Liesl L: Good afternoon everyone and thank you so much for joining us today for our CBA JSI webinar titled, Let's Get Visual. I'm Liesl Lu and I'm the CBA JSI Proactive Activity Coordinator and I'm joined by two of my colleagues, Andrea Goetschius and Michelle Samplin-Salgado who are graphic designers on our team.

Just a few housekeeping items before we jump in. Please mute your lines. We don't have the capability to mute all participants on this phone line today, so if you do get another call, please don't put us on hold 'cause we'll be listening ... everyone will be listening to your hold music, which may be lovely, but will disturb the webinar. If you do get another call, please hang up and then call back in once you've completed your call and again, please do remember to mute your phone lines so that we can eliminate background noise for everyone.

If you have any questions or technical issues during the webinar, please refer to the general chat in the left hand bottom corner of the screen and then we'll have another discussion chat that will appear later on for answering some questions about the presentation.

During today's webinar, we will discuss the basic principles of design and how effective design can improve the success of both your web-based and printed and external ... printed, external and internal communications. We'll take a look at some before and after visuals of typical products and provide you with some tips and tricks about how you can improve your own presentations and products. We'll also share some readily available tools and programs like Microsoft Word and PowerPoint along with other free web-based tools to help you create more compelling visual products. Throughout our time together we're going to asking you to respond to questions or describe things that we're showing you to tap that in or respond to polls that we'll have.

To get us started, we know that as with any good communication tool used to promote your HIV programs, whether we're talking about the visual design, the structure or the overall purpose, we start with our audiences. What about you? Why did you sign up for this webinar today? If you can just chat in a quick answer, that would be great. I'll just give you a few minutes and you can chat that in on the right hand side of the slides. While you're doing that, I'll just reflect back on the poll that many of you answered while we were joining. About 40% of you said that you are looking for help with designing reports. About 20-25% with social media and about 35% of you with poster and flyers.

Great, so the answers are coming in. To get inspired with fresh ideas. You want to improve how effective your visual marketing is. Improve infographics. Get new ideas for creating presentations. Effectively promote our service to the community. These are all great reasons. I think we'll be able to provide you with some good strategies and tools today that will help you improve your communication, so we're really happy you're all here. Thank you so much. Just a reminder for those of you that may have joined in the

last few minutes, if you can please mute your phone lines, we'd really appreciate it. We don't have the ability to mute all the participants today, so we do rely on you to manually mute your phone line to eliminate any background noise.

Great, so let's start with looking at some of the fundamentals of design. Those elements that we know when we see them, but we're not really sure why one design element looks better than another. What it usually boils down to are the visual elements, so the photos, the icons or the graphics, the typography, which is how we use fonts including the size, type and if they're bold or italicized and the actual layout or where you place the words and images on a page. Designers are the people that pull these elements together.

Michelle S: Hi everyone, this is Michelle. We might describe a designer with words such as creative or artistic. You might consider yourself a designer and you might not, but I'm going to argue that we're all designers, actually. If you take a look at this definition we have on the screen of a designer, that's a special type of communicator capable of taking ordinary words and images and translating them into inviting, meaningful and accessible messages. Based on that definition, we're all designers in one way or another and the messages that we're sharing, ones about HIV prevention, testing, treatment and care, well they hopefully, ideally improve and save lives, so that's pretty meaningful and important and critical. I'm going to talk about how we can make messages more accessible, more compelling to our diverse audiences.

As our goal as designers, we've establish that we're all designers in one way or another and specifically today we're talking about visual design is to create a visual representation, hence the name of this webinar, Let's Get Visual, of information that has a sense of order and clarity and that's to make it easier for your viewers and in this case, your clients ... our clients and our community to help them understand and not just understand, but be compelled to take action. In your work the goal of your message might be to get tested for HIV, seek treatment, adhere to your medication, or get involved in your community, but regardless of that goal, there's some common techniques that we're going to discuss today that can help you more effectively convey your message.

Now this webinar isn't really intended to take the place of design school and I don't want to paint the picture, so it looks like this guy is having some trouble painting, that you'll automatically become a brilliant designer after you attend this hour webinar, but I do feel extremely confident that you'll start looking at things differently and if you follow the principles that we're about to discuss, your work will look more professional, more organized, more compelling and more interesting.

