

DukeFlyer Design Tips





Barbara Puccio

Manager of Design & UX

Duke Web Services
webservices.duke.edu

Duke
WEB SERVICES

Before you begin:

Ask questions

Sample questions

- How does this fit in with Big Duke?
- What department or School are you representing?
- Who is the audience?
- Where will the flyer feed display?
- Do you have content?
- and most importantly....

What is the core message to be conveyed?

flyers displayed 10-15 seconds

Tools to Use

- Photoshop or Illustrator
- Power Point

Where can you find the tools?

- MPS Labs
- Adobe license for Desktop use

**Visual Design =
Communication**

Visual Design = Communication

Your Flyer Represents Duke

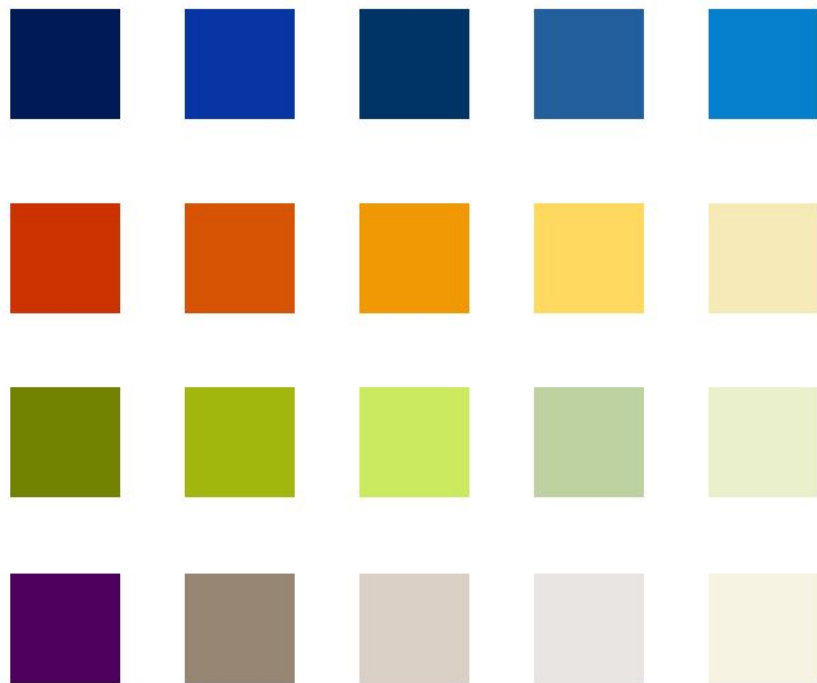
styleguide.duke.edu

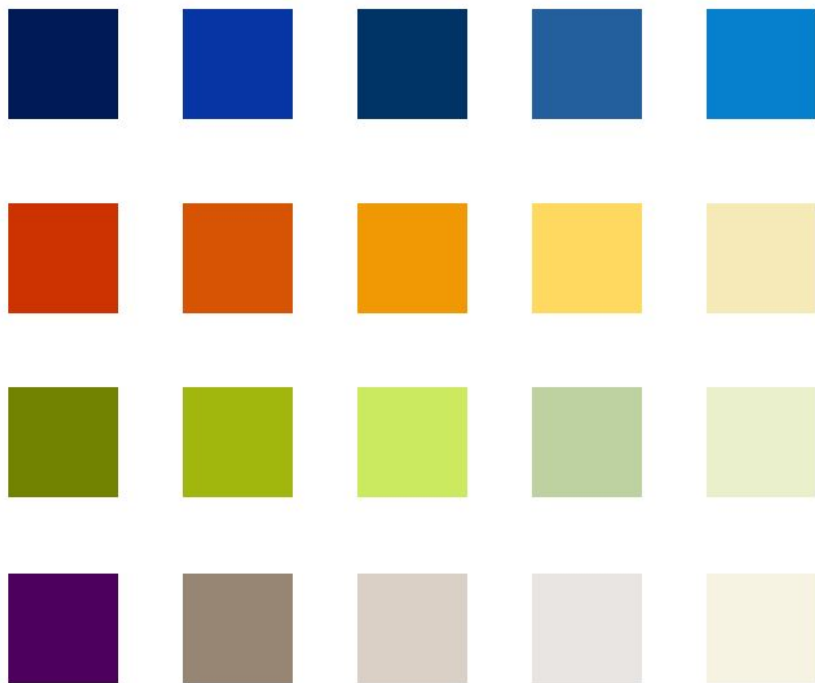
color palette, fonts, logos and templates

