

VISUAL DESIGN RESOURCES

Developed by the Center for Global Communication and Design
Revised 06/26/2018

General Design Resources

- Visual Hierarchy
 - <https://www.interaction-design.org/literature/topics/visual-hierarchy>
 - Good quick summary, lots of additional materials available for someone who wants to read more.
 - <https://www.canva.com/learn/visual-hierarchy/>
 - Lots of eye catching visual examples.
- Data visualization
 - <https://www.columnfivemedia.com/25-tips-to-upgrade-your-data-visualization-design>
 - <https://guides.library.duke.edu/datavis/topten>
- Tools for picking fonts
 - <https://www.canva.com/font-combinations/>
 - <https://fonts.google.com/>
 - <https://www.dafont.com/>
- Tools for creating color palettes
 - <http://paletton.com/>
 - <https://color.adobe.com/create/color-wheel/>
 - <https://venngage.com/blog/color-blind-friendly-palette/>
- Open Source Images
 - Photos
 - <https://unsplash.com/>
 - <https://pixabay.com/>
 - Icons
 - <https://www.flaticon.com/>

Poster Presentation Design Resources

- <https://www.makesigns.com/tutorials/poster-design-layout.aspx>
 - Some good notes, but some overly specific ones. They have a few helpful bad poster/good poster contrast images
- <https://library.ithaca.edu/sp/subjects/PosterSession>
 - Good basic tips, they keep it short and simple.
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/>
 - 10 rules for a poster presentation. Discusses some visual elements, but mostly content.
- <https://ugs.utexas.edu/our/poster/samples>
 - The UT website has a larger guide, but the samples here, with strengths and weaknesses noted, seems to be the most valuable and unique part.
- <http://betterposters.blogspot.com/>
 - Blog that reviews posters and provides advice on doing good poster presentations. Lots of examples!
- <https://www.genigraphics.com/templates>
 - Not very creative, but possibly helpful for for students who don't have a design background and need to put together something simple and clear.

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Presentation Design Resources

- <https://blog.ted.com/10-tips-for-better-slide-decks/>
 - This was my favorite article on slide creation, with good information on a couple of different levels.
- <https://visage.co/11-design-tips-beautiful-presentations/>
 - They're advertising their own software, but the visual examples are good.
- <http://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx>
 - Lots of good tips, first in a bulleted list and then in an expanded article. Some of it feels outdated, and there aren't visual examples.

Common powerpoint problems

Cluttered slides

Unprofessional presentation

Too much text

Poorly designed

Visual hierarchy

Slide organization