There are four basic principles in general that we're going to discuss in detail. They're not all crap and as a matter of fact, they're pretty important. The first one being contrast or how differently or similar elements are on a page or product. I will go into all this with more detail with examples. Repetition or how, when and why repeating

elements can help organize the page. Alignment, that's the visual connection between each element should have with each other and lastly, proximity, which is really about how content and items are grouped and how they're organized on your page, whether that be a report, a social media graphic or poster or flyer, so let's take a closer look at each of these elephants. Elephants, ha. Each of these elements one-by-one.

Liesl L: Great, thanks Michelle. Let's start with contrast. What I would argue is one of the most effective ways to add visual interest to your product is using contrast. Contrast is what makes you want to look at the page. It's created when two elements are different and I mean really different, so if two elements are kind of different, then you don't have contrast. If this ribbon on the slide was light gray, there wouldn't be much contrast between the shirt and the ribbon, just as there's not much distinction between the hand with the glove and the shirt. There are lots of ways you can create contrast. You can use fonts, lines, colors and shapes. You can vary the size and the spacing. You can contrast large type with small type or a bold font with a thinner font and I mentioned before that we can use color to create contrast. Well, we have used color here as our font on a light background and then we added even more contrast with the black and the red and we also used contrast between the size, and weight in case of the heading. It's bold, it's bigger and it's all caps compared to the text that's in the ... the body text that's in the bullets, which are smaller, thinner and in sentence casing.

Things that you want to avoid is being a wimp. Don't be afraid to use contrast. If items aren't exactly the same, then make them really different. Contrast doesn't mean using a 12 point font with a 14 point font, that's when you'll get feedback like, "I think the size of the font needs to be a little bigger," which almost looks like a mistake. You need to get serious about contrast and be really bold. Let's look at some examples.

Andrea G: Thanks, Liesl. This is Andy. Here we have an example and we want to be really bold like we were talking about, so why don't we take a look at this example that we have, it's an iPod ad. How does the designer use contrast? I can see at least four different ways that contrast makes this image visually appealing. Does anyone want to give a suggestion? What do you see? What do you think are good examples of contrast here?

Yeah, great. Yeah, definitely color, so the silhouette is in black on a bright green and then there's the white. You've got black and white and then one really high contrast color in the green. Yeah, and the layout also uses contrast too with the sizing. The person being very large, the iPod being very small. Great, these are great examples. As we've already talked about, the color, the green and the black have a high contrast and then the white is even more contrast. The size, look how small the word and the logo is that we're pointed out. Contrast doesn't mean that everything has to be big and in your face, so it doesn't mean that you have to have super big fonts. It can, but the concept is really contrast. Something big and something small. Something bold, something less bold.

Here's another example. Contrast as we said, creates interest on the page. The more interesting something is, the more likely someone is to look at it, so let's take a look at this page from a report that we did. Does it make you want to read more? Probably not. How about this version? Did we do ... what did we do to create more contrast? We used colors. We used fonts. Well, mostly fontly in this example because we don't have a lot of room to play with, but we used contrast to create more interest to make it easier on the eye and to organize the information.

How about this example? This is a graphic that we created for aids.gov and where to do see contrast here? Yep, color of the font and the boldness. One thing that you'll notice is that this is a lot of repetition here, which leads us to our next principle.

Liesl L: Great, thanks Andy, so after contrast, the next the C.R.A.P. principles is repetition and as a design principle, it means that you repeat something throughout the design. That could be a heading, a subheading, a footer, or how you design bullets, the colors you use or a particular design element. You might not realize it, but you're already using repetition when you're creating something right now. When you use the same footer or header throughout the document or you use the same font for the body text, you're using repetition, so what you do on one page, you do on all pages. To really make repetition work, try and push it even further. Think of it as a way to be consistent and predictable, a tool that can help you tie your product together. Let's look at some more examples.

