

MMXXVI

ENALTECED SU GLORIA • WORKSHOP

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*Graphic Design*  
**Fundamentals**

**DESIGN 1 • CAMERON SEMON**

HELLO AGAIN

# I'm Cameron Semon, a graphic designer.

I make sure what gets designed is what people actually see.  
Today is the same idea on a screen.

## **Print**

Getting files  
ready for  
the press.

## **Large format**

Signs meant to  
be read from  
far away.

## **Color**

Keeping it  
consistent  
everywhere.

90 MINUTES

# Today's plan

| # | Part                                |
|---|-------------------------------------|
| 1 | The basics: type, layout, hierarchy |
| 2 | Lyric slides                        |
| 3 | Announcements and promos            |
| 4 | Practice and questions              |

**THE ONE IDEA FOR TODAY**

**If people can't  
read it, it doesn't  
matter how good  
it looks.**

# 1

## PART ONE

# The basics

Typography, layout, and hierarchy

# Four kinds of type

Aa

## **Serif**

Classic.  
Good for  
print and  
short titles.

Aa

## **Sans serif**

Clean and  
simple. Best  
for lyrics.

*Aa*

## **Script**

Elegant but  
slow to read.  
Accents  
only.

Aa

## **Display**

Loud. Titles  
and logos  
only.

## Type rules for screens

### **Use one or two fonts**

One for titles, one for everything else.

### **Make contrast obvious**

If two sizes are close, push them apart.

### **Give lines room**

Line spacing about 1.2 to 1.4 times the size.

### **Decorate one word**

Fancy fonts are seasoning, not the meal.

# Layout is where things sit

## Margins

Keep text away from the edges. Screens can crop them.

## Alignment

Line things up on one edge. Left or center, not both.

## White space

Empty space tells the eye where to rest.

## Grid

Use the same columns on every slide.

# Line it up

**Prayer Night**

**Wed • 7 PM**

Main Sanctuary

**Scattered: the eye jumps.**

**Prayer Night**

**Wed • 7 PM**

Main Sanctuary

**Aligned: reads top to bottom.**

# What do they see first?

Women's Breakfast  
Saturday, November 7  
9:00 AM  
Fellowship Hall  
Bring a friend!

All one size: nothing wins.

BRING A FRIEND

**Women's  
Breakfast**

**Sat, Nov 7 • 9 AM**

Fellowship Hall

Clear order: what, when, where.

# Five ways to say “look here”

## Size

Bigger  
is read  
first.

## Weight

Bold  
pulls the  
eye.

## Color

One  
accent  
color.

## Position

Top is  
seen  
first.

## Space

Room  
makes it  
matter.

**SQUINT TEST** Squint at your slide. What still stands out gets read first.

2

**PART TWO**

# Lyric slides

Easy to read from anywhere in the room

## **THE JOB OF A LYRIC SLIDE**

**Readable from the  
back row, in one  
glance, while  
people sing.**

# Six rules for lyric slides

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## **Big type**

Start big, then check it from the last row.

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## **Two to four lines**

Fewer lines means bigger text and less reading.

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## **Break at the phrase**

Each line is one thought, sung in one breath.

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# Six rules, continued

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## Clean sans serif

Simple shapes read fastest. Save script for titles.

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## Strong contrast

Light text on dark, or dark on light.

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## Same spot every time

Eyes learn where to look. Don't make them search.

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# **Break lines at the phrase**

**Amazing grace, how  
sweet the sound that  
saved a wretch like  
me**

**Breaks mid-phrase. People stumble.**

**Amazing grace,  
how sweet the sound.  
That saved a wretch  
like me**

**One phrase per line. Easy to sing.**

## LYRIC SLIDES

# Busy backgrounds hide words



**The words get lost.**



**Darken or blur behind the text.**

# Keep lyrics up high

**Amazing grace,  
how sweet the sound**

HEADS BLOCK THIS AREA

## In the room

Keep lyrics in the top two thirds of the screen.

## On the stream

A lower third works on camera. Give it its own layout.

# Before Sunday, check this

| Check    | Ask yourself                                 |
|----------|----------------------------------------------|
| Size     | Can the back row read it easily?             |
| Lines    | Is it four lines or fewer?                   |
| Breaks   | Does each line end with the phrase?          |
| Contrast | Does the text stand out from the background? |
| Position | Is it in the same place on every slide?      |
| Spelling | Are words and names correct?                 |

## PART THREE

# 3

# Announcement and promo slides

The main message at a glance

**THE JOB OF AN ANNOUNCEMENT SLIDE**

**Assume they look  
for three seconds.  
Make one  
message win.**

# Put it in this order

1

## What

Event name. The biggest thing.

2

## When

Day and time, kept short.

3

## Where

Room or address. Smaller.

4

## Next step

One action: sign up or scan.

## ANNOUNCEMENTS AND PROMOS

# Cut the extra words

### BEFORE • 40 WORDS

Join us this Friday evening starting at 7:00 PM in the main hall for a very special night of worship, games, food, and fellowship for all of our youth ages 13 to 18. Don't miss it, and bring a friend!



### AFTER • 14 WORDS

**BRING A FRIEND**

# Youth Night

**Fri • 7 PM**

Main Hall • Ages 13 to 18

## REAL EXAMPLE • THIS CONFERENCE

# Make your promos a set



- Same colors every time
- Same fonts
- Same layout: logo, message, date
- Only the content changes

**People know who it's from  
before they read a word.**

**YOUR TURN • 5 MINUTES**

# Redesign this announcement

THE WOMEN'S MINISTRY INVITES ALL THE LADIES OF OUR CHURCH TO THE ANNUAL CHRISTMAS DINNER ON SATURDAY DECEMBER 12 AT 6:00 PM IN THE FELLOWSHIP HALL!!! PLEASE SIGN UP AT THE WELCOME TABLE BEFORE DECEMBER 6. CHILDCARE WILL BE PROVIDED. FOR MORE INFORMATION TALK TO SISTER MARTHA.

1. Circle the one must-know.
2. Cut every word you can.
3. Sketch: what, when, where, next step.
4. Trade with a partner.

## RECAP

# Take these home

1

### **The basics**

Few fonts, one edge, a clear first thing.

2

### **Lyric slides**

Big, short, high contrast, up high.

3

### **Promos**

One message: what, when, where, next.

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*Gracias*  
**Questions?**

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NEXT UP • DESIGN 2