Duke Blue
somewhere in there...



anger
hot
danger
vibrance
warmth
changes
autumn
happiness
brightness
sunshine
down to earth
wealth
healthy
cool
calming
stability
sadness
strength
luxury
royalty
creativity





Duke
UNIVERSITY

Typography & Fonts

Interstate and Garamond fonts available
for free download on styleguide

Choice of Typography

legibility

readability

creativity

and credibility

Comic Sans is for comics.

Papyrus is for Hair Salons.

Courier is for code.

TRAJAN IS THE MOVIE POSTER FONT.

THIS IS A GOOD ONE, TRUST ME

Build a Hierarchy

It will really help things out.

Here's how. Blah blah blah, blaaaah. Are you actually reading this? That's impressive. I have terrible eye-sight, so unless I was sitting in the front row, there would be no chance for me. Ok, enough of me making up stuff. Here's a bunch of Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non tellus orci, ut molestie magna. Fusce vestibulum pellentesque felis, aliquam mollis massa pellentesque eget. Pellentesque sem velit, suscipit at vehicula in, lacinia in lorem. Sed consectetur tempus pharetra. Fusce pharetra turpis in justo molestie imperdiet faucibus odio vulputate. Nullam dui arcu, blandit eget ultricies non, mattis vitae justo. Fusce ut semper nulla. Fusce ullamcorper orci ut quam tincidunt variuspharetra . Maecenas feugiat, sapien non consectetur dignissim, lacus ante mattis justo, non accumsan elit neque non enim. Sed vehicula laoreet enim, ac feugiat tellus imperdiet non.



Low Importance



High Importance



Medium Importance



Readable Measure



DUKE
THE GRADUATE SCHOOL

Page Header Page Header

(Georgia Pro, Georgia, Palatino 60px,
#fff,-OR- if in content#235f9c)

H2 - Header Two

Roboto - light , 36px, #8d8c8c

H3 - Header Three, News Titles, etc

(Georgia italic, 22 px) #2b2725

H4 -HEADER FOUR
(ROBOTO CONDENSED REGULAR 17PT, #D75404)

H5- Another Header
Roboto Bold, 16px

This is regular text on the website. Lorem ipsum dolor sit amet, consectetur adipiscing elit. In aliquet, erat eu bibendum varius, leo ipsum pharetra nisi, vitae faucibus tortor urna quis tellus.
(Roboto regular, 16px, #585757)

This is a link.

(Roboto regular, 16px, #0680cd, dashed underline in modern browsers, fallback is solid underline)

SEE ALL EVENTS >

Button: 30 px high (width content dependent), 3px corner radius, 1px stroke #Ocean Blue

INACTIVE COLOR: #SKY Blue

ACTIVE COLOR: #Ocean Blue

====

Button Text: Roboto Condensed all caps,
color: #f0ece0, text-shadow: 1px, 1px, 2px, 000

Duke Photography

- Free Crowd sourced images
- Duke Photo to purchase images or schedule photoshoot
- Duke's free flickr account
- flickr Creative Commons
- Other sources - Pexels.com

Basic Design Principles

- Shape
- Rule of Thirds
- White Space

Shape: Geometric

- Mechanical, pure form
- Tend to be symmetrical
- Suggest order
- Harshness



Shape: Natural

- organic and irregular
- pleasing and comforting
- found in nature
- free-form, asymmetrical



Shape: Abstract

- recognizable form, but not real
- stylized versions of organic shapes
- icons = abstract shape to represent an idea or concept