Michelle S: Speaking of tying your product together, quickly we're going to give you five seconds. How many nines are in this grid? One. Two. Three. Four. Five. It's hard to decipher because there are ... there's no contrast and we haven't done anything to the nines to unify them. Now you've had a little bit more time than that, so there's a couple that have the right answer, so there's no contrast here. Now if we go to the next slide ... I mean some repetition where we've chosen the same element. We've chosen to treat the nines the same way, how many nines are there now? I'll give you five more seconds. Okay, then you probably didn't even need five second, so look at that, 92% got it right the second time and the first time only half of you got it right and why was this easier? Because we used repetition. I would also argue we used some contrast right between the reds, but we used repetition so that you knew where to go and you could distinguish different words on the page.

Similarly, another example getting back to reports since so many of you said that you were interested in using design and visuals to create your reports. Does this report have repeating elements? Is there repetition? What are some of inconsistencies that you see here? Type it in the box as I'm talking. Now there's no discussion. One of the things ... right, the indents. Hi, Nicole. The indents are inconsistent. The headers. At one point the fonts are inconsistent. The font weight, some are in all caps, some are lower case, some are underlined, some are bolded. In a nutshell, it's really hard to make sense of the hierarchy of this page. Hierarchy is something that designers think a lot about. If you

think here, we say header, that's probably the only clue that you know that is actually a header.

Now, if we go to this next example, we didn't do anything, we didn't make it blue, we didn't do anything fancy. What we did do, is we made a few changes. We made sure the bullets were aligned and indented properly. We made sure that the spacing was consistent, so the headers and the lines were consistent, so in that way we're using hierarchy and we're using repetitions, so we're saying, "Okay, so something is bold and italics and then something else is bold and italics," and chances are we're hoping the user makes sense and understand the page. You can see here that you can make small changes to your projects and reports that you already produce that are going to help your readers better understand your message even when it's a simple document in Word.

When it's not so simple. We can also apply this to graphics. Here's some social media images that we created for aids.gov for last year's World Aids Day where we repeated certain elements. Some of the elements that are repeated here, type these in the box as well if you can see some things that create that repetition and that consistency. One example is the World Aids Day logo. We've used the same place, what else has been repeated to create a universal theme? Type that in as well. So many people are typing the font. Right, used the same font. The font changes are universal. We've also used placement. The placement of the counter in the left top hand corner. Even the background in the layout's consistent, even the style of the photos, the background of the photos. We chose consistent ... This was a photo shoot we did, but even when ... we'll talk in a few minutes about where to find stock photos, but even when you're looking for stock photos, looking for things that have that repetition that help tie a theme together is another ... something that will help enhance your visuals.

Our next theme, I'm going to hand it back to Andy to talk about our next principle. C.R.A.

Andrea G: Thanks, Michelle. Now we're going to talk with A, which stands for alignment. How things are aligned on a page or in a graphic. This principle states that nothing should be placed on the page arbitrarily and that every item should have a visual connection with something else on the page. Alignment is the act of keeping design objects in line, not only vertically or horizontally, but across any linear plane. Proper alignment helps connect content with your mind and your eye. To achieve proper alignment you don't need to go to a yoga class, simply pay attention to where you place things on a page, a poster or anything else you might be designing. For example, chose an alignment, center aligned, left aligned, right aligned and make an effort to find something else on the page to align with so that elements are haphazardly placed on the page. We'll look at examples of all these principles in just a moment.

Avoiding things. One thing that people who are less familiar with design do is they default to center alignment, but you can be creative, try other things, consider a left or

right alignment. Whatever you do, avoid having people's eyes move all over the page. We've got short attention spans, so don't make people think too hard.

Michelle S: I'm back again, so here's an example of alignment for a graphic that we designed for Trans Day of Remembrance and you can see here that the logo is aligned ... this might be subtle, but again these are things that we think about a lot. The logo is aligned with the bottom of the candle and the top is also aligned with the top of today, so it creates this grid. One way to really help you with alignment is to use grid lines like you see here and in PowerPoint you can ... and I'm in a different program, but we use it a lot in PowerPoint. Using grid lines, you can be assured that all your text is going to be left aligned along the same line, the top of the candle aligns with the top of the text. The bottom of the candle, like I mentioned aligns with the bottom of the logo, so that's an example of alignment as well as a way to ensure that you have your elements are aligned.

