

Visual Design

Tips on how to to achieve design clarity

Design is not just what it looks like,
design is how it **works**.

– Steve Jobs

Story Design



Radio

Newspaper

Magazine

Television

Visual Design

- Visual Design (C.R.A.P. principle)
- Functional design
- Visual Thinking
- Typography and color

Jakob Nielsen

**Designing
Web Usability**

Steve Krug

UPDATED
with three
new chapters!

DON'T MAKE ME

THINK



A Common Sense Approach to Web Usability

SECOND EDITION

Copyrighted Material

The **Non- Designer's Design Book**

Third Edition

Design and Typographic Principles
for the Visual Novice

Robin Williams

Copyrighted Material



Lesson 1

We don't read pages.
We scan them.

How Users Read on the Web

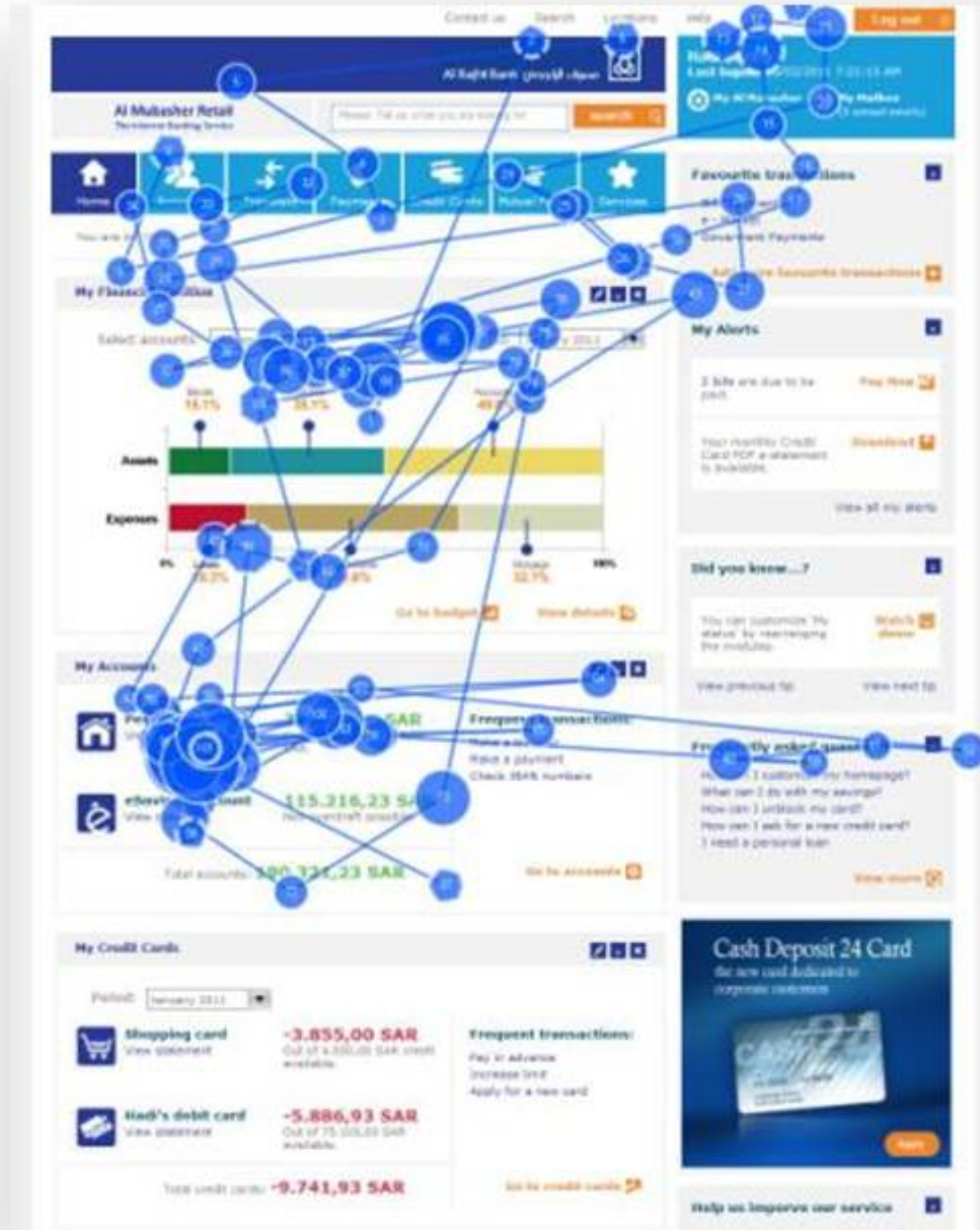
by **JAKOB NIELSEN** on October 1, 1997

Topics: [Writing for the Web](#)

Summary: They don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences.

In [research on how people read websites](#) we found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word. (Update: a newer study found that [users read email newsletters](#) even more abruptly than they read websites.)

As a result, Web pages have to employ **scannable text**, using



The Ration | Business of Food - Windows Internet Explorer


http://berkeley.news21.com/theration/category/business/

⬅ ⬆ 🔍 Bing

★ Favorites | 📌 Suggested Sites | 🔄 Upgrade Your Browser

🏠 📧 🖨 📄 📑 🛡 🛠 ? 📄 📄 📄

[Continue reading →](#)

A collection of packaged organic and gluten-free Passover foods, including boxes of matzo and other traditional items, displayed on a white surface.


ORGANIC AND GLUTEN-FREE PASSOVER FOODS ON THE RISE

A new spin on an ancient tradition

By Rebecca Wolfson

They tried to kill us, we survived, let's eat. If the majority of Jewish holidays had a single tag line, that's what it would be, and Passover is no different.

On Passover Jewish people around the world re-tell the story of the Israelites' exodus from Egypt. When the Jews fled from Pharaoh in order to escape slavery, they didn't have time to wait for their bread to rise so they ate unleavened bread. [Continue reading →](#)


A collage of images related to food and cooking, including a roasted pig, a chef, and various food items.

AWAY AT FOOD CAMP

Roasted pig, halibut sashimi, ricotta blintzes, foodies around a campfire.

By Lily Mihalik

The heritage pig carcass arrived first, followed by 30 chefs, foodies, beer connoisseurs, food bloggers, designers, doctors, food stylists and community food organizers from New York to San Francisco. The menu looked a little like this: 48 hours on a ... [Continue reading →](#)

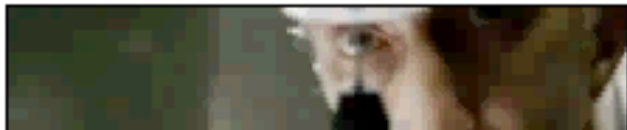
A large display of fresh, organic vegetables, including carrots and leafy greens, arranged in a wooden crate.

RESTAURANT GARDENS A BOON TO NEW FARMERS

By Natalie Jones

In this era when consumers want to know how many "food miles" their carrots traveled and restaurant menus list the distance from farm to fork, restaurant owners are increasingly putting in their own farms on rooftops, abandoned lots and nearby agricultural plots.

The trend has caught on with high-end, Michelin-starred restaurants in California such as The French Laundry in Napa and Manresa in Los Gatos as well as more casual places, such as Pauline's Pizzeria in San Francisco and the Fremont Diner in Sonoma. [Continue reading →](#)

A close-up image of a person's face, likely part of the Doritos 626 interactive ad campaign.

VIDEO: THE DARK FUTURE OF FOOD ADVERTISING

DORITOS 626 interactive ad campaign

Internet | Protected Mode: Off

🔍 100%

What designers build...

www.nytimes.com

The New York Times

Thursday, March 23, 2017 | Today's Paper | Video | 52°F | Hang Seng -0.08% ↓

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

Terror Attack Kills 4 in Heart of London

Dozens Are Run Down on Bridge; Assailant Dead, Too

By KATRIN BENNHOLD and STEPHEN CASTLE

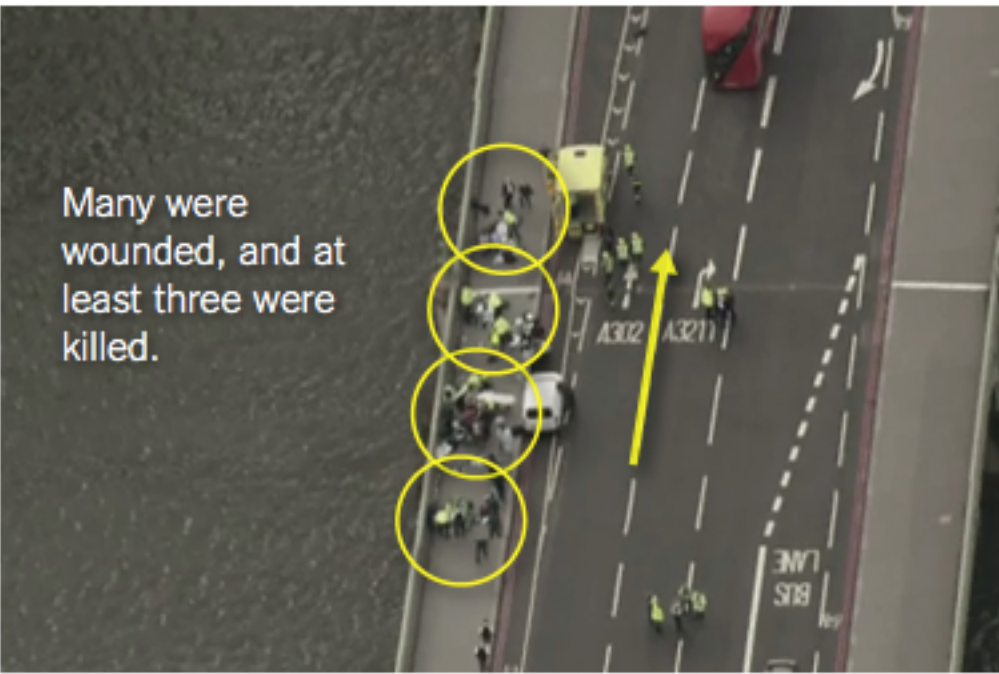
- After crashing his vehicle, the suspect ran toward Parliament, where he stabbed a police officer to death.
- It was the worst assault on London since the subway bombings in 2005 and occurred on the anniversary of last year's attack in Brussels.

1146 Comments

▶ 1:52

Watch: A 'Terrorist Incident' in London

By MEGAN SPECIA



Many were wounded, and at least three were killed.

Composite image by The New York Times based on aerial footage by CNN

Following the Path of the Attack

By JOSH KELLER, ANJALI SINGHVI and K.K. REBECCA LAI

Here's an aerial view after a driver plowed through pedestrians and crashed outside the British Parliament.

What We Know and What We Don't Know

By THE NEW YORK TIMES 8:13 PM ET


The identity and motives of the attacker are still unknown, but Scotland Yard officials said they believed they knew who he was.

Tributes Pour In for Constable Stabbed to Death

By GERRY MULLANY 1:00 AM ET

Officials had not released the names of the assailant or the other three people who died in the attack, but information started to emerge about some of the injured.

The Opinion Pages



EDITORIAL
President Trump's Reckless Shame Game
Forcing local authorities to help round up unauthorized immigrants is wrong on both practical and constitutional grounds.

Join us on Facebook »

Why Medicaid Work Requirements Won't Work


By JARED BERNSTEIN and BEN SPIELBERG


Paul Ryan's bid to win conservative votes for his health care plan would make it harder for some people to hold jobs.

- Editorial: A G.O.P. Health Care Bill in Search of a Problem
- Bruni: Tweeting Toward Oblivion
- Douthat: White Pride and Prejudice
- Friedman: A Few Good Men

TIMES INSIDER »
'Highly Unusual': The New Business as Usual?

THE CROSSWORD »
Play Today's Puzzle






Open an account, deposit \$10K+ and **earn \$200.**

Start Saving

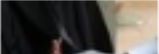
23m

Puerto Rico has run out of blond hair dye as people have rushed to join a trend set by its baseball team, which advanced to the final of the World Baseball Classic.

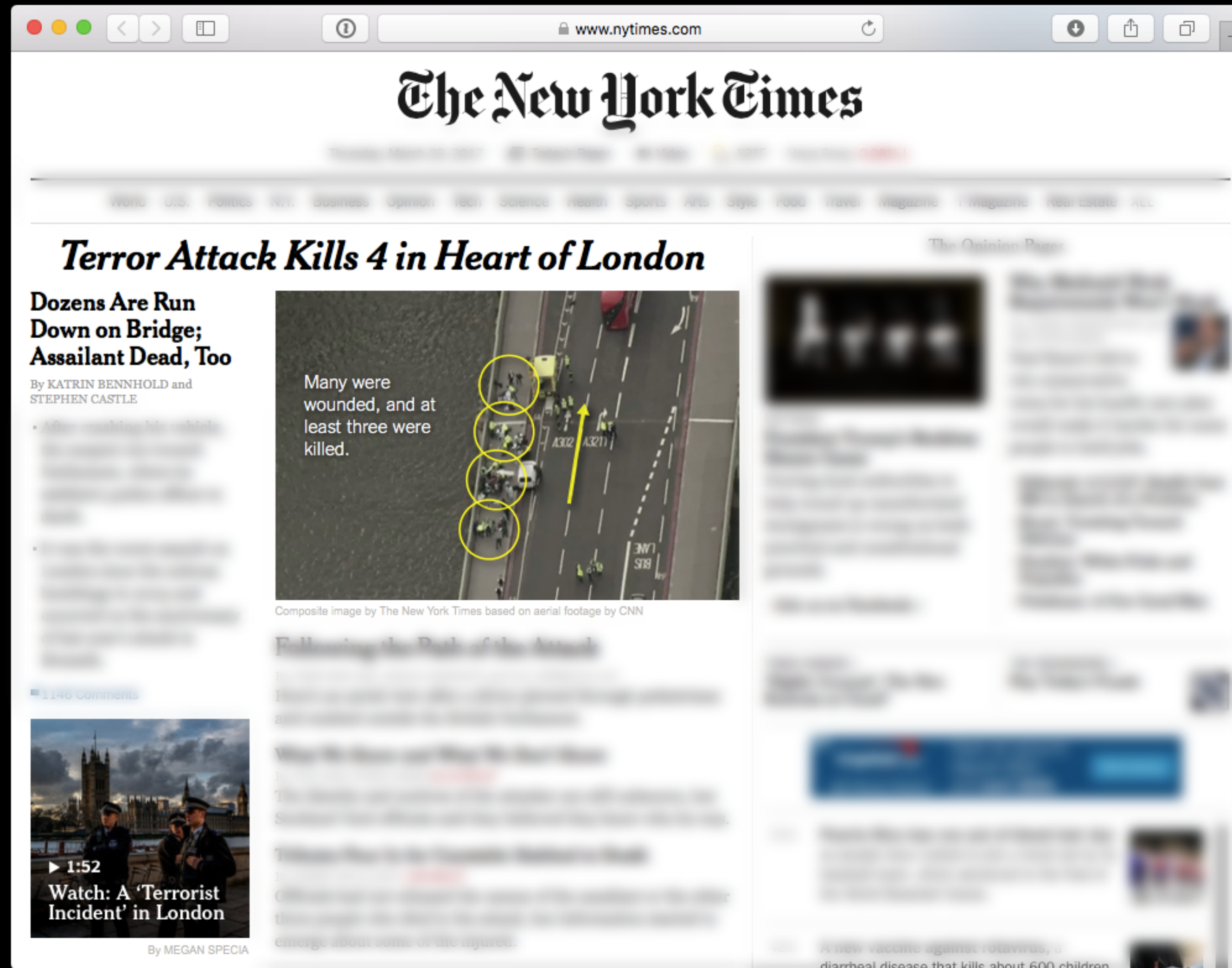


42m

A new vaccine against rotavirus, a diarrheal disease that kills about 600 children



What people see.



