**

3. **Versatility**

(*italic*, **bold**, and everything in between)

4. **Legibility**

(incl. size, spacing, and . . .)

the I/l/1 test

TIPS & TRICKS

- Shared quality (letter height/width, same structure)
- Same font family (Merriweather + Merriweather Sans)
- Give each font a job
- Less is more
- Try adjusting * k e a r n i n g * , **weight**, or *style*

OKAY

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RUSTBURG, VA 24588
434-332-9560

Timbrook Library
18891 Leesville Rd
Lynchburg, VA 24501
434-592-9551

Staunton River Memorial Library
500 Washington Street
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434-369-5140

Patrick Henry Memorial Library
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Brookneal, VA 24528
434-376-3363

FONTS & COLORS

BETTER

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CHOOSING A COLOR SCHEME



EXAMPLE



Brand colors 



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Sections 107 & 108**

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WHY YOU CAN'T USE ANY PICTURE YOU WANT

Checklist for Fair Use: *Introduction*

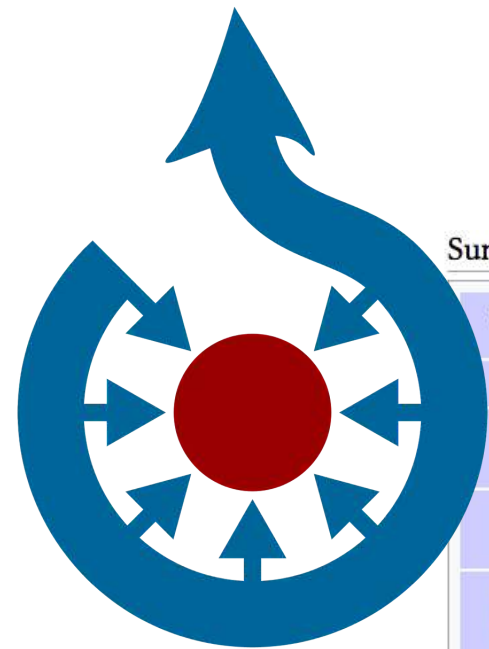
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Nonprofit Educational Institution	Bad-faith behavior
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Comment	
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Restricted access (to students or other appropriate group)	
Parody	
<u>NATURE</u>	
<i>Favoring Fair Use</i>	<i>Opposing Fair Use</i>
Published work	Unpublished work
Factual or nonfiction based	Highly creative work (art, music, novels, films, plays)
Important to favored educational objectives	Fiction
<u>AMOUNT</u>	
<i>Favoring Fair Use</i>	<i>Opposing Fair Use</i>
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Portion used is not central or significant to entire work	Portion used is central to work or "heart of the work"
Amount is appropriate for favored educational purpose	

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Summary [\[edit \]](#)

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