Science Communication Academy:
Graphic Design Activity Sheet

Objective: Utilize Canva (or another free design platform) to create a social media graphic showcasing your research.

Before diving straight into designing, consider a few things:

- Flyers are not social graphics: Information might get lost, they're often the wrong size, and links don't work when the flyer is flattened.
- Embrace the white space: You don't want your graphic to be difficult to follow.
- Branding is important: Creating and maintaining an "image or brand message that *resonates* with customers, builds trust and loyalty, and drives brand recognition."
- 7 seconds is the amount of time your brand has to make a first impression, so make it count.
- Accessibility is important: Use minimal text, be aware of colors, include alt-text descriptions, and use captions on videos.

The 3 Cs of Branding	
Consistency	For branding to be most effective, it is important that it is consistent across all platforms. This builds recognition and trust. Think color palette, logo(s), images, font, messaging, etc.
Customization	Adapt your messaging, content, and channels to reach specific target audiences.
Core Design Principles	- Balance: Properly distribute your design elements so they work together. - Proportion: Use the size of elements to demonstrate their importance. - Emphasis: Draw attention to the information that is most important. This can be done through contrast, color, size, and placement. - Contrast: Use different visual elements (color, size, shape) to stand out and grab viewers' attention. - Repetition: Use the same elements throughout graphics to create cohesion. - Pattern: When using multiple design elements, ensure you repeat them in a way that they work together. - Rhythm: Keep spacing between elements consistent. - Unity: Do not throw elements together with no regard. Ensure they work together and have clear relationships (toptal, 2019).

Science Communication Academy:
Graphic Design Activity Sheet

Information to be used:

    Title/Heading:

    Important information/key takeaways:

Colors to use:

Do you have a photograph to include?

Are there other guidelines (University, for example) that must be followed? If so, what are they?

Does this meet accessibility standards?