Shape

Curves and circles:

soft, everlasting, feminine, carefree

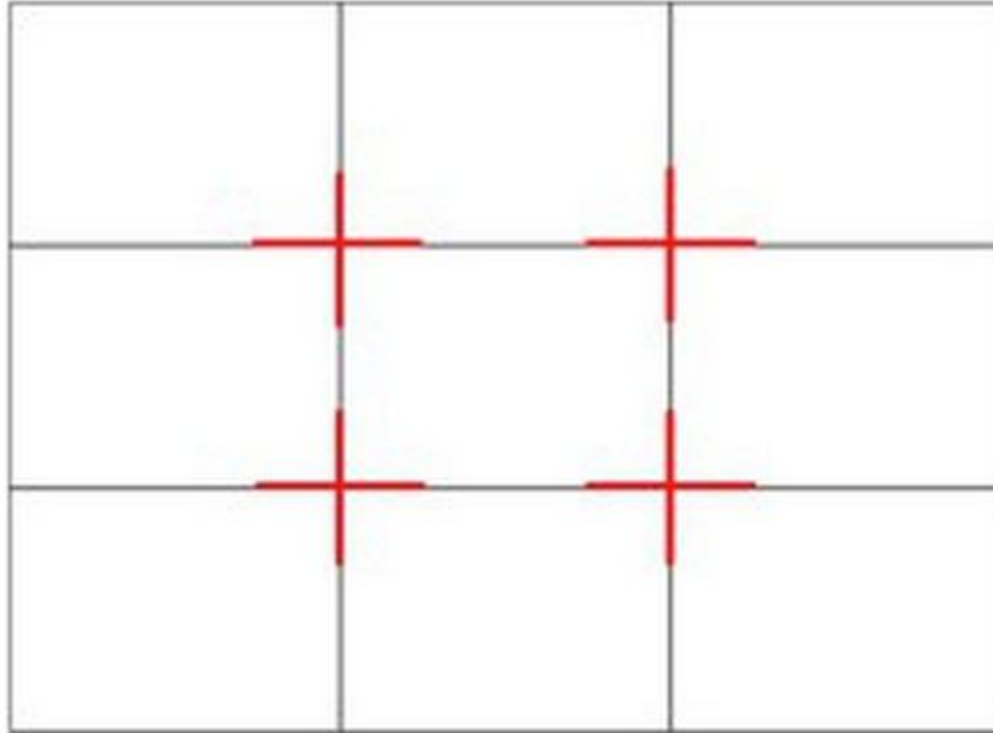
Rectangles & squares:

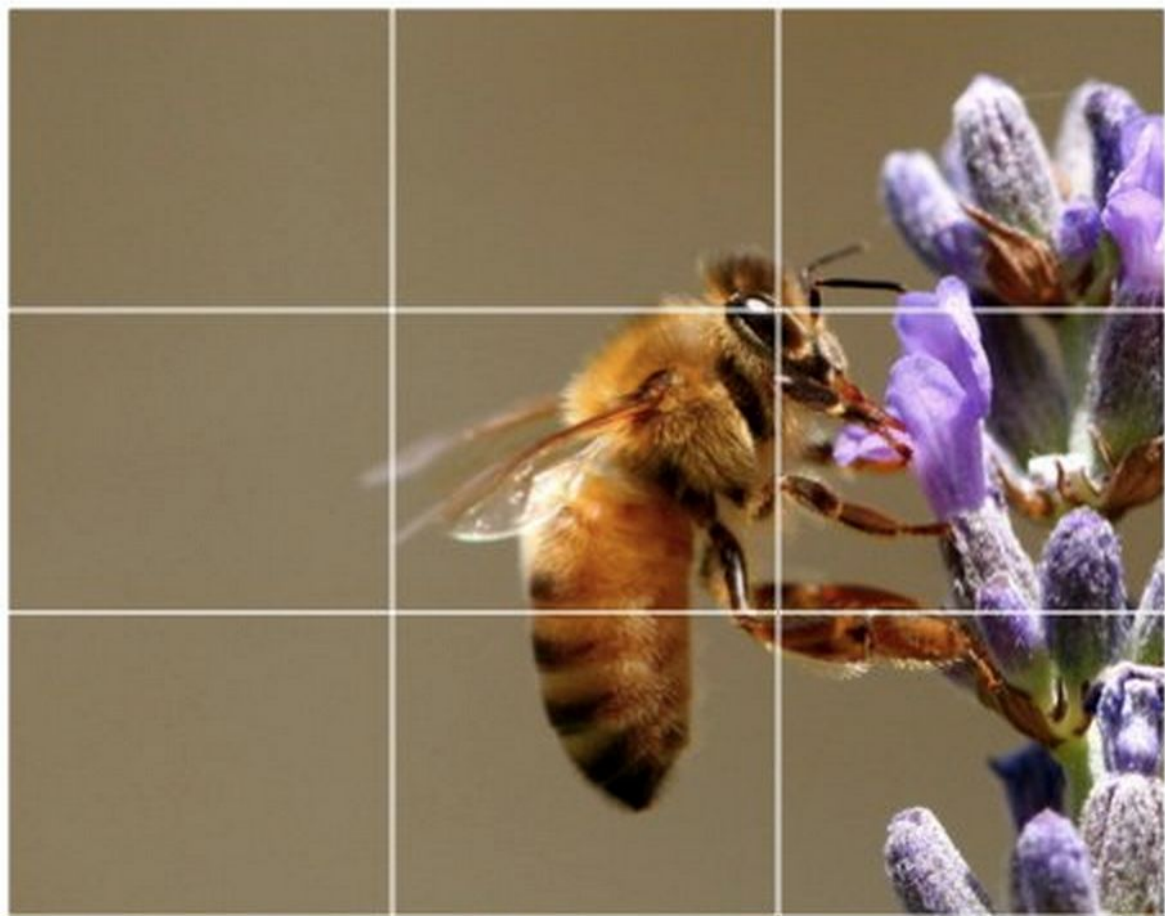
trust, order, masculine, solid, predictable,
boring