Here is an example. This actually uses all four of the examples, so I wanted to really focus on alignment here, because even though we talked about left aligned, right aligned, the elements here are still aligned if you can see. Look at this and give me some examples of how the elements on this page are aligned. I'll give you a minute to respond to that. A couple people look like they're typing. The suspense is mounting. The text is all along the same diagonal.

Exactly and it's aligned with ... it's not aligned with the edge of the page, which is often what we think about, but it's aligned with other elements on the page, right? It's aligned with the man's face and the angle that the two men are leaning into. Melissa says that the I in the line is aligned with the ... Yeah, exactly. We've aligned the top of the ... and we actually did a little cutting of the dot on the I to align with the top of the el ace at center presenta and the logo ... exactly Quinn and the logos are all aligned across the bottom, so we used different ways of thinking of alignment. We used other elements on the page as well as the edge of the page, so that's a creative way to think about alignment when you're laying things out on the page.

The last, but not least principle of C.R.A.P., Andy, I'm, going to pass it back to you.

Andrea G: Proximity. Thanks, Michelle. Last, but not least, let's talk about proximity. Proximity is how things relate to each other. Proximity allows you to organize information to make it easier to adjust and to understand. As with all design elements, you want to avoid certain things. With respect to proximity, you want to avoid having too many separate elements that don't relate to each other. Rather than using equal amounts of light space, use light space as a design element. We'll go over examples of these principles in just a moment.

Michelle S: One example ... here's one of two examples we're going to show is here's a before and after that illustrates proximity, as well as some of the other principles that we discussed,

so you've probably noticed none of the examples usually exist in a vacuum, but there are certainly some examples that highlight some principles more than others.

In this case it's proximity, so on the top example, there's not a lot going ... there's not a lot to differentiate the different aspects on the page. We've got time. We've got the topics. They're center aligned. There's not a whole lot of contrast. The only contrast is between the title and the text underneath. Now, if you look at the example on the bottom, what do you notice? We've grouped like content together here. We've used lines. We've used how we've placed things on the page. We've used font weight and we've grouped things together, so we have all the times and it's easy to read. Thanks, Nicole. We've grouped all the times are on the left hand column. We have all the topics in the right hand column. We created a little contrast with ... if we had a sub header like the planner session and then the topic below, but we've grouped those together.

Again, I think a lot when I'm designing things about where my user's eye is going to go and so, the first one, you're not really sure where to go. On the second one, hopefully you do know where to go, which will get you to the right workshop sessions that you want to go to as well. Makes it all much easier. Now for a really fun and relevant example from Liesl.

Liesl L: Great. Thanks, Michelle. You may all recall that there was a bit of a mix up this year at the Oscars for the Best Picture Award. Faye Dunaway and Warren Beatty incorrectly announced that La La Land had won the Best Picture Award when it was actually Moonlight. They were handed the wrong envelope, so one containing the winner for Best Actress, which you see here and they didn't realize the mistake until after announcing La La Land as the winner, so drama ensued and I don't know if many of you are aware, but graphic designers across the country weighed in on how the cards could be designed better to help the announcers find the information that they're looking for more quickly.

How much of this was to blame on the design of the card and on the proximity of the elements in particular? What do you see? How could the card be improved if you want to chat in some ideas? Great, so make the category larger. Exactly. The Best Actress should have been at the top of the card and larger. The Best Actress should have been above the line. Yep, you all are right on track. Yep, give the Best Actress text more proximity to Emma Stone. Exactly. Yep, so you all are definitely catching on very quickly to all the principles of C.R.A.P., so here the elements should be unified, connected and interrelated.

Faye and Warren were supposed to be announcing the Best Picture Award and it was really difficult and I think why ... if you were watching, why Warren Beatty was caught staring at the card and probably his eyes were darting all over the place trying to figure out what was wrong with what he was announcing, because they know they were there for the Best Picture Award, but he couldn't see it on the card. The pieces of information

are all pulled apart here and the important pieces of information aren't near each other and aren't prominent on the card.