What we design for...

A screenshot of the New York Times website from Thursday, March 23, 2017, illustrating a user interface design process. Red arrows indicate the flow of a user's attention and interaction across the page.

The main headline is "Terror Attack Kills 4 in Heart of London". Below it, a sub-headline reads "Dozens Are Run Down on Bridge: Assailant Dead, Too". The article is by KATRIN BENNHOLD and STEPHEN CASTLE. The text describes the attack on the London Bridge and the subsequent investigation.

A composite image by The New York Times based on aerial footage by CNN shows the scene of the attack. Red circles highlight the path of the vehicle and the location of the victims. A caption below the image reads: "Many were wounded, and at least three were killed." Below the image, a section titled "Following the Path of the Attack" provides further details about the incident.

On the right side of the page, there is a section titled "The Opinion Pages" featuring an editorial by Paul Ryan titled "Why Medicaid Work Requirements Won't Work". Below this, there are links to other opinion pieces, including "Editorial: A.G.O.P. Health Care Bill in Search of a Problem" and "Bruni: Tweeting Toward Oblivion".

At the bottom of the page, there is a video player titled "Watch: A 'Terrorist Incident' in London" with a duration of 1:52. The video is by MEGAN SPECIA.

Red arrows trace a path from the main headline, through the sub-headline, to the article text, the composite image, and the video player. Other arrows point to the opinion section and the crossword puzzle link.

The reality:

www.nytimes.com

The New York Times

Thursday, March 23, 2017 | Today's Paper | Video | 52°F | Hang Seng -0.08% ↓

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

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1:52

The Opinion Pages

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Play Today's Puzzle

Capital One

Open an account, deposit \$10K+ and earn \$200.

Start Saving

360 Money Market™

23m

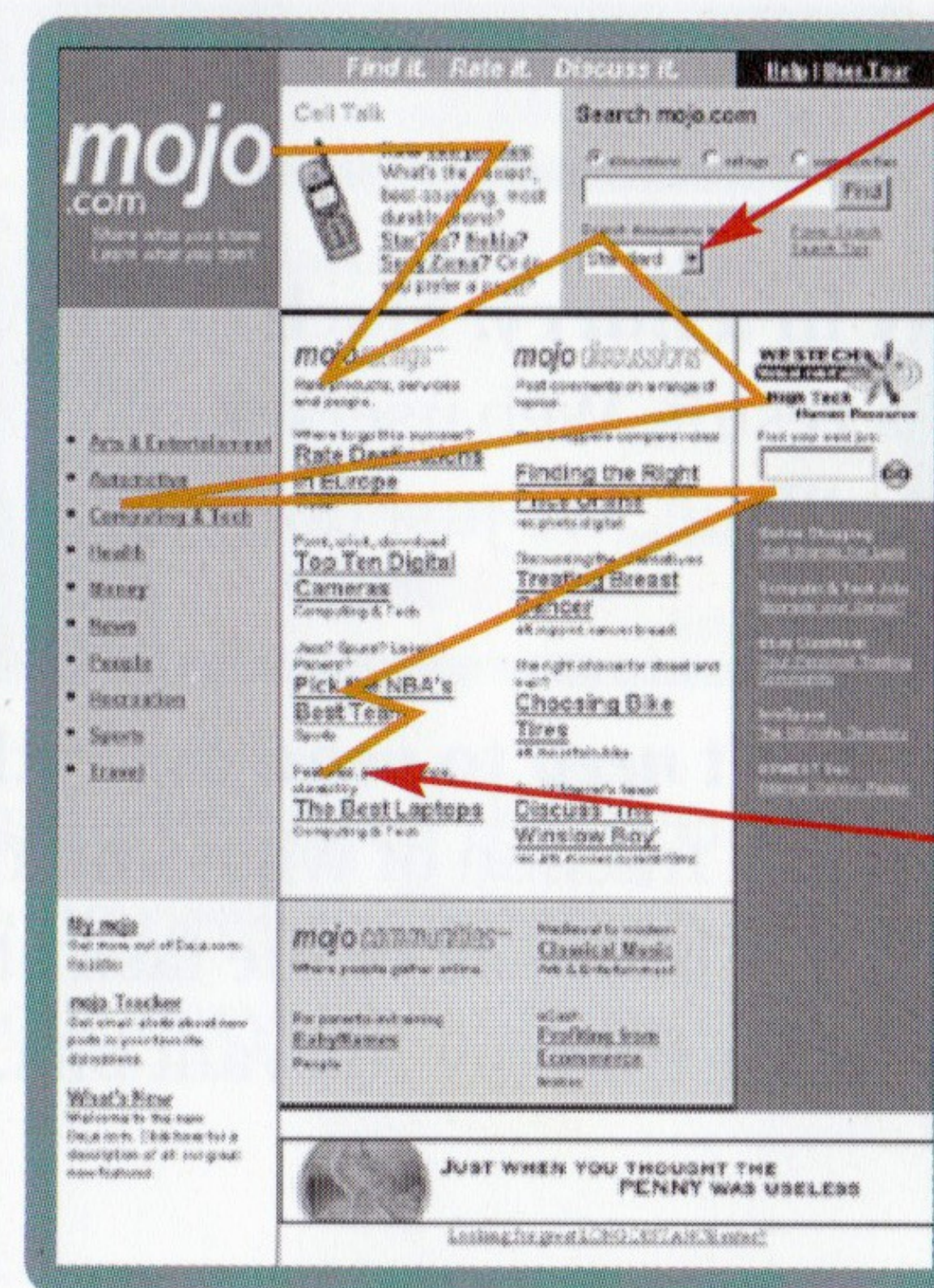
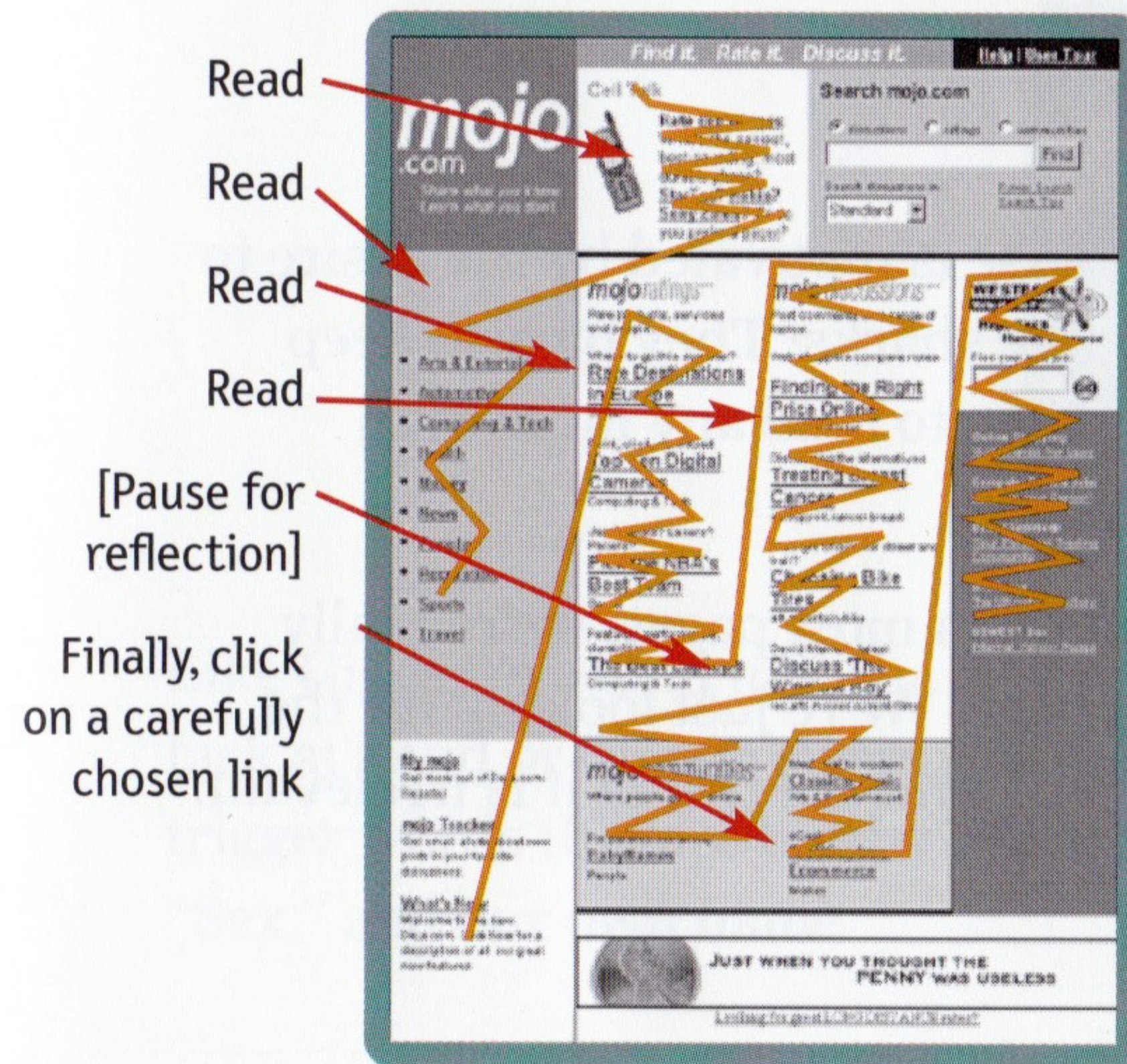
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42m

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WHAT WE DESIGN FOR... THE REALITY...



Why do we scan?

- **WE'RE IN A HURRY**

Web use is often motivated by the desire to accomplish a task. Web users tend to act like sharks: They have to keep moving or they'll die. They don't read more than is necessary.

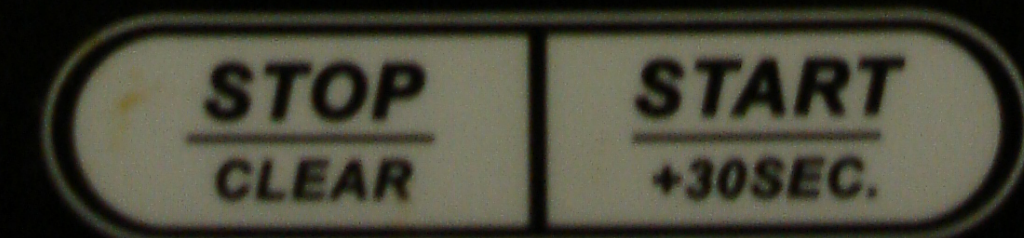
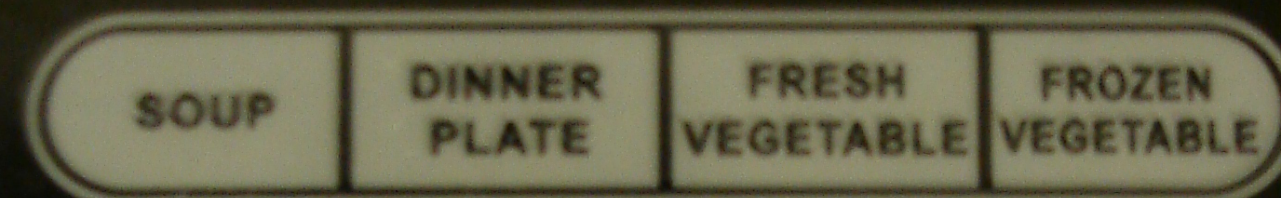
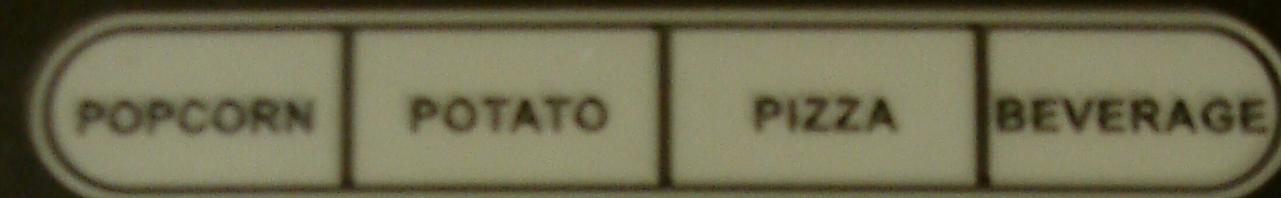
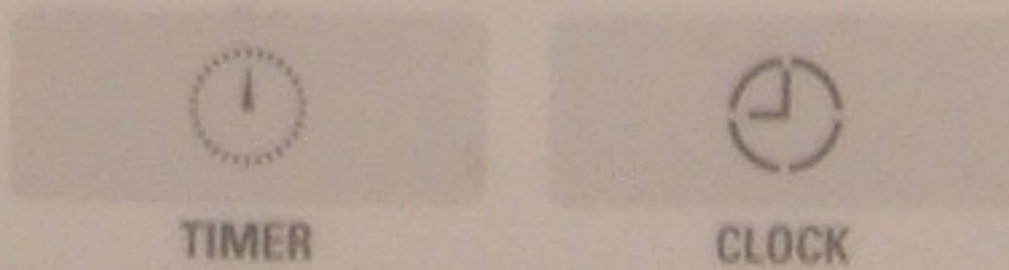
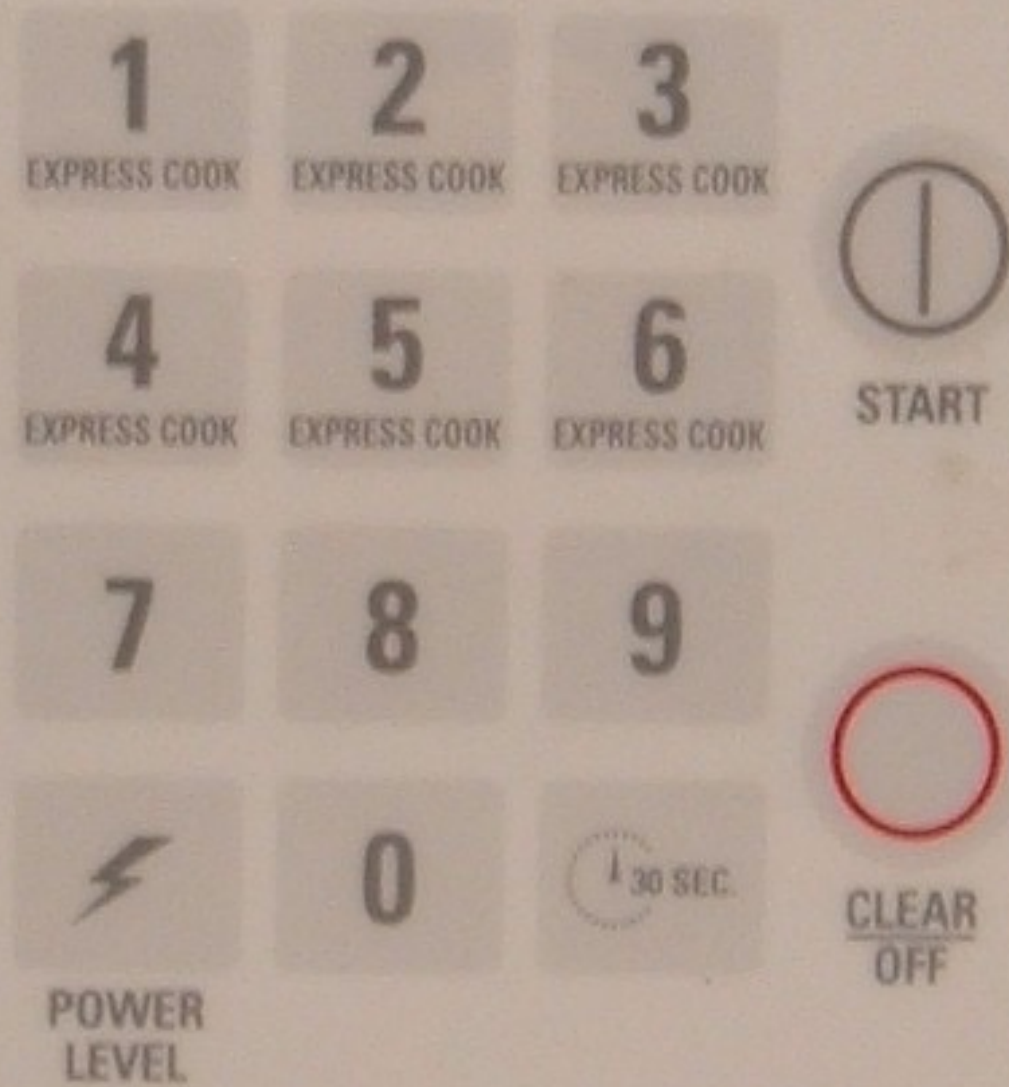
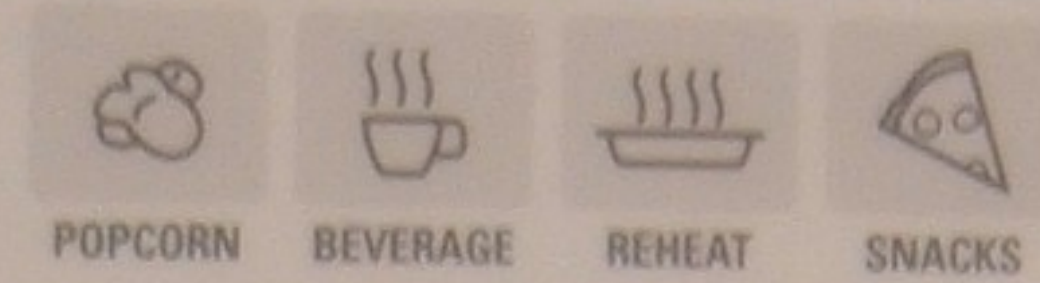
- **WE DON'T NEED TO READ EVERYTHING**

On most pages, we're only interested in a fraction of what's presented.

- **WE'RE GOOD AT IT**

We scan newspapers, magazines, e-mails, fliers to find the parts we're most interested in.

CUSTOM FUNCTIONS



We don't figure out how things work. We muddle through.

- **TRUE OF ALL TECHNOLOGY**

Web sites, software, household appliances. We use things all the time without understanding how they work. Few people read the instructions.

- **IF WE FIND SOMETHING THAT WORKS, WE STICK WITH IT**

Once we find something that works, no matter how badly, we tend to not look for a better way. (We might stumble upon a better way, but seldom look for one.)

- **NOT MUCH PENALTY FOR WRONG GUESSES**

Unlike firefighting, penalty is usually only a click or two to go back.

The Good News

Create a clear visual hierarchy

The more important something is, the more prominent it is.

This can be done with size, boldness, **color, or groupings**


Your design should be

C.R.A.P.

**Contrast
Repetition
Alignment
Proximity**


CONTRAST

COLOR




Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.


TO NE/VALUE



SIZE/SHAPE



DIRECTION

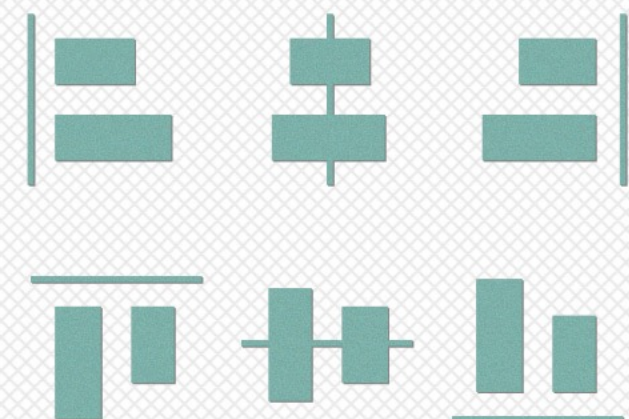


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To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PRINCIPLES of DESIGN

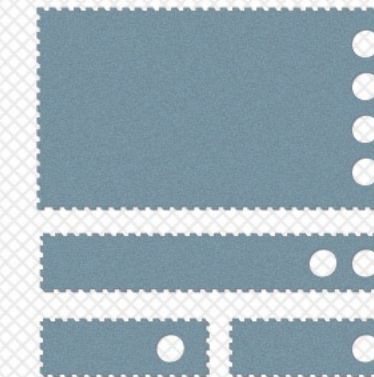
quick reference poster

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.



Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy *paper leaf* resource



**CCYC'S ANNUAL
GOOD FRIDAY FEATHER PARTY
APRIL 22, 2011**

FISH FRY: 4 p.m.

**WHOLE WALLEYE
PERCH
BAKED POTATOES
COLE SLAW
ROLL & BUTTER
DESSERT**

**FEATHER PARTY
I-PAD RAFFLE**

COMMODORE SPINS

CCYC Annual Good Friday

FISH FRY & FEATHER PARTY

**April 22, 2011
4pm–7pm**

- Whole Walleye and Perch
- Baked potatoes
- Cole slaw
- Roll & Butter
- Dessert

**Fish Fry starts 4pm; Feather Party at 7pm.
Includes iPad Raffle. The commodore will spin!**



Is this easy to read?

Is this easy to read?

CLOUDS OVER CUBA

THE CUBAN MISSILE CRISIS AND WHAT MIGHT HAVE BEEN

ENTER THE DOCUMENTARY



REAL-TIME CALENDAR



DOCUMENT DOSSIER



SYNC WITH MOBILE



CHAPTER SELECTION



FOLLOW JFK



© 2012 JOHN F. KENNEDY PRESIDENTIAL LIBRARY & MUSEUM. [TERMS](#) [P](#)

Real-world scenario

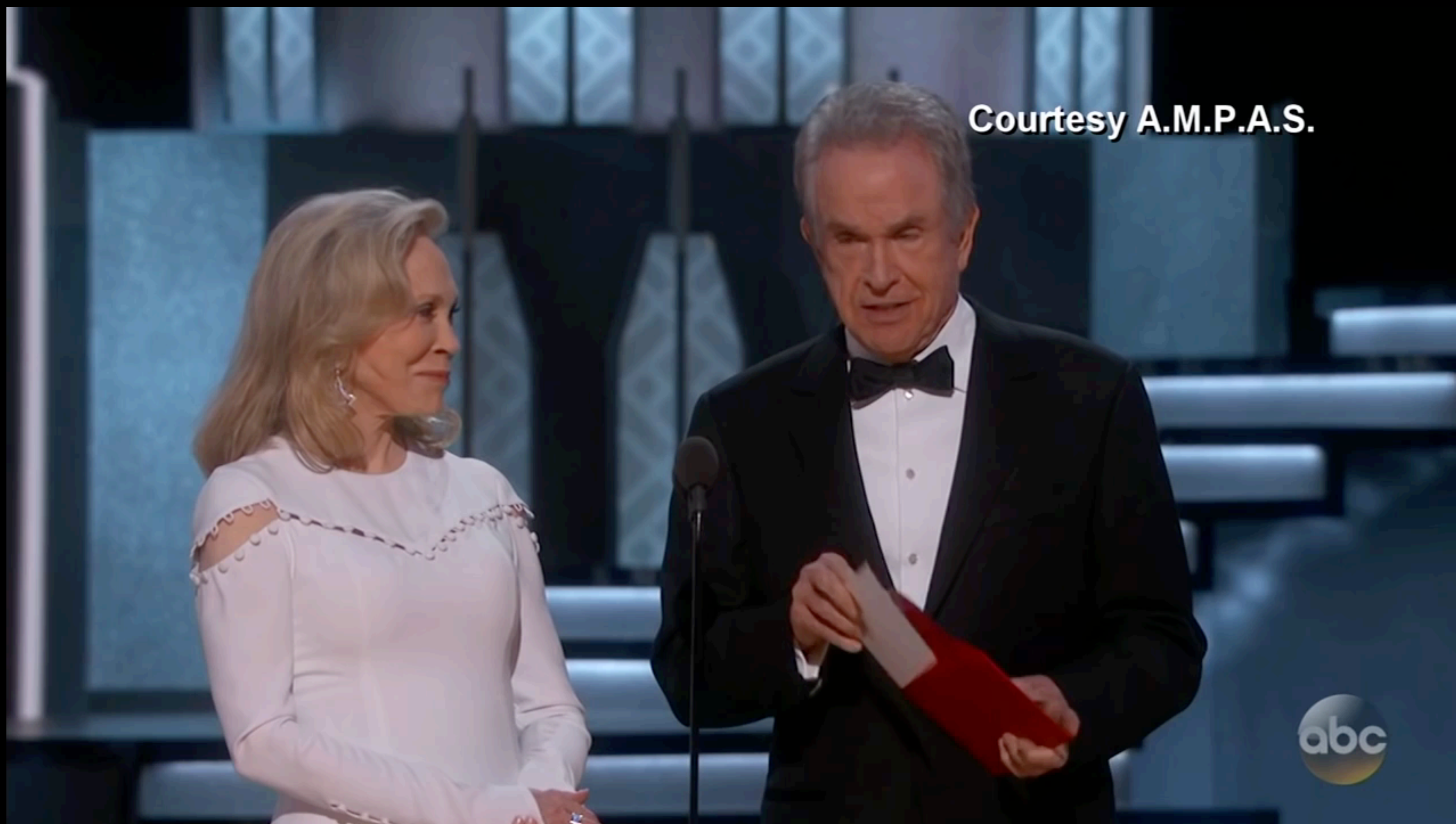
THE
OSCARS

EMMA STONE
"LA LA LAND", FILM

Best Actress



#EnvelopeGate



Courtesy A.M.P.A.S.



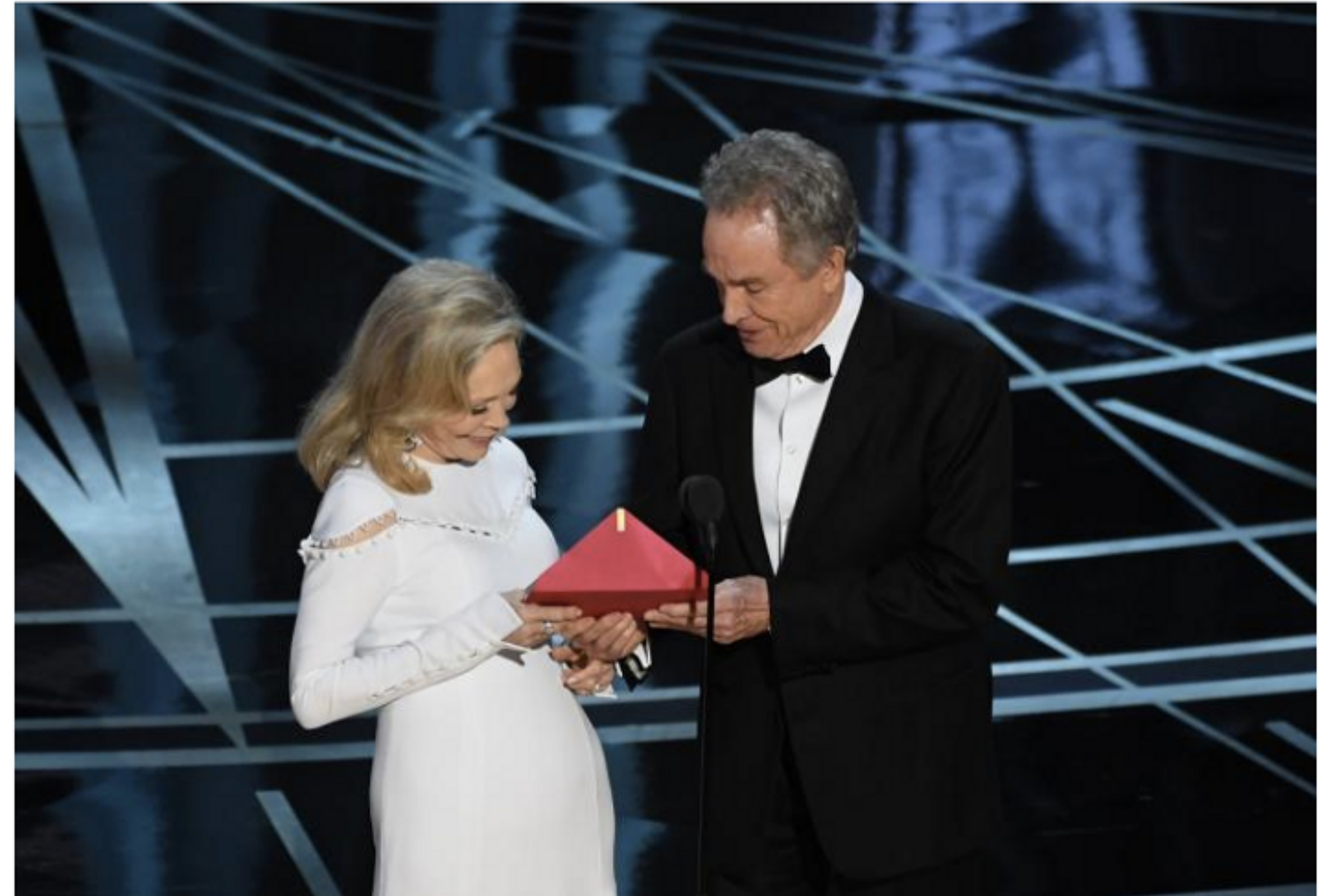
Courtesy A.M.P.A.S.



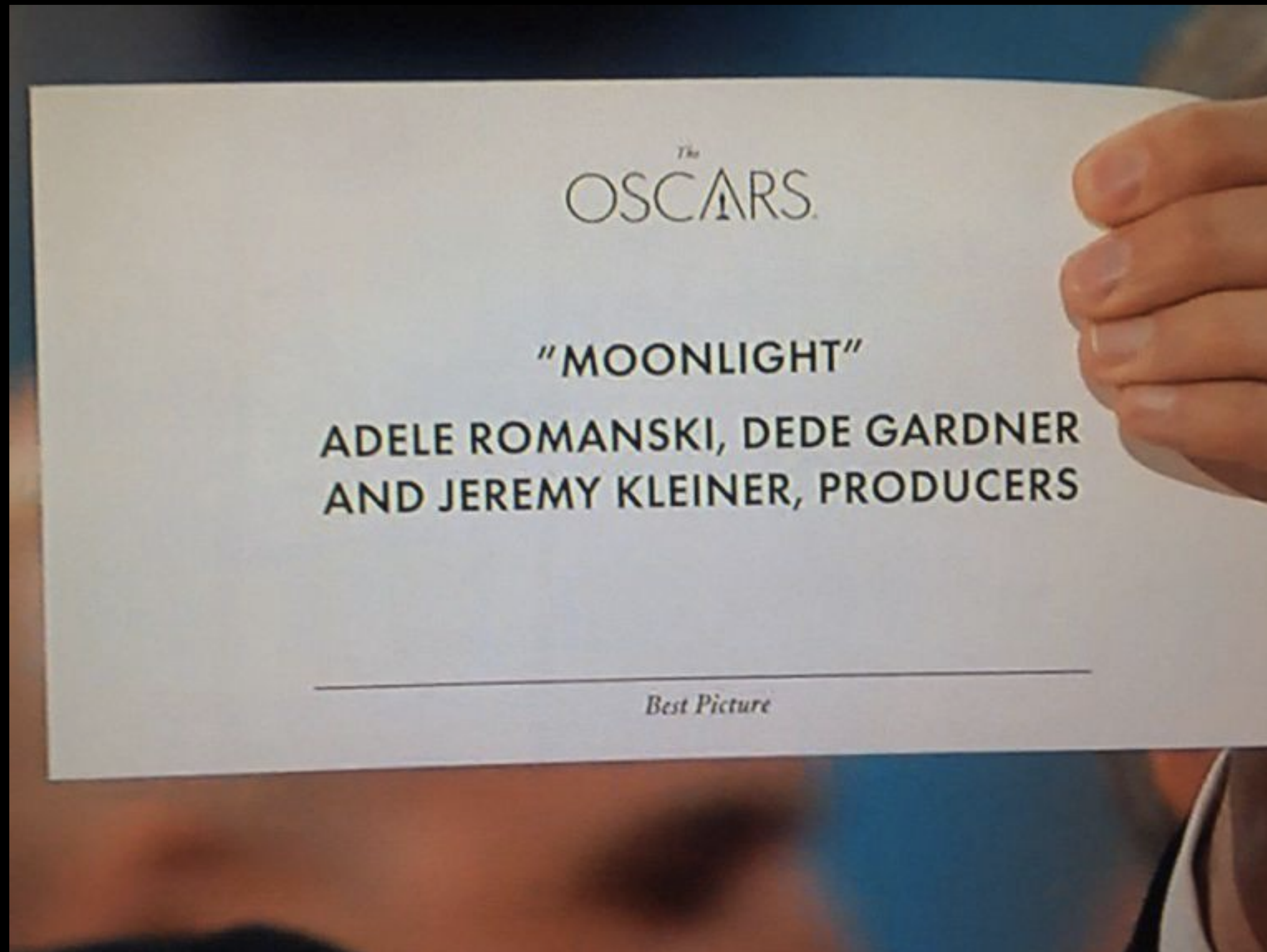
THE
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EMMA STONE
"LA LA LAND", FILM

Best Actress



What we're starting with





"MOONLIGHT"

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

on contrast

"If two items are not exactly the same, then make them different. Really different."

–Robin Williams, The Non-Designer's Design Book

"MOONLIGHT"

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

Header is essentially a logo. Ask, "does this help me solve my problem?"

MOONLIGHT

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

Add some contrast in the size.

MOONLIGHT

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

Add some contrast in the titles.

MOONLIGHT

PRODUCERS: ADELE ROMANSKI,
DEDE GARDNER AND JEREMY
KLEINER

Best Picture

Swap the descriptor, so that it's read first (unmistakable).

Best Picture

MOONLIGHT

PRODUCERS: ADELE ROMANSKI,
DEDE GARDNER AND JEREMY
KLEINER

**Move the footer it becomes the header, or most important part of card.
Make italics for further contrast.**

on repetition

"[Repetition] is a conscious effort to unify all parts of a design [by achieving consistency]"

–Robin Williams, The Non-Designer's Design Book

Best Picture

MOONLIGHT

PRODUCERS: ADELE ROMANSKI,
DEDE GARDNER AND JEREMY
KLEINER

Best Picture

MOONLIGHT

Producers: ADELE ROMANSKI, DEDE
GARDNER AND JEREMY KLEINER

The descriptors are in two different typefaces. The Award Category title is in Palatino Italic and the Producers title is in Futura Medium. Change them both to Palatino Italic.

Best Picture

MOONLIGHT

Producers: ADELE ROMANSKI, DEDE
GARDNER AND JEREMY KLEINER

Remember: contrast includes size, boldness, font, and **color**.

on alignment

**"Nothing should be placed on the page arbitrarily.
Every item should have a visual connection with
something else on the page."**

–Robin Williams, The Non-Designer's Design Book

Best Picture

MOONLIGHT

Producers: ADELE ROMANSKI, DEDE
GARDNER AND JEREMY KLEINER

Best Picture

MOONLIGHT

Producers
ADELE ROMANSKI
DEDE GARDNER
JEREMY KLEINER

Good alignment for tighter visual flow.

Best Picture

MOONLIGHT

Producers

ADELE ROMANSKI

DEDE GARDNER

JEREMY KLEINER

The problem with center alignment with multiple lines is that it creates jagged edges.

Best Picture

MOONLIGHT

Producers

ADELE ROMANSKI

DEDE GARDNER

JEREMY KLEINER

Left-align on a 12-column grid.

on proximity

"Group related items together. Items or groups of information that are not related to each other should not be in close proximity to the other elements, which gives the reader an instant visual clue to the organization and content of the page."

–Robin Williams, The Non-Designer's Design Book

Best Picture

MOONLIGHT

Producers

ADELE ROMANSKI

DEDE GARDNER

JEREMY KLEINER

Move similar elements closer together.

Best Picture

MOONLIGHT

Producers

ADELE ROMANSKI

DEDE GARDNER

JEREMY KLEINER

THE
OSCARS.

Insert a monkey wrench, without disturbing the card's overall harmony.

Best Picture

MOONLIGHT

Producers

ADELE ROMANSKI

DEDE GARDNER

JEREMY KLEINER

THE
OSCARS

Lighten logo to keep it minimal, and not crowding the visual flow too much.

THE
OSCARS.

EMMA STONE
"LA LA LAND", FILM

Best Actress



Best Actress
EMMA STONE

Film
La La Land

THE
OSCARS.

**Apply this in everything you
do...**

To: Faculty
From: Curriculum Committee
Date: December 4, 2012
RE: First Year Student Advising

As a policy, the UC Berkeley Graduate Division includes mentoring as an element of best practices for each college, school and department, "Effective mentoring must be built on a commitment to providing every student with individual access to professional, collegial and supportive guidance throughout their enrollment in graduate program at UC Berkeley."

Faculty advising plays an important part in laying the groundwork for student mentoring. The Curriculum Committee would like to bring the Journalism School into compliance with its mentorship responsibility by reactivating student advising.

Informal advising has been underway at the school, but it needs a formal structure to assure that no first-year is left behind. As outlined below, the framework will facilitate a smooth transition for first-year students to the spring semester, when a number of the permanent faculty members will be away. The following structure will be communicated to all first-year students to aid them in their advising during the spring semester.

1. J200 faculty will remain as advisers for their J200 students. This is an advising relationship that the student carries with them throughout their J-School career.
2. As students pursue their interests in particular media, they may seek out the following permanent faculty members as warranted:
 - Paul Grabowicz or Richard Koci Hernandez advise students interested in Multimedia.
 - Joan Bieder, Bob Calo or Jon Else advise students interested in Television or Documentary.
 - Susan Rasky or Deidre English advise students interested in Long Form Writing.
 - Bill Drummond advises students interested in Radio.
 - Ken Light advises students interested in Photography.
3. Lecturers are a resource for all students interested in the lecturer's areas of expertise, but the primary responsibility for advising lies with permanent faculty members.
4. As Associate Dean, Joan Bieder continues in her current roll with academic affairs and addresses all academic issues that cannot be resolved between instructors and students.
5. Master's Project Adviser selection for the current first year students is scheduled to take place during March and April of 2013 under the supervision of Associate Dean Bieder.

The advising and mentorship responsibilities of faculty are explained in detail in this website

<http://grad.berkeley.edu/policies/guides/appendix-11-best-practices-for-faculty-mentoring-of-graduate-students-approved-by-the-graduate-council-march-6-2006/>

##



Joanne Straley

to First, Ben, Kara, me, Michele, Richard, Christopher, Janice, Joan, david ▾

Hello First Year Students!

(There is ALOT of information in this email, with many important deadlines. Grab a coffee/tea and take some time

**The Kaiser Fellowship and Merit Fellows information and applications are ready
the intranet.** <https://intranet.journalism.berkeley.edu/awards/>

Or--Go to INTRANET/MISC/STUDENT HANDBOOK/ SECOND YEAR FUNDING INFORMATION for details.

Here is the funding timeline as discussed at our meeting last week:

- March 1--Release of Kaiser Application and Fellows Application
- March 2 - FAFSA Renewal Due (priority deadline, don't panic if you miss it, but don't delay. You will need to submit a FAFSA Report) as part of your merit applications if applying).
- **March 14 - Applications due for Fellows**
- **March 18 - Application due for Kaiser**
- April 8 - Decision for Fellows and Kaiser complete
- April 15 - Application for J-Peers released
- April 22 - Application for J-Peers due
- May 1 - Decision for J-Peers announced

As discussed (go to the intranet for full details):

1. **The Kaiser Fellowship**--The Kaiser Fellowship for reporting on disparities in health and health care access in the U.S. includes a semester salary of about \$2,500 and a reporting stipend. The process requires a reporting proposal. Details on intranet.

2. **School Merit Fellows** - Each student will be able to apply for any position that is of interest. Positions include a semester salary of about \$2,500, and a semester salary of about \$2,500. We anticipate 14-18 positions for next year. Full details will be provided on the intranet. Positions include: Audio, New Media, Video/Doc, J200, Equipment Manager, IRP.



Is Your Resume CRAP?

Published on January 27, 2016



Allen Ehlert | [Follow](#)



3



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Before we begin, let's have a moment of silence in remembrance of all those poor souls who have wasted their lives culling through mountains of horrible, blah-blah-blah resumes in a vain attempt to find that needle in haystack.

If you've ever been similarly tortured, you know exactly what I'm talking about. I'm not talking about resume content; I'm talking about what resumes physically look like —They should look like CRAP!

Not a C.R.A.P.
resume. But maybe
a “crap” one.

Joe Average Resume

200 Any Road, AnyPlace, AnyCountry

Telephone: (999) 999-9999

Email: JAR@ISP.com

Business Profile

A self-managed and result-oriented Project Manager/Engineer with six years of experience in Project Management, Estimating, FRP/Bid Development, Contract Negotiation/Administration, Budgeting, Warranty Management, Product Development/Launch, Training/Development, Crew Supervision, Technical Support and Client Relations. Experienced in managing large scale industrial and commercial projects with value of up to \$5 million. Proven ability to identify business opportunities and provide the management and technical expertise to sales representatives to achieve revenue targets. Strategic manager with strong interpersonal, communication, problem solving and decision making skills. Ability to establish and maintain strong alliances; lead and motivate teams; drive projects to successful completion; convey complex technical requirements/data; exceed customer expectations and achieve fiscal bottom-line results.

ACCREDITATION/LICENSES/EDUCATION

2007	Licensed Financial Planner
2006	Licensed Investment Representative with Options (Ontario)
2004	Canadian Investment Manager Designation (CIM)
Active	Fellow of the Canadian Securities Institute Designation (FCSI)
2003	B.A Degree in Business Administration (Gujarat University)

PROFESSIONAL EXPERIENCE

RBC WORLD MARKETS, Toronto, Ontario

Senior Regional Director, Financial Risk Management and Control, 2008 - Present

- Direct and manage all aspects of project development and implementation (OMARK) for front-line and back office FX, Treasury and Derivatives Products reporting system
- Oversee the Senior Risk Policy Setting Committee (Markets and Trading Risks), providing guidance in the formulation of market risks reporting guidelines and procedures with emphasis in interest rates risk (DV01) and volatility risks (vol, delta, and convexity) for Interest Rate Swaps, Interest Rate Options, Swaptions and Currencies options
- Coordinate trading positions with 200 Traders on a daily basis to analyze and measure risk exposures against compliance guidelines

jennifer cheng

Profile

Extensive experience in
Marketing, Public Relations,
Account Management, and
Client Services.

Education

Parsons The New School for Design.
AAS Degree in Graphic Design
2008 – 2010

New York University.
Bachelor of Arts in Sociology
2002 – 2004

Skills

Adobe Photoshop | Adobe Illustrator
Adobe InDesign | Dreamweaver
Adobe Acrobat | HTML | CSS
WordPress | Microsoft Word
Excel | Powerpoint
Entreourage | Photography



647.919.8208

jc1258@gmail.com

richlikecream.com

Experience

Dimensions | Toronto, Canada

Web Designer | 2010 – Present

Manage the development of creative solutions through visual communication. Lead the design and implementation of corporate portals, websites, and web-based applications. Produce web interfaces, layouts, site graphics, and other branding elements such as corporate logos. Work closely with clients to align design objectives with marketing goals and target audiences. Collaborate with developers on front-end coding to meet project requirements and deliverables.

To Japan With Love | Toronto, Canada

Public Relations and Marketing Consultant | May 2011

Provided public relations and marketing services for To Japan with Love, a non-profit organization founded to raise funds for victims of fallout from the recent natural disasters in Japan. Secured national and local coverage for the organization's main fundraising event in publications such as The National Post and Now Toronto. Directed communications between media and the organization's founder. Assisted with event planning and coordination of the organization's main fundraising event: gallery opening night and exhibit.

Marvel | New York, NY

Design Intern | Spring 2010

Developed branding and design elements for licensing based on popular comic book characters including Spider-Man, Iron Man, and Captain America. Produced design concepts for collateral and promotional material of major motion films, including Iron Man 2, Thor, and Captain America. Created style guide content, including systems of identity marks, patterns, and motifs for product packaging and other commercial use.

YARD | New York, NY

Design Intern | Fall 2009

Coordinated branding and advertising campaigns for fashion and luxury brands including LeSportsac, Kenneth Cole, Frye, and Equinox. Directed the build and implementation of photography layouts for use in advertising.

HoneyMag.com | New York, NY

Design Intern | Spring & Summer 2009

Developed and executed design concepts for print and web media. Contributed to the production of homepage graphics, weekly newsletter, and online advertising. Responsibilities also included photography for the firm's media kit.

The Berman Group | New York, NY

Senior Account Executive | 2007 – 2008

Independently managed major client accounts with leading major construction, building design, and real estate firms. Worked directly with clients to develop creative marketing campaigns and secure press opportunities. Organized special events involving up to 3,000 attendees at large capacity venues such as Lincoln Center. Directed the production, branding, and marketing of collateral materials. Supervised and trained new account executives and marketing interns.

MSL Productions | New York, NY

Executive Account Manager | 2006 – 2007

Independently managed major client accounts, including New Balance, Pepsi, Adidas, and Nine West. Directly supervised the expedited production of multiple media-related projects, including special events, installations, trade show exhibits, and other interactive marketing campaigns across the nation. Managed production budgets in excess of \$500K. Cited as one of the firm's top performers.

Lions Gate Films | New York, NY

Publicity Intern | Summer 2005

Assisted in general administrative duties, public relations, marketing and sales, product distribution, event planning, and coordination of film premiers. Coordinated communication between talent and publicity executives.

Sixty-USA | New York, NY

Publicity & Marketing Intern | 2004 – 2005

Assisted in general administrative duties, public relations, marketing and sales, product distribution, event planning, and coordination of film premiers. Coordinated communication between talent and publicity executives.



Steven Stevenson

Web Designer

mobile +44 772 555 321
email steven@misterstevenson.com
web misterstevenson.com



friendlyleopard.com

Senior Webdesigner

June 2007 Responsible for the visual design and HTML/CSS
– present templating for a social media site where people discuss their unusual pets.
Mentoring and guiding interns and junior team members. Overseeing and coordinating design of marketing materials.

Flying Banana Labs

Webdesigner

April 2006 Worked on several large web campaigns, developing
– June 2007 visual concepts and final designs for clients like *Nike*, *Burton Snowboards* and *Just for Laughs Festival*.
Worked closely with the web development team to ensure technical feasibility and correct design implementation.

Golden Kangaroo Interactive

Junior graphic/web designer

Nov 2005 Worked on a major site redesign for *Nivea.com*
– April 2006 producing design templates, illustrations and a set of icons used throughout the site.
Designed and animated Flash Banner campaigns for several clients including *Aussiehair* and *Bet 365*.

misterstevenson.com

Freelance Designer

2005 Worked on a multitude of web and corporate identity
– present projects for a wide variety of clients.
Providing identity and stationary design, webdesign, HTML/CSS development and WordPress integration (content management system).

Computer Skills

Adobe Creative Suite
Expert level

Flash
Expert level in design and animation, basic knowledge of ActionScript 3

Flexbuilder
Good working knowledge

Dreamweaver, Coda, Textmate

Hand coding CSS/HTML
Compatible with IE6, IE7 and standards compliant browsers

JavaScript /jQuery
Good working knowledge

Integration of styling into
Ruby on Rails, Flex 3 and PHP
(WordPress).



Interests

Snowboarding
Repairing watches
Drawing caricatures
Japanese culture



“Steven is a highly creative

STEVEN STEVENSON



www.misterstevenson.com

23 Warton Road

(44) 772 555 321

Newham, London

E15

UK

» EMPLOYMENT

June 2007–present Senior Web Designer

Friendlyleopard.com

Was responsible for the CSS/HTML and the coordination of marketing materials for this social media site where people discuss their unusual pets.

2006-present Freelance

- Blue Duck Recruit (www.blueduckrecruit.com)
Designed the identity, business card, website, and crafted the user experience.
- Evildog.com (www.evildog.com)
Designed the identity, business card, website and developed the HTML/CSS.

April 2006 – June 2007 Web Designer

Flying Banana Labs

Was responsible for the design and HTML/CSS as the web designer for this digital agency. Clients included Nike, Burton Snowboards, and the Just for Laughs Festival.

» EDUCATION

Bachelor of Fine Arts in Graphic Design

London College of Communication
London, UK

» PROFESSIONAL SKILLS

Photoshop
Illustrator
InDesign
Flash (Actionscript)
CSS/HTML
Flexbuilder
Javascript (jQuery)

Integration

Ruby on Rails
Flex 3
PHP (Wordpress)

Resume design tips

- **MAKE IT A SUMMARY**
Needs to tell an employer (at a quick glance) the most relevant details. It should fit on one page.
- **KEEP IT SIMPLE, UNDERSTANDABLE**
Don't over design it, or make it too complicated to understand. Simple is best.
- **LEAVE SOME DETAILS OUT**
This isn't your life history. Your job at the corner store 10 years ago may not matter.
- **MAKE IT PERFECT**
Spelling counts. Copy edit your stuff.
- **MAKE IT PRINTABLE**
Many HR departments print out materials. Avoid gaudy colors or textured backgrounds.
- **SHOW YOUR PERSONALITY**
Judiciously add a little flare. Photographers/writers/radio/video/new media ornaments.

Concision

Omit ~~needless~~ words

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machines no unnecessary parts.

— William Strunk, Jr. and E.B. White, *The Elements of Style*

Happy talk must die

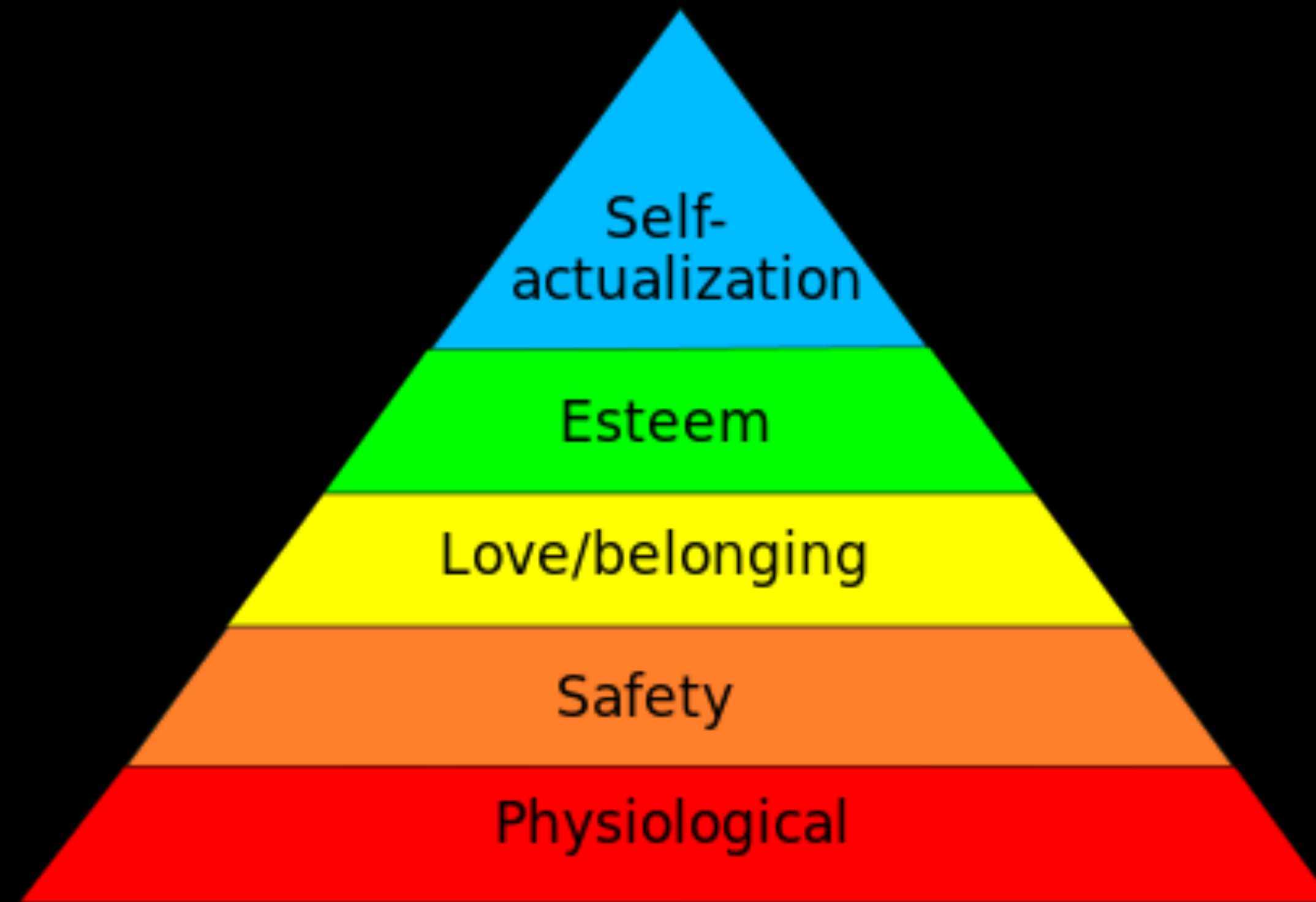
Thank you for agreeing to take this brief survey. The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take you 2-3 minutes to complete.

At the bottom, you can choose to leave your name and phone number. You may be contacted in the future to participate in a survey to help us improve the site.

Happy talk must die

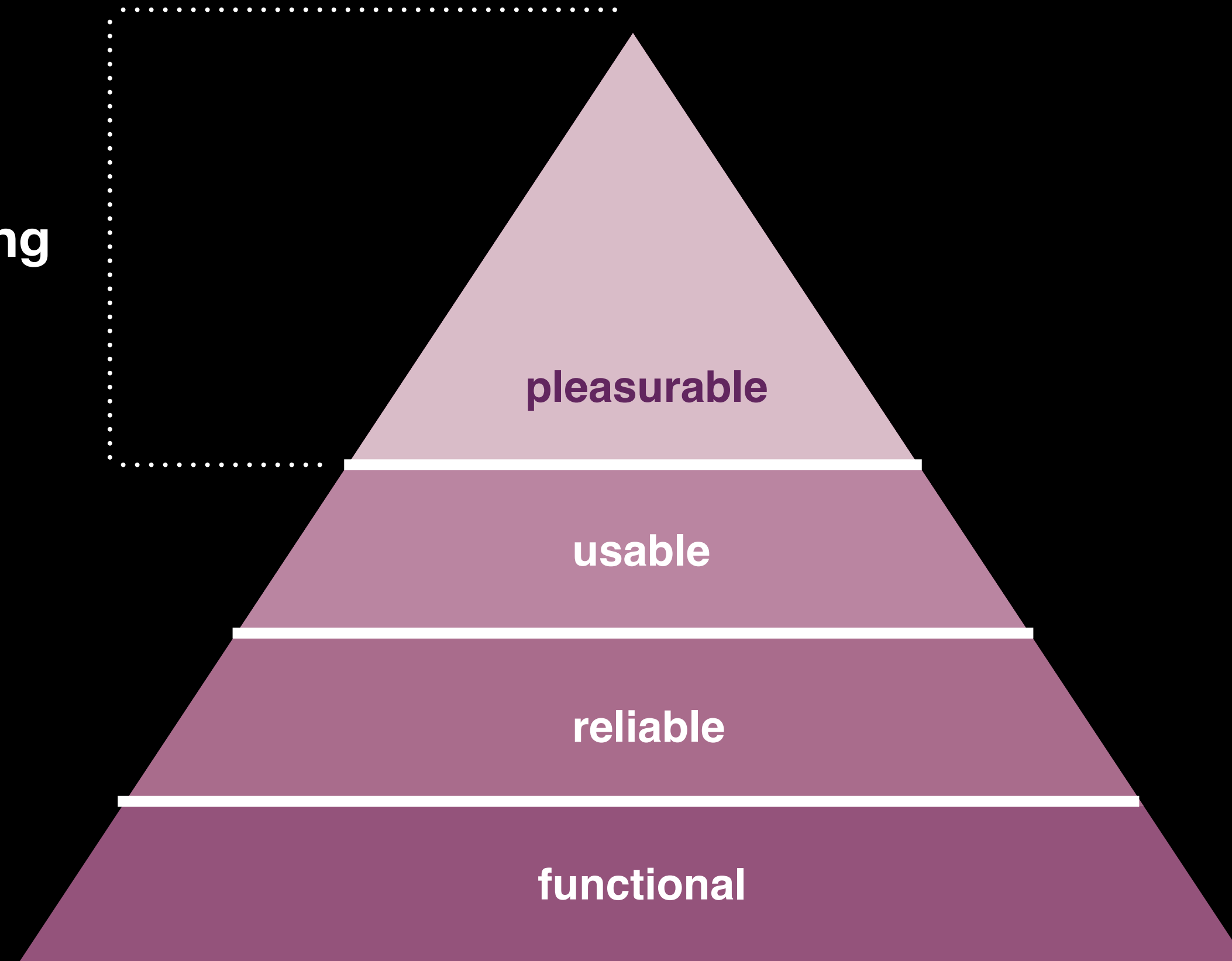
Please help us improve the site by answering these questions. It should only take you 2-3 minutes to complete this survey.

Maslow's Triangle



Abraham Maslow in his 1943 paper "A Theory of Human Motivation"

missing



pleasurable

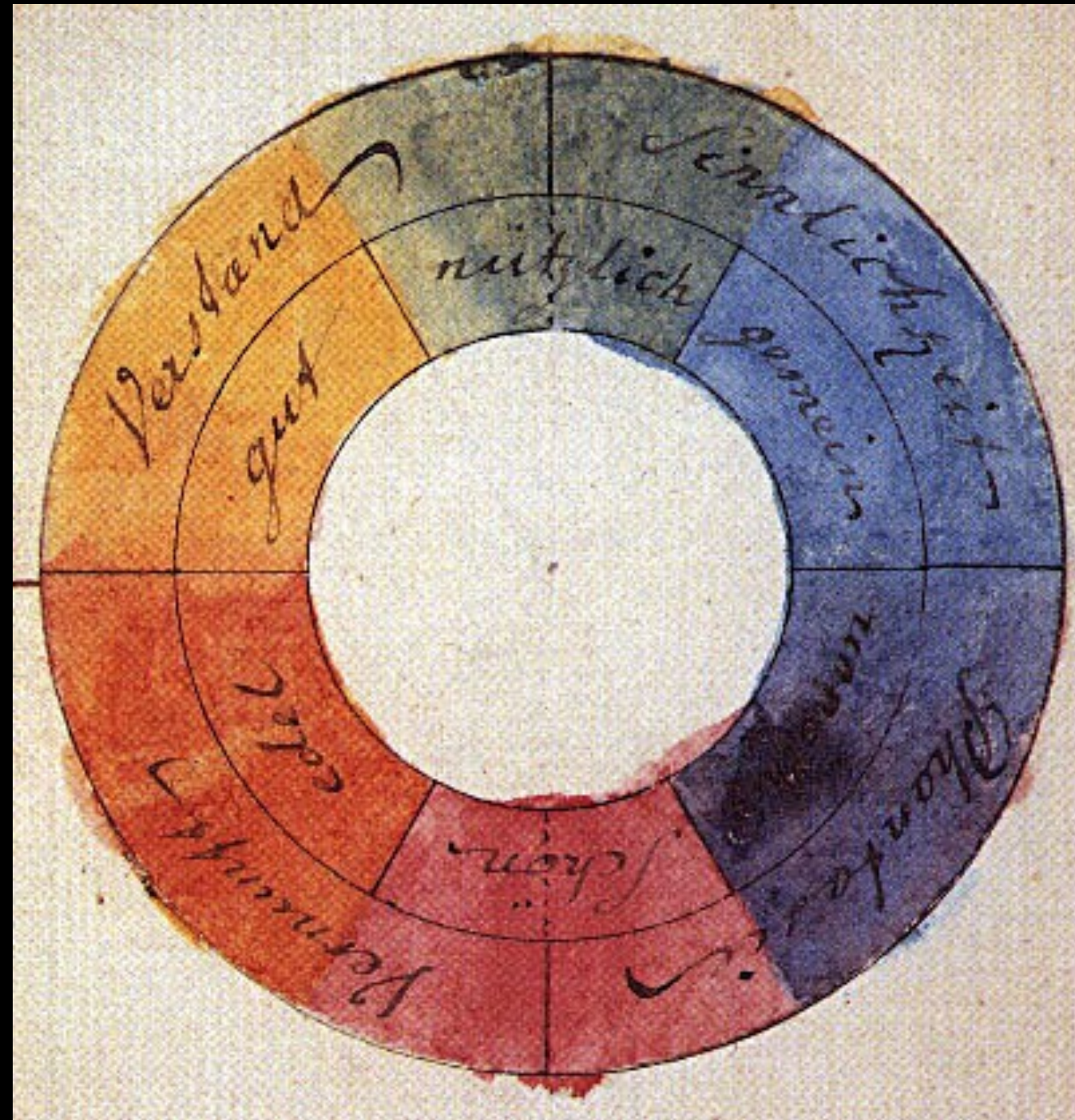
usable

reliable

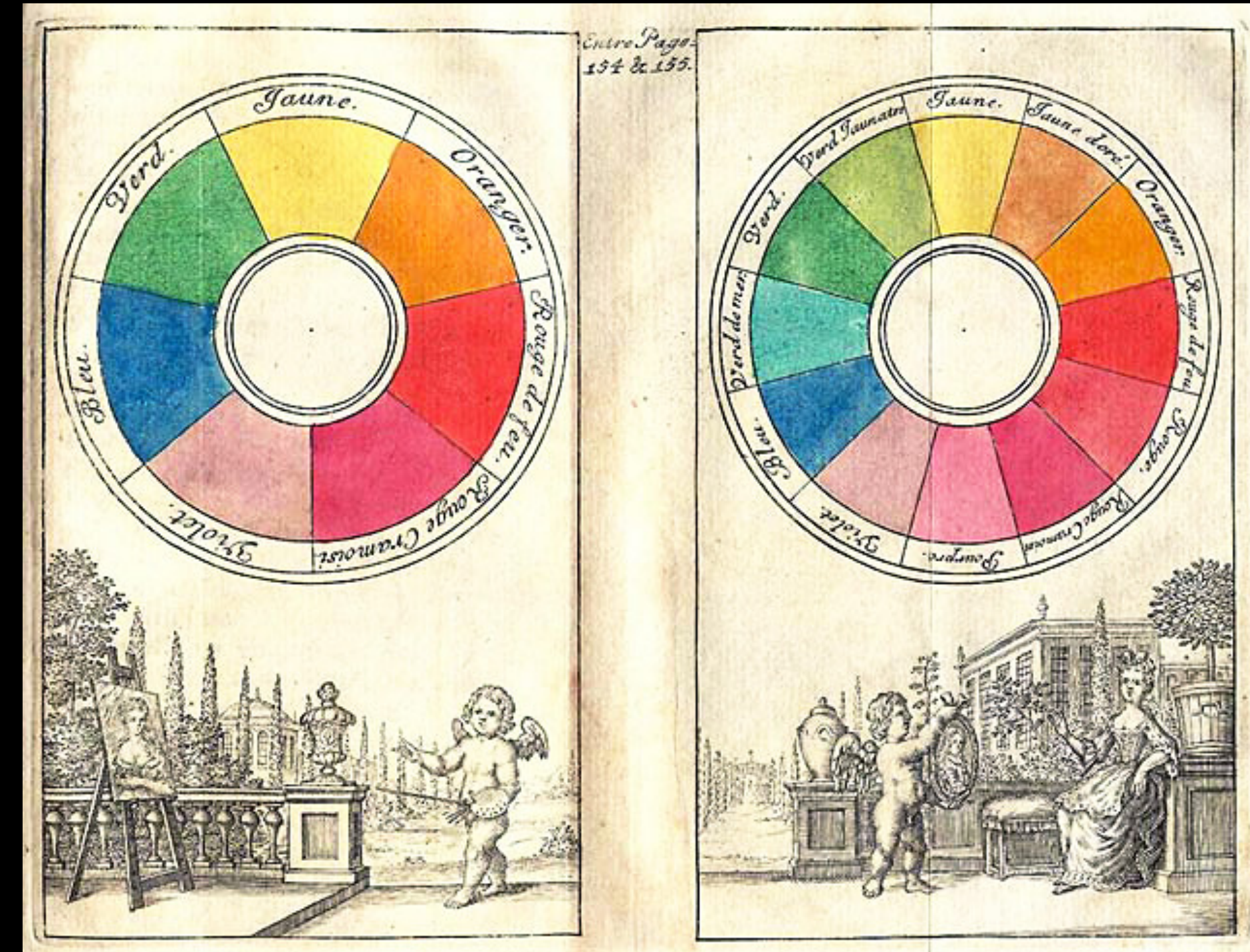
functional

Aaron Walter in Designing for Emotion

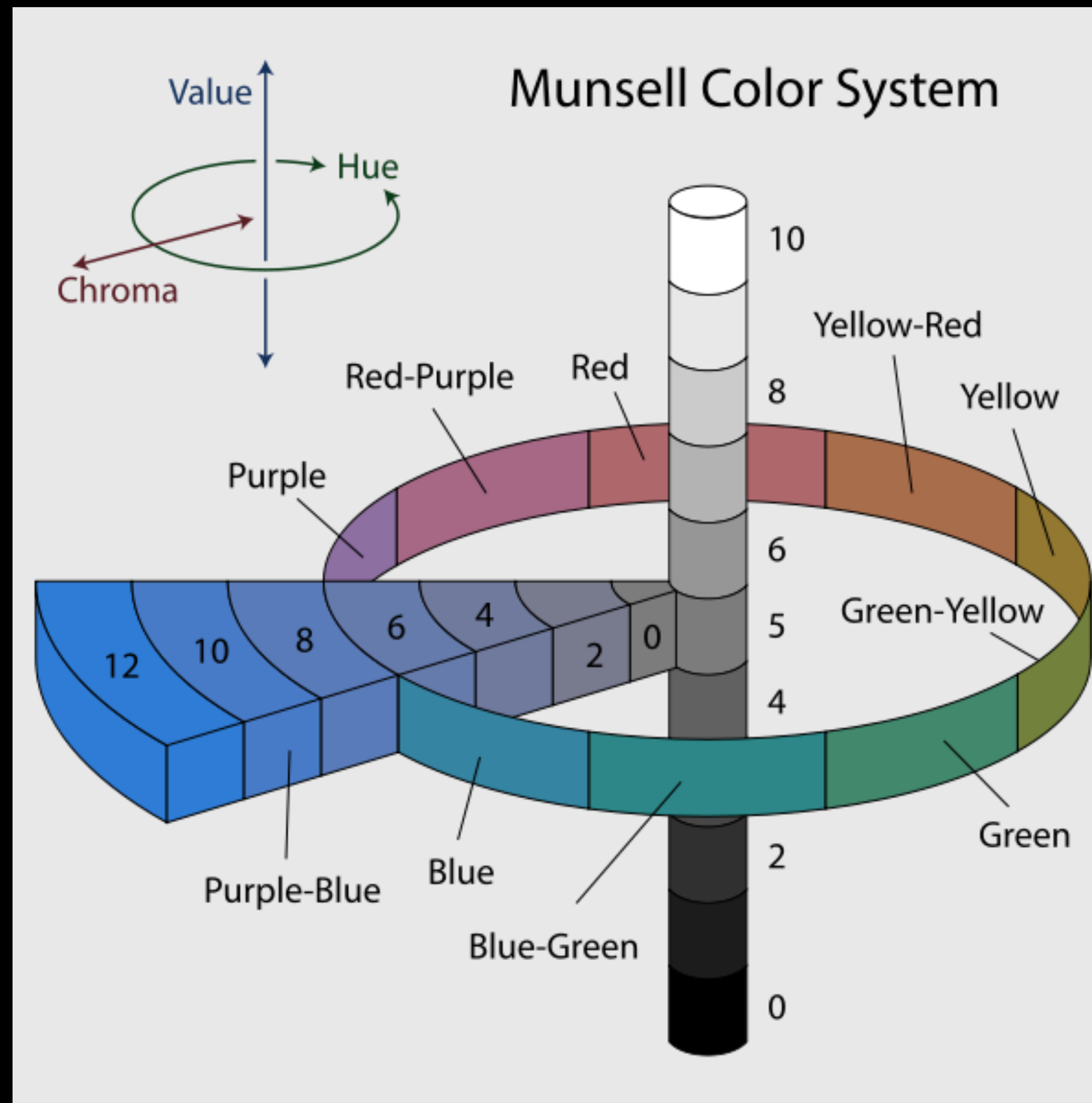
Color Theory



Goethe's color wheel from his 1810 Theory of Colours



Boutet's 7-color and 12-color color circles from 1708



Saturation

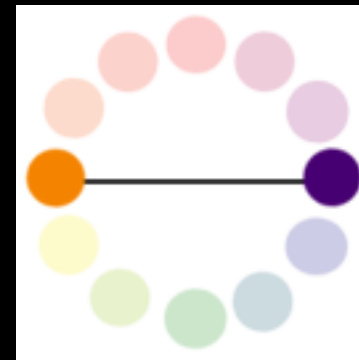
How vivid a color is (more saturated means more brilliant, mid-saturation is pastel, no saturation is gray)

Hue

The color on the color wheel.

Lightness

On a scale from black to white, or how bright/dark the color is



**Complementary
colors**



Analogous colors



**Triad (secondary)
Colors**



Tertiary colors

<http://paletton.com/>

Reds are passionate, energetic & confident.

Oranges are warm, cheerful & creative.

Yellows are bright, lively & optimistic.

Purples are imaginative, elegant, royalty

Blues are trustful, harmonious & calm.

Greens are peaceful, refreshing & natural.

Calm, modern, clean

In China

Joy, government, wealth, increase

Royalty, perfection

Emperor, earth, political, middle/center

Misfortune

Life, hope, aging, misfortune

Life, vitality, greed, decrease

Modern, dull, cheap

COLOR EMOTION GUIDE



Typography



sans-serif

serif

Serif sans-serif

Serifs are easier to read long text, like in books or long articles. Serifs are an **authoritative, serious font**.

Sans-serifs are easier to see at a glance. Sans-serifs are generally more modern, minimalistic.

Display Fonts

HERCULANUM
PHOSPHATE

Noteworthy
Snell Roundhand

Zapfino

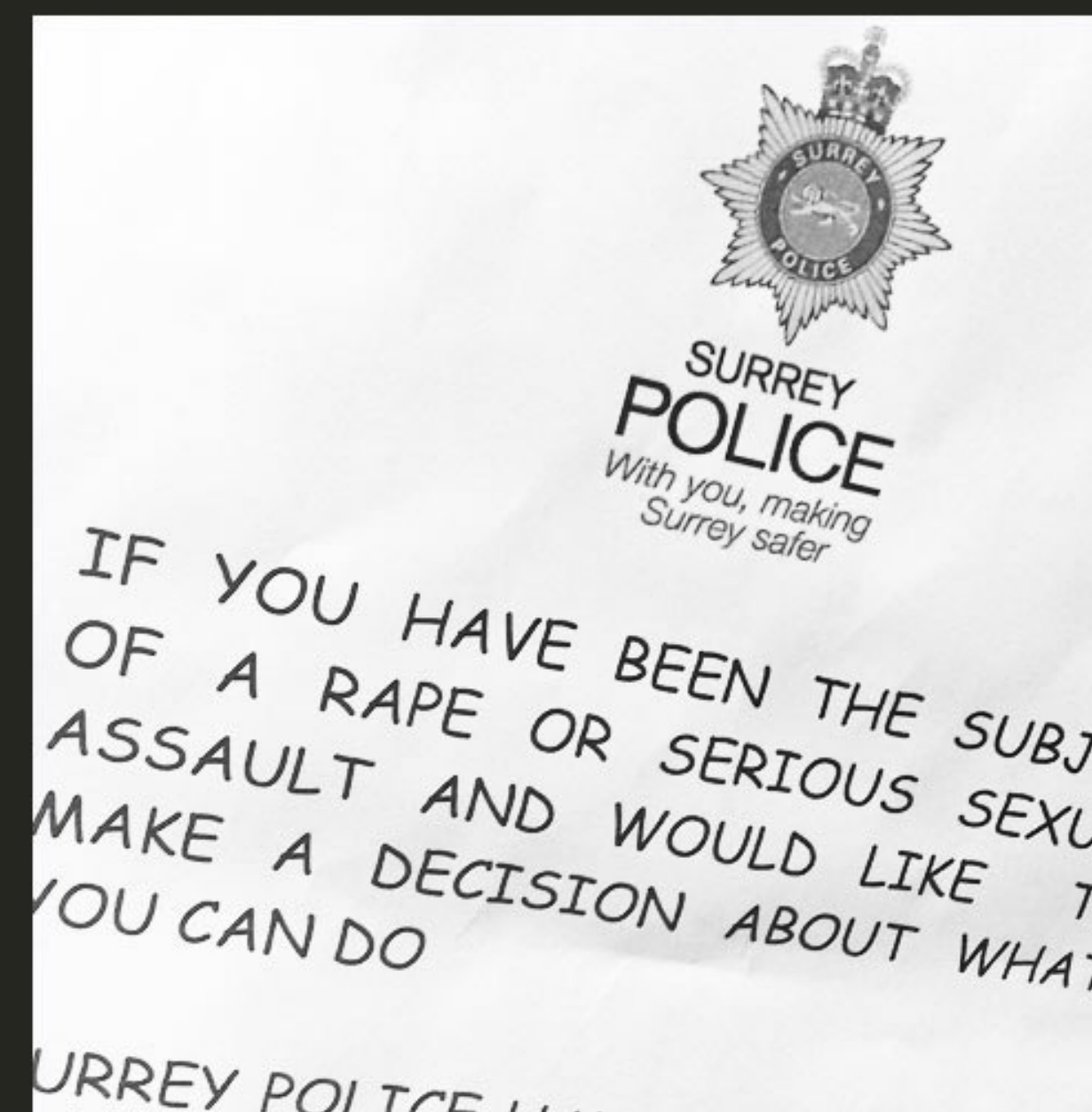
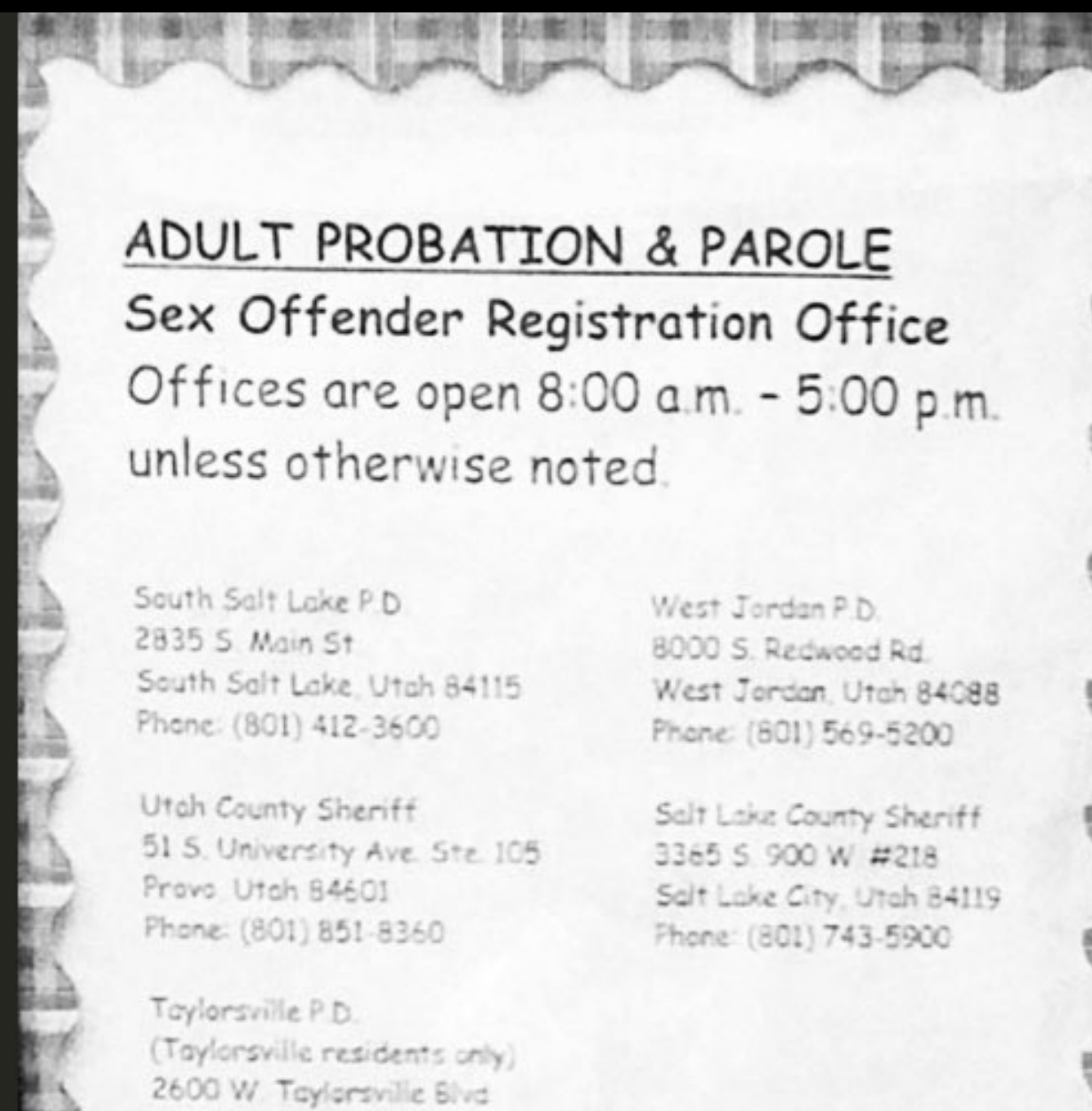
Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

**ALL FONTS HAVE
PERSONALITY & A PURPOSE**

Comic Sans Criminal



Dear Jimmy,

**You are invited to my super-
awesome castle birthday party fun
day, in Times New Roman. Are you
excited?**

Timmy

Dear James,

It is with my deepest regret that I write to inform you that our test results indicate that you have disease X.

Dr. Tim

Font pairings



Nis Jo

The image displays the text 'Nis Jo' in a serif font. Each character is accompanied by a light gray shadow and a dark gray outline. Small black circles are placed at key points on the letters: the top of the 'N' stem, the bottom of the 'N' stem, the top of the 'I' stem, the top of the 's' bowl, the top of the 'J' stem, and the top of the 'O' bowl. These circles likely represent alignment or kerning points for the font pairing.

Font pairings

<http://justmytype.co/>

<http://fontpair.co/>

<http://www.typegenius.com/>

<http://www.typeconnection.com/>

Steal like an artist

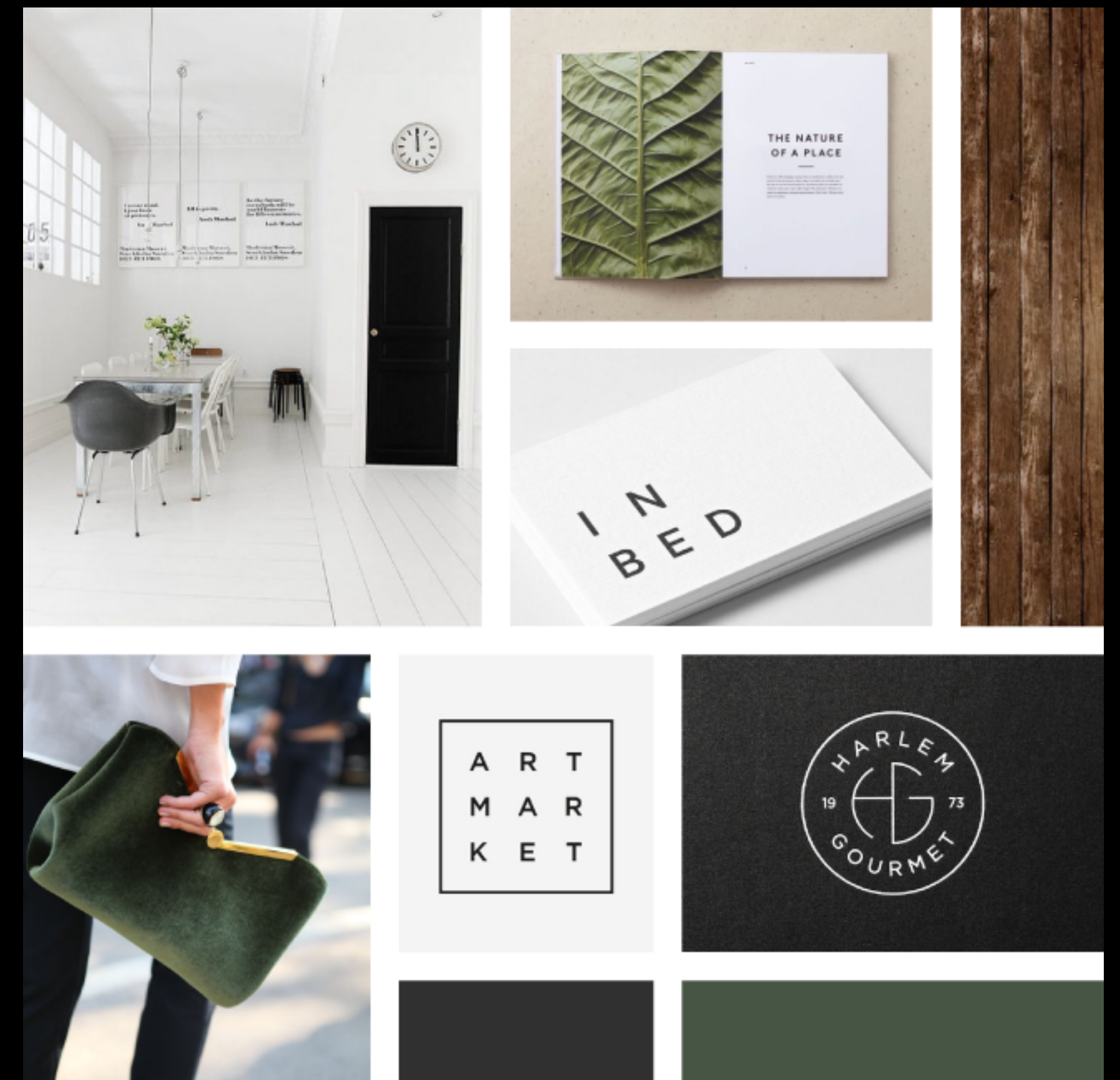
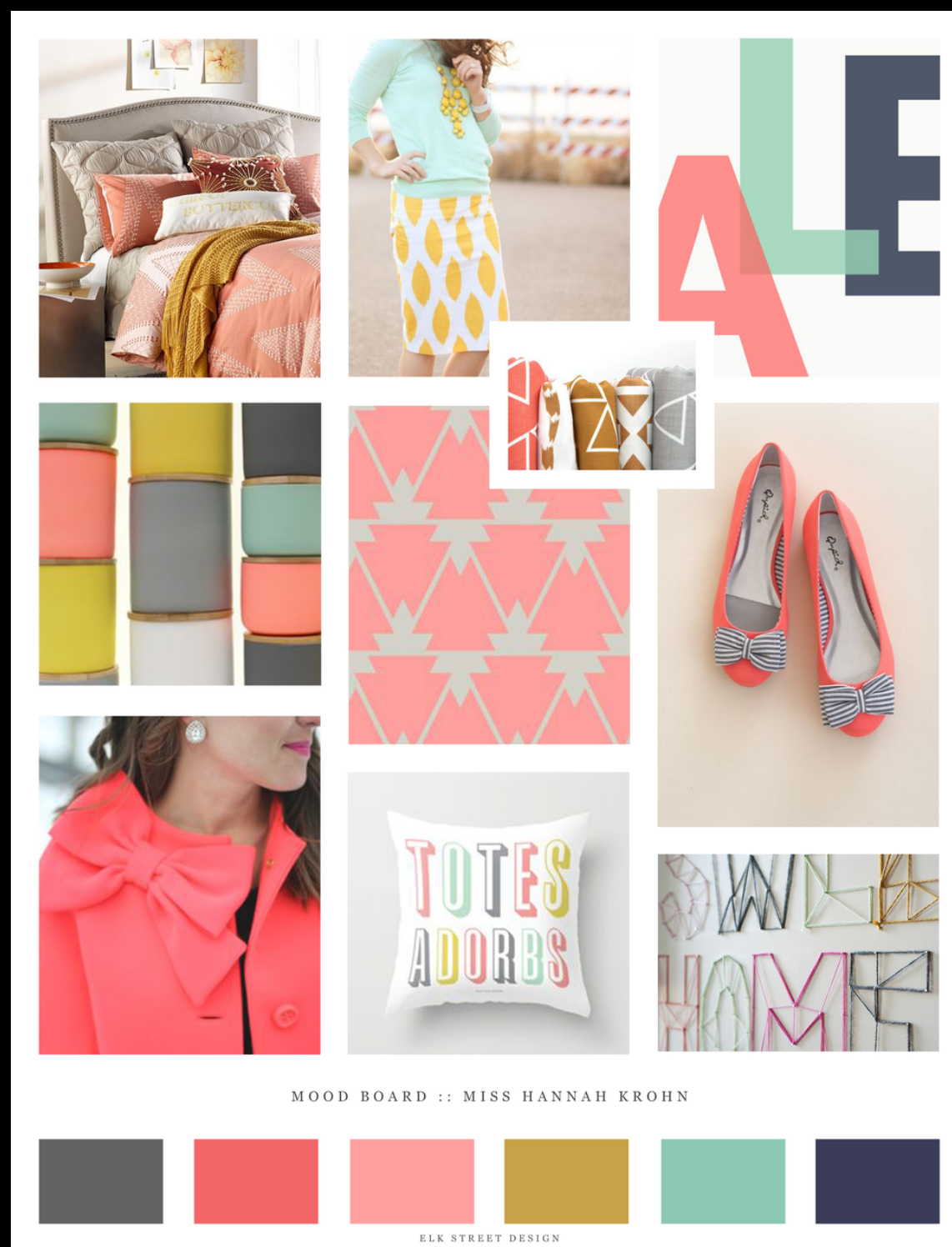
Points of inspiration

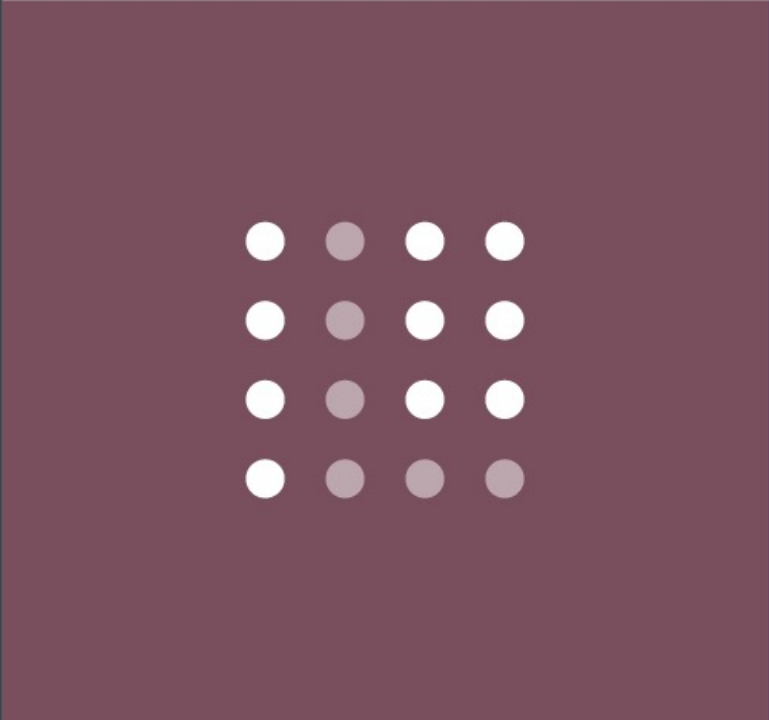
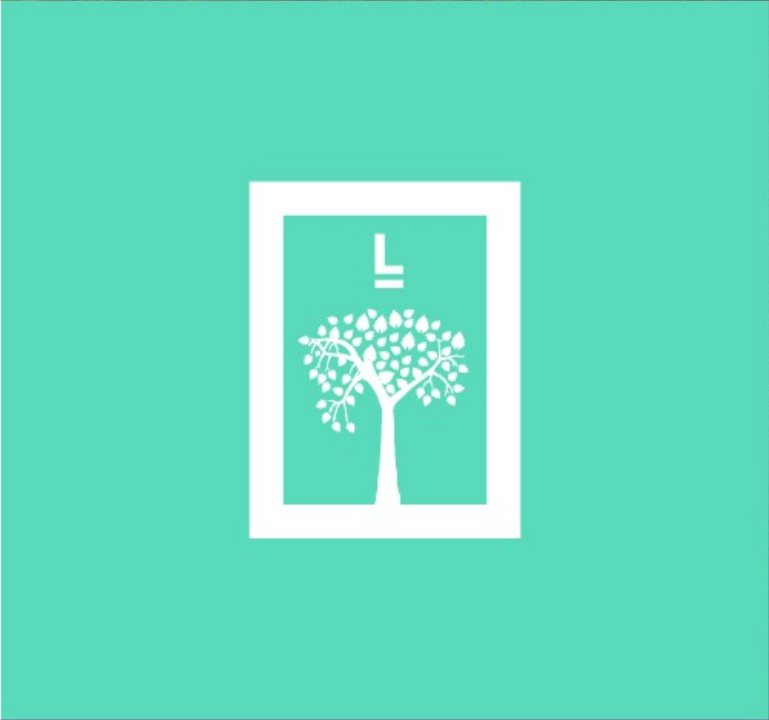
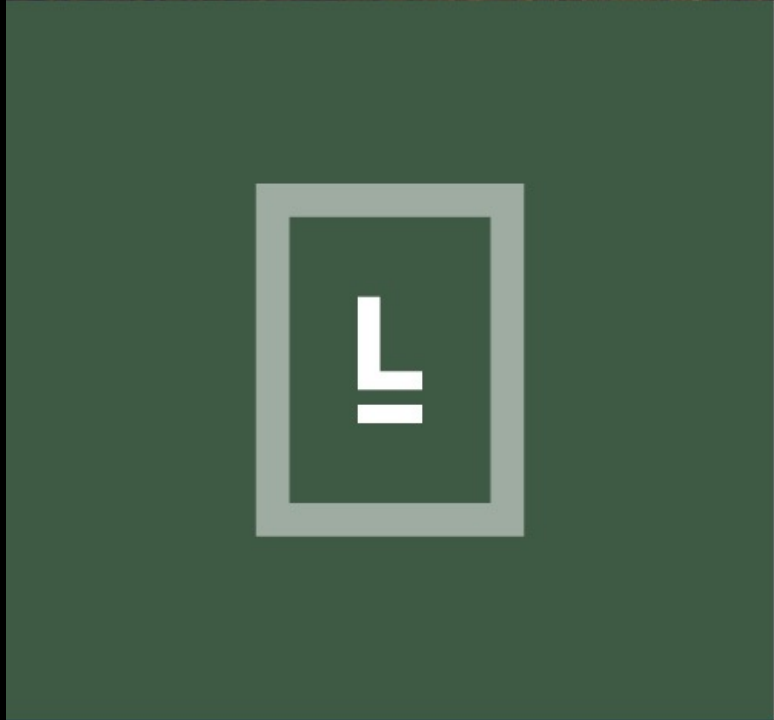
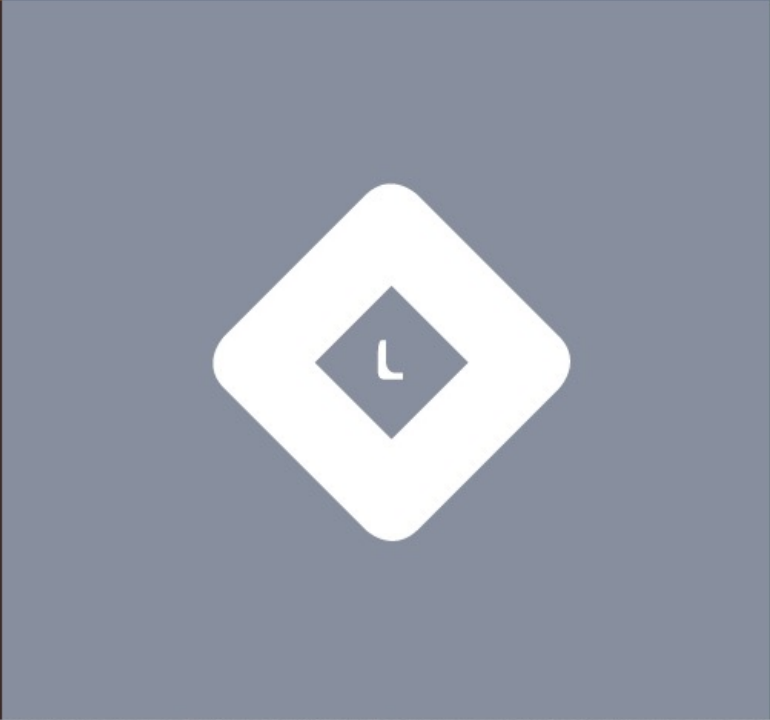
- [GraphicRiver.net](https://www.graphicriver.net)
- [veer.com](https://www.veer.com)
- [VideoHive.net](https://www.videohive.net)
- [sidebar.io](https://www.sidebar.io)

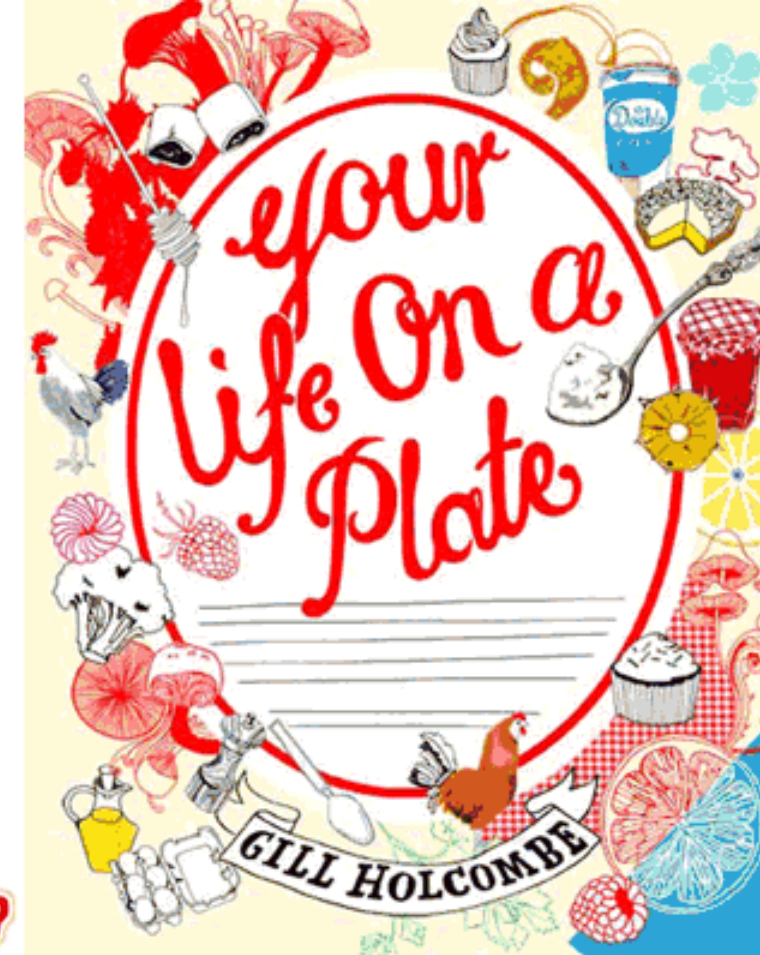
Design Workflows

Research
Sketch
Gather
Mock-up
Build

It always starts with inspiration.







THE RATION

THE RATION



the Ration



the Ration



THE Ration



The Ration

The Ration

The Ration



1.



2.



3.



4.



5.



6.



7.

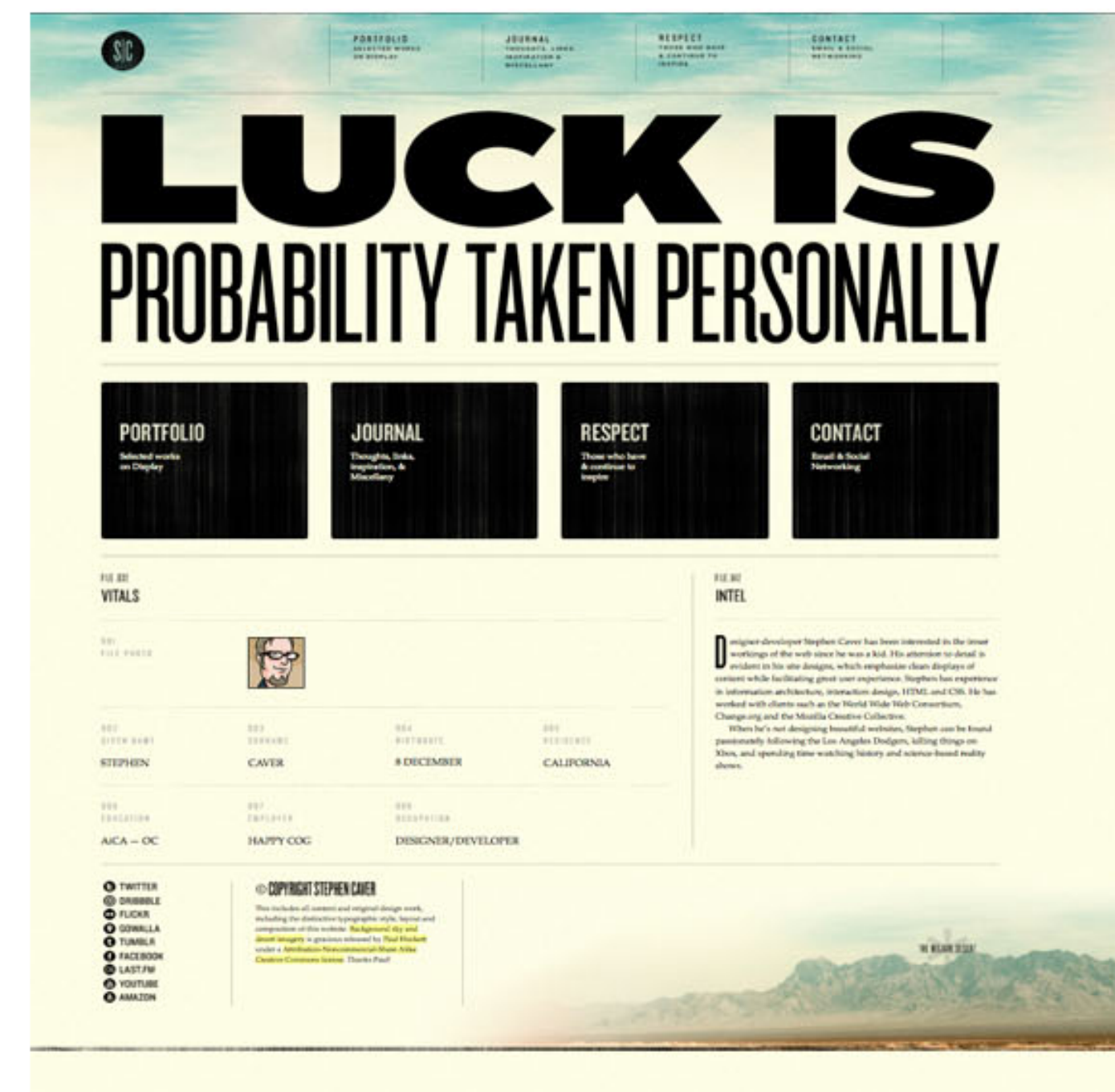
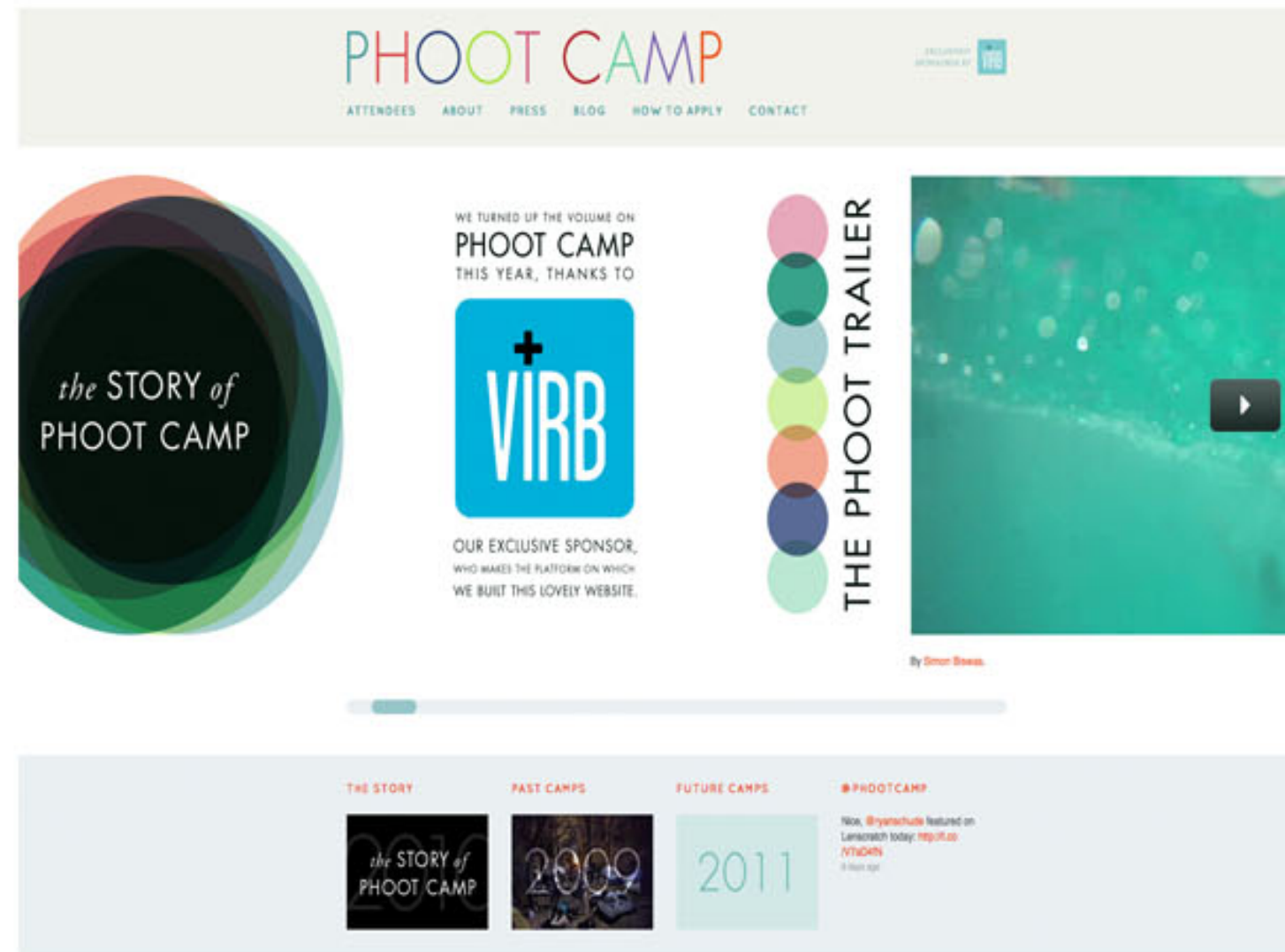


8.



9.

sites



THE RATION IS A FOOD ETC. MAGAZINE

THE RATION : FOOD NEWS



the Ration NEWS TO EAT TO



RATIONAL THOUGHT

THERATION 

THE **RATION**
NEWS IN THE TIME OF FOOD

theRation vinegar 

THE **RATION**


THE RATION THE RATION

THE RATION



THE RATION

THE RATION

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THE RATION THE RATION

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THE RATION THE RATION

THE RATION

the Ration



Stone Sans OS ITC TT

#38: Futura®
family of 20 fonts from Adobe

the Ration

#44: Monroe +WEB
family of 2 fonts from Sudtipos

the Ration

#45: Avant Garde Gothic®
family of 20 fonts from Adobe

the Ration

Niland-SmallCaps.ttf

the Ration

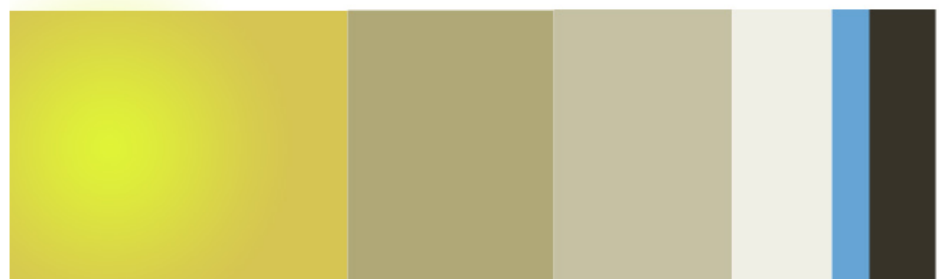
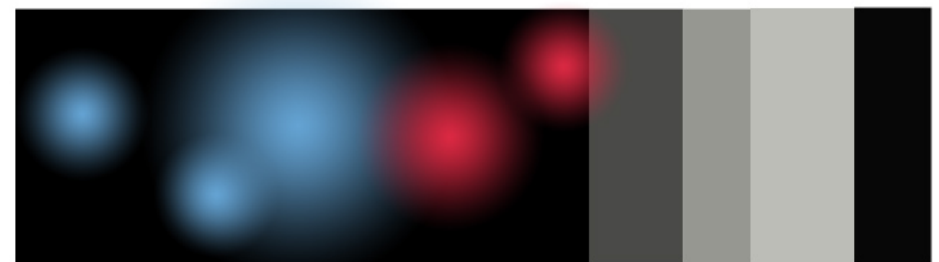
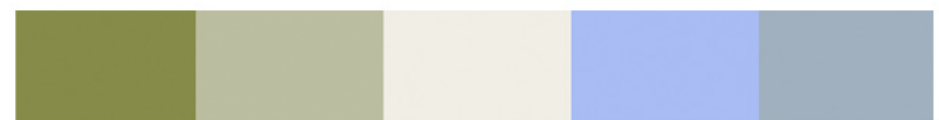
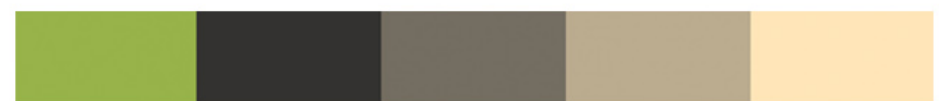