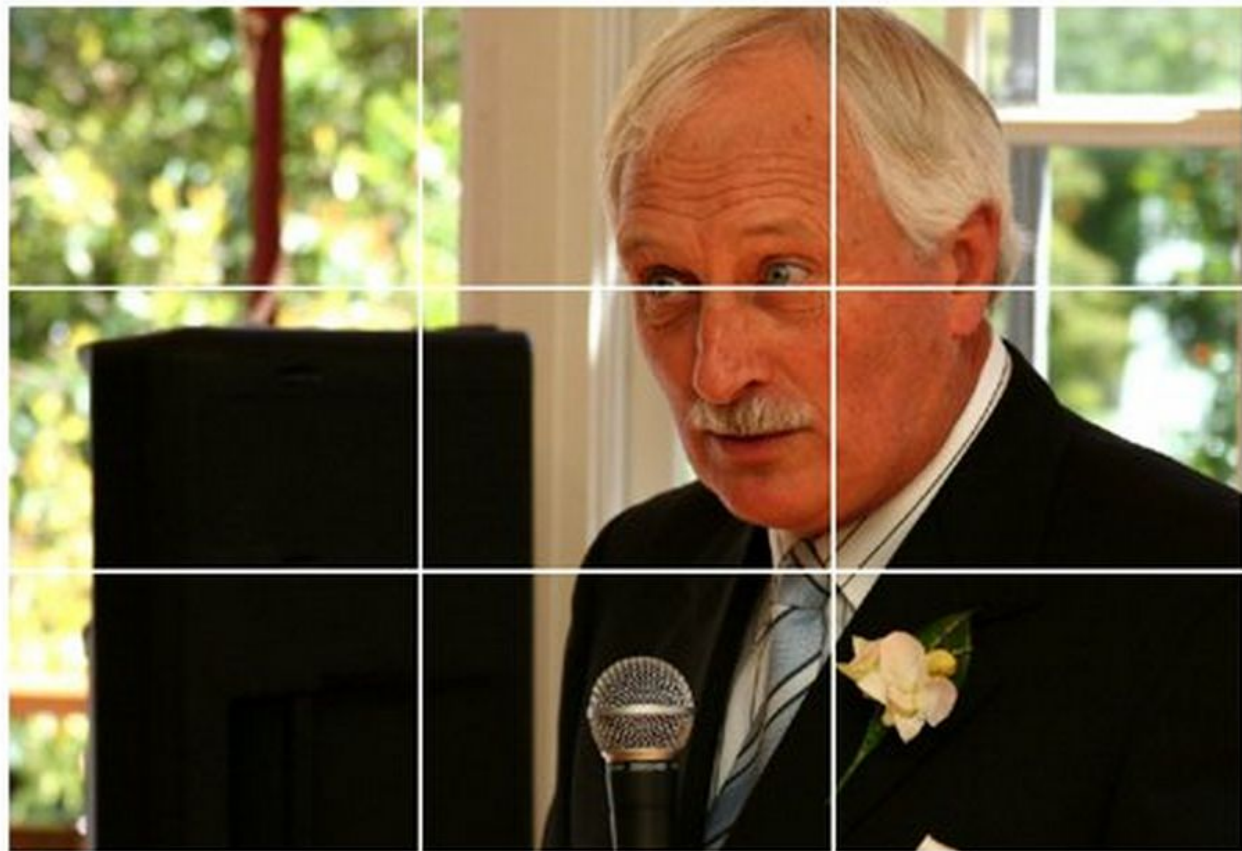
The Principle of Balance - odd is good

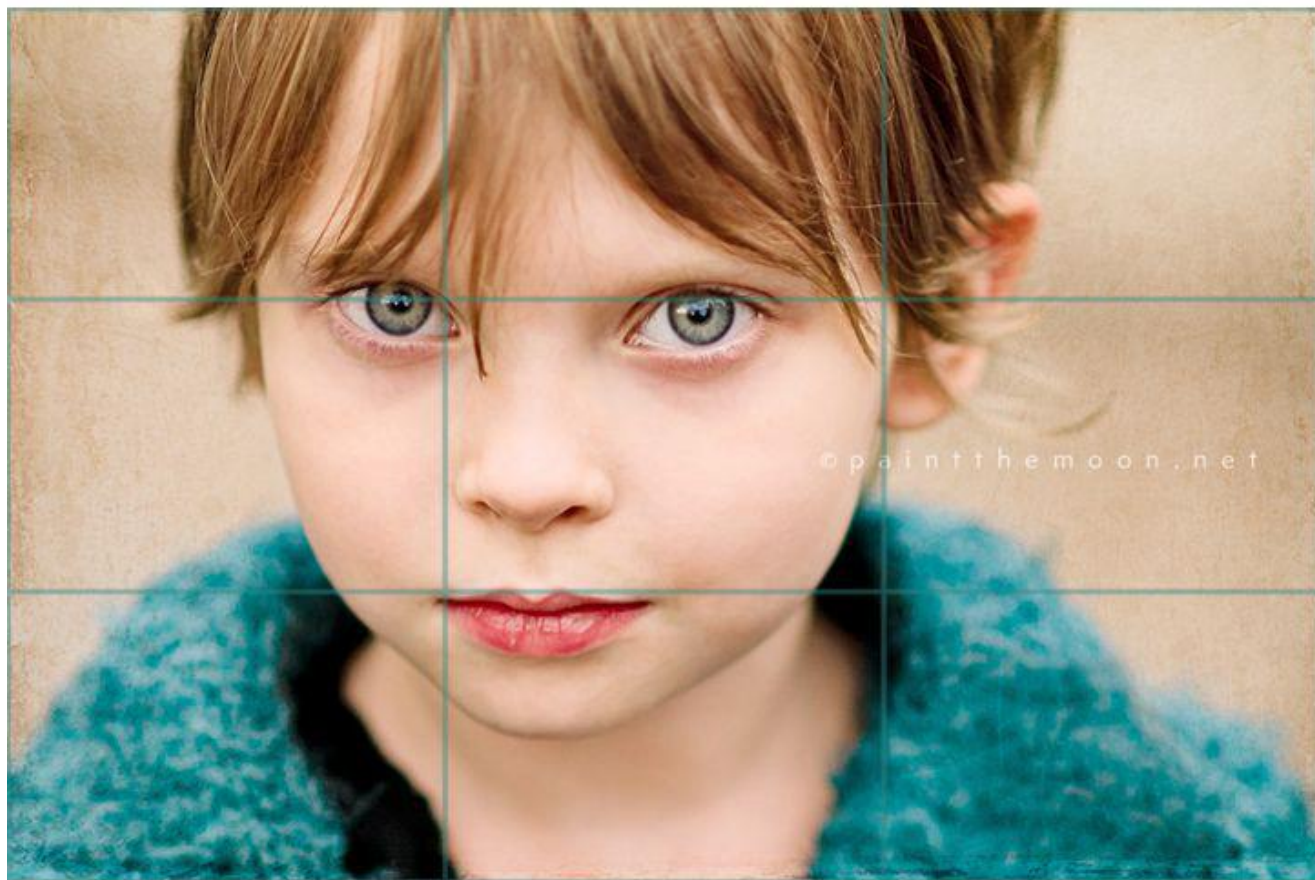
- Rule of thirds
- Odd creates symmetry

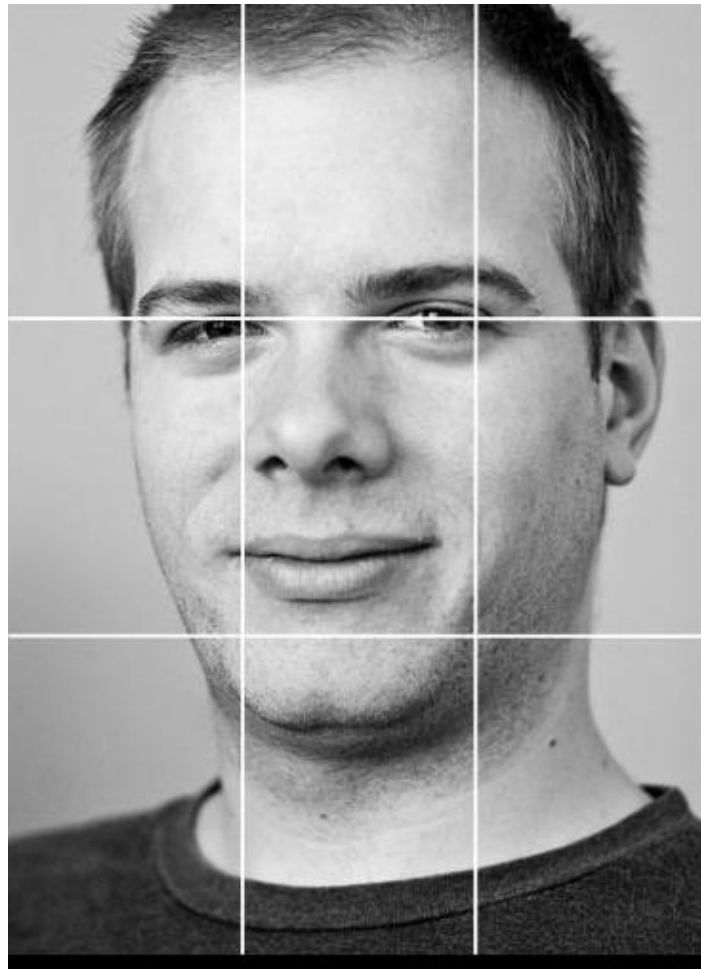
Rule of Thirds



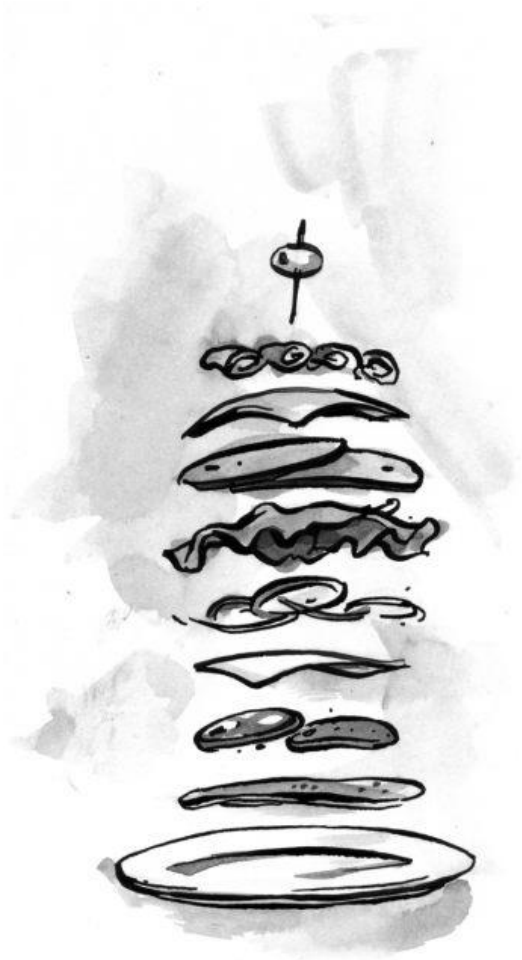








Space





Applying design principles

- Organize information (through font size, etc)
- Symbolize different ideas & reinforce themes
- Create interest, texture, and depth
- Convey mood and emotion
- Emphasize and create areas of interest
- Show idea visually instead of with text

ZERO
EMISSIONS

**WHEN
YOU RIDE
YOUR BIKE**
parking.duke.edu/bike



Start the year off right with a professional development class from Learning & Organization Development!

| <u>Course</u> | <u>Date</u> | <u>Time</u> |