Let's take a look at a possible redesign of the card. Here's a bit better way. What other elements can you identify here that's happening with proximity and why this card design works better over the original? Yep, so the focus of the card has the biggest font. Exactly, so this is the card for Best Actress, so this is the card that Faye and Warren would have been looking at and realized that they were announcing the wrong award. The category is italicized. Yep. I think some of the other things going on here is the category and like many of you said, when we were at the original card the title for the award and the name of the person or film winning the award, in this case, the person are right next to each other and at the top of the card right where a reader's eye first goes and then the additional pieces of information such as the film and the name of the film are down at the bottom and it's a little hard to see.

I think, with ... in this rendition that we have on the screen, but appropriately the Oscars logo is over on the right hand side of the card and is in a very light ... much lighter color font, so in the previous card, I'll just go back for one minute. If you remember, the Oscars logo was at the top of the card, which really isn't important. At that point I think everyone knows they're at the Oscars when they're standing on stage looking out in front of thousands of people, so that doesn't need to be up at the top of the card. This is just a good example of pulling all the elements of C.R.A.P. together.

Also, I think what you all noticed there's a contrast in the fonts in terms of the boldness and the title casing of Emma Stone's name versus the italicizing in the different font type for the Best Actress. The alignment, so here on the card everything is left aligned, so your eye naturally starts at the top left for the most important information as I'd mentioned and then goes down the card. We just wanted to share this because it was a relevant example in terms of something that's happened recently that most people would know about and where design really played a role in informing its users. I think now I'll pass it back to Michelle.

Michelle S: Thanks, Liesl. Those where the C.R.A.P. principles. We started ... well, actually, here we go. Now that we know some of the basic elements, we're going to pull it all together with some of the tools that we have. Whether you noticed or not, we use some of these crappy design principles throughout our presentation. We're going to take a look ... I'm going to switch over to some demo videos that we made to show you a few tips and tricks that you can use with PowerPoint. Now, what happens Liesl, do you ... Okay, there we go. One ... okay, I'm going to try to time what I'm saying with what we're going to see on the screen, so wish me luck here. Okay, so can we play the video?

We started ... Maybe I play it. We started this presentation by creating some contrast of the opening slide, but I needed to create some contrast, so first of all, we can make the font white, but it's still a little hard to see. There's not enough contrast, so I can add a background to the text. Click on that. I do solid fill. Ops. White, we don't want that.

That's no contrast. Let's add black, so that's cool. There's certainly some contrast to make it look a little more interesting, a little bit more sophisticated. You can add a designer touch by ... did you see what I just did there? I changed the transparency.

As a little second tip, there's a lot of image manipulation you can do within PowerPoint, so if you click on picture format there on the top, you can change the color. I don't know if you know about this little trick, it took me awhile to learn it and you can change it to blue, green. You can change the tone. You can make it darker or lighter and then you can reset it back, so it never ... You can change the transparency. There's all sorts of fun, artistic things that you can also do in PowerPoint that you don't ... I mean Photoshop, but you don't need to do in Photoshop and then you can reset it back to your original, so that's pretty fun, right? That's one. Those are a couple tips, so I use transparent fosters and I used the picture format to change the color and the corrections and some of the artistic effects.

The second example ... the second tip, this is actually something that also works in Word and when I discovered it, I was slightly obsessed and that's the paintbrush tool. How many of you are familiar with the paintbrush tool? I guess I don't have my chat box anymore, but ... so, is that ... is it up? One thing that you might find yourself having to do is making the same style edit over and over. I'm not sure it's up there yet. One thing you can do is use styles and then you use master template, which is ideal, but sometimes either we forget to do that or we don't have time, so one thing you can do is the paintbrush tool. I could make it bold. I can make it red. Let me get the other one. I'm going to make it bold. I'm going to make it red. That's kind of a lot and we already know there's six of them, but still, it's going to take a little bit of time.

Otherwise, I could use the paintbrush tool to format. I could highlight. Voila. Made it red with one click. If you have a lot of things you know you have to do, you can double click it. See how it stays indented and then I can go over all my nines, all at once and it changes it, so that's kind of magic. I thought it was magic when I first found out. Again, that same ... my paintbrush tool is also available to you in Word, so when you're working on your reports if you want to change something on a 10 page report, you can all your titles using your paintbrush tool, so that's kind of fun. Now back to Andy to talk about some images and copyrights. This got closed.

Andrea G: Everyone's favorite. Great, okay, copyright. Designers, we want to make things look inviting and interesting. We want to use images. We want to use things, visual elements. One really important consideration now that we've discussed these basic design concepts, you need to think about copy right when you're using an image and you need to make sure that you have a license to legally use that image. To make sure that you've got ... wait. Can we go back one slide? Thanks.

Here's some really great resources for finding images. Free or low cost images that you're legally licensed to use. Creative Commons, which is the first one, search@creativecommons.org. Creative Commons license is a type of license in which

you can use the images without paying royalties to the photographer or artist because they have either asked for attribution or they have made it publicly available. To find images available under a Creative Commons license, you can search Creative Commons site or you can go to sites like Flickr, Unsplashed or the Noun Project and the Noun Project is great for icons if you want icons.

Another option for licensed images is stock photos sites and they actually sell licenses for images. The downside is that many of these sites are expense, so the two that we've recommended here, Think Stock and iStock, they're two of the lower cost options. Another place you might want to try looking is the CDC Public Health Image Library. They provide a library of public health related images that are considered public domains, so you can use them without a license.

Next slide. Maybe. Okay, thanks. This is one other tip. You want to be really careful when you use Google Image Search. You can use it to find images that you are legally allowed to use, but you need to make sure that you use ... It's this little tip here. If you go here, so click ... when you're doing your Google Image Search, you put in your search term, you go to images, you click tools and then you click this dropdown menu here, usage rights and that will allow you to filter to only see images that you can legally use, so if you're going to use Google Image Search, make sure you use that filter function.

Michelle S: We're going to go back to some of the tools again. Thanks, Andy about the images. As designers, we spoke on this ... Andy, Liesl and I, we use Photoshop a lot, we use Illustrator, we use Design. Those can be costly, but they're not the only options, so there's several other options. We wanted to highlight three. This is one, it's called Gimp and it's a free site where you can do a lot of the same things that you can do in Photoshop. They have a web version and then they also have a version that you can download. I think more commonly people download Gimp and it's an open source equivalent to Photoshop. Maybe not exactly, but you can do a lot of the same things that you might do in Photoshop, copying, resizing, adding text over images.

Another one is called Pixlr. That's pretty similar to Gimp. Again, you can download it to your computer or you can use it for the web. This also has a mobile app and I believe it has an iPad app as well. You may be familiar and if you have some apps that you use to manipulate images, like Beyond, Instagram and Over and things like that, please put those in the discussion and so everyone can see some of those tools, but Gimp and Pixlr are two that are quite similar to Photoshop.

The last one that we wanted to talk about was Canva and Canva is something that maybe some of you are familiar with. It's become increasingly more powerful and I'm going to show you another video. I'm going to walk us through some of the simple ways to use Canva. Canva has a tremendous amount of online resources as well, so I'll so you were to find those. Is anybody else seeing this, but me? Maybe this just needs a second because it's a little bigger of a video. Canva is canva.com. Liesl, it's not working. Okay, so it's not working, so ...

Liesl L: Michelle, it's moving for us.

Michelle S: It is?

Liesl L: Yeah.

Michelle S: Can anyone else see it? Here we go. Okay. Maybe I have just a little bit of a delay. Okay, so here is one of their tutorials and I hope I'm not behind, but one of the things it walks you through, you can make a shape and you can change the shape. You can add a hat on a monkey just like you've always wanted to do, but what you can do is you can find hat, search hat. There's all sorts of hats. I chose the chef hat. You can move it on top of the monkey, well I'm preempting my view. Surprise, I chose the chef hat. You can add that on top of the monkey. You can ... I gave it a little tilt so it looks like it's naturally placed on the monkey's head so you can create ... the point is that there's a lot of free images that you create.

                You can change backgrounds. It comes with a lot of prepackaged backgrounds. You'll notice it's free. There's also a paid version. It's pretty inexpensive. You can sign up for a membership or you can ... a subscription or you can pay by the background, but there's a ton, you can see here. You can do stripes. You can do, I don't know what those are. They look like yellow watermelons to me. You can also ... it has a lot of templates so that it automatically crops things, so I can search for fruit. I can look through all these fruits and I'm finally going to scroll down. It all looks so delicious, but I'm going to decide on the ... oh, the suspense, the suspense, okay the oranges and the apples, so we move this over and you'll see as soon as I drag it, it's going to fit into that template, so again, it has a lot of preexisting layouts and templates that you can use to help with all your graphics.

                Speaking of layouts, you can chose a layout, so I'm just going to chose this one here, Parisian. Seems relevant since we probably have a lot of colleagues that are at the IAS meeting in Paris this week and if we move this over here, so this has some standard images, but I can use either images they have or images that I've uploaded. Go to my uploaded images. Remember this cute little girl from the beginning? Again, because there's preexisting templates, if I just move her over, she fits into any of those boxes. Again, there's graphics, there's photos, there's backgrounds and there's existing layouts, so that's their getting started tutorial that they have. Once you're done with that, you can start your own design and I just wanted to show you some of the things ... it matches a lot with the things you mentioned you wanted to create at the beginning.

                You can create ... start at the social media, so now you can create ... Again, I have a lag. Well, you can create social media images. You can create ... and it's not just social media posts, it's already pre-sized for whatever you want to use for the cover image on Twitter, or if it's an ad or if it's a profile picture. You can see here if it's a Tumblr graphics, Instagram posts, there's Facebook app, Facebook in app image, they have letterhead, presentations, resumes, certificates, they have things for events like invites. There's a little bit of a lag still, but the point is, that is has a lot of existing templates for

you to start with where you can tweak it how you need too. You can add your pictures as you need too or you can use their canned images as well. That's something for new and established designers, it's a really great tool.

Another thing that you can do, that I do a lot is that you can create Canva for team and you can upload ... let's say that your organization or your agency has specific brand colors or logos or images, you can upload those, so that anyone that uses it on your team has access to those same brand elements. You can always put the hiv.gov logo in there. You can always use the right color red and the right color blue, so that's something else to check out is Canva for Teams to upload your branding elements and then I'm just going to end this by showing all the other tutorials that they have. They have tutorials on getting started, but also on using fonts, on size, on photos. Here we go, see, fonts, size, so you'll see a lot of the things that we talked about in this webinar as well, being applied and it will show you how to do that within this tool, so that you can apply the C.R.A.P. principles to create some really beautiful graphics. It takes some of the pain out of finding the right font and finding the right layout.

I'm going to end this here because I'm talking quicker than the video's going, but again that is Canva and I'm going to pass it back to Liesl to close us out and then we'll end with any questions you might have.

Liesl L: Great, thanks Michelle. Today we've gone over the four principles of C.R.A.P. and hopefully it wasn't a crappy presentation, but just to remind you ... it was there, we had to make the joke. Just to remind you, the first one is contrast or how different or similar elements on a page or product can be. Repetition is how and when and why you're repeating elements can hep organize the page. Alignment is the visual connection each element should have with each other and lastly, P for proximity, which is really about how content and items are grouped and organized together.

We've given you some quick demos and PowerPoint and on Canva, so hopefully those will all be helpful and give you new tools and tips for creating your products at your organization and now we want to open it up for questions or any comments that you may have, so feel free to chat them in the chat box or if you have more complicated questions, you could unmute your line and ask us and then on the right hand side of the screen with the online resources, we have links here to all of ... many of the tools and websites that we mentioned, such as Canva, Creative Commons, the Noun Project and I'm just expending that so you can see it a little bit better.

Does anyone have any questions? I'll just give you a minute or two. I don't see anyone typing anything in, so just to give our contact information here. Please feel free to reach out to us with questions or if you would like to request technical assistance to dive further into some of the strategies and tools that we presented today, we would be happy to work with you further. Thank you all so much for joining us and for your active participation with all the polls and the chats. We will email you with the webinar slides from today and lastly, when you exit, if you'll please select exit this event from the

online resources pod so that you can complete our evaluation, we would really appreciate it. We're also going to chat out the link to the evaluation as well. Thank you so much and have a great day everyone.

Michelle S: Thanks everyone.

Andrea G: Thanks everyone.