|-------------------------------------|-------------|-----------------|
| Building Trust in the Workplace | Jan. 20 | 8:30AM - 4:30PM |
| Leading with Emotional Intelligence | Jan. 21 | 8:30AM - 4:30PM |
| Communicating with Diplomacy & Tact | Jan. 22 | 8:30AM - 4:30PM |
| Managing Multiple Priorities | Jan. 26 | 8:30AM - 4:30PM |
| Customer Service Excellence | Jan. 28 | 8:30AM - 4:30PM |



For an overview of all our offerings, visit:
<http://tiny.cc/LODCourses>

Find more courses at:
<http://tiny.cc/DukeLMS>
Browse the "Category" link to find "L&OD Offerings."



Innovation Co-Lab Studio

Need a place to build something? We've got you covered.

118 Telecom Building
Open Monday through Friday
12:30PM through 5:00PM

For more information, visit <https://colab.duke.edu/innovationstudio>



FIRST-YEARS & SOPHOMORES—
Interested in the Innovation & Entrepreneurship Certificate program?

I&E Certificate Walk-up Office Hours

**Friday, February 5, 9:00 am to Noon
The Edge Lounge @ Bostock Library**

Drop by to talk to our staff and grab a MONUT!

FIELD EDUCATION

Summer 2016 Information

Session (Pizza Lunch Provided)

Tuesday, January 19th

12:25 - 1:20 pm

0016 Westbrook

Office of Field Education - 105 Westbrook - (919) 660-3440 - fieldeducation@div.duke.edu



The Sanford School of Public Policy presents
A Terry Sanford Distinguished Lecture

Dean Kelly Brownell talks
with chief U.S. fiscal watchdog

Gene Dodaro

Comptroller General
U.S. Government Accountability Office



Monday, February 1, 2016

5:30 p.m.

Fleishman Commons

FREESTYLE FRIDAYS

1:00-4:00 PM



Tastes and Tunes of the African Diaspora.

**Mary Lou Williams
Center For Black Culture**

101 Flowers Building
919.684.3814 | marylou@duke.edu



BE SOCIAL

PIZZA & POLITICS

AN UNDERGRADUATE LUNCH AND LEARN SERIES

THURSDAY, February 11

12PM | 270 GROSS HALL

MIDDLE EAST CHALLENGES FOR THE NEXT U.S. PRESIDENT



with

Abdeslam Maghraoui

Associate Professor of the Practice of Political Science

Duke
UNIVERSITY

DEPARTMENT of
POLITICAL SCIENCE



CAMPAIGN STOP 2016

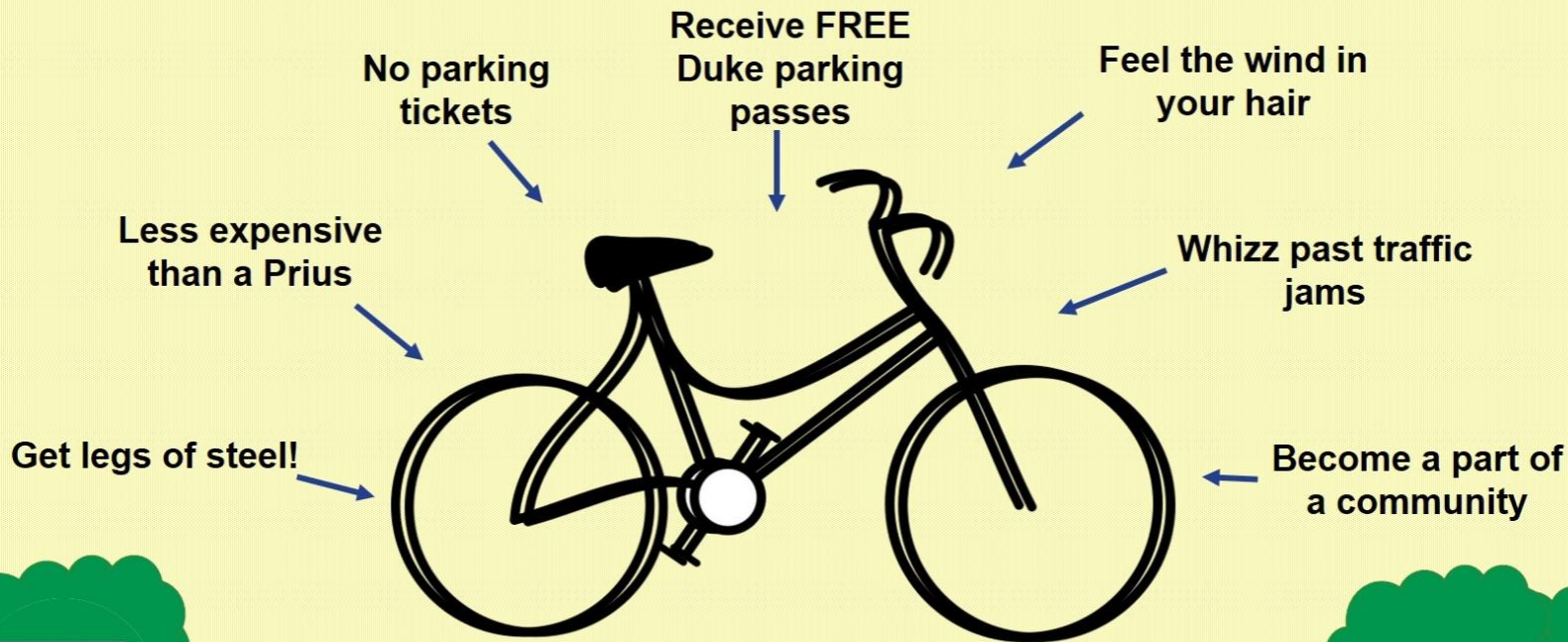


A Duke University Election Forum

dukecampaignstop2016.org

Duke
UNIVERSITY

Benefits of a Bike



Register your bike, find
maps & more @

parking.duke.edu/bike

Why? Communication.

Thank you!

flyer.duke.edu

Teresa Jennings & Barbara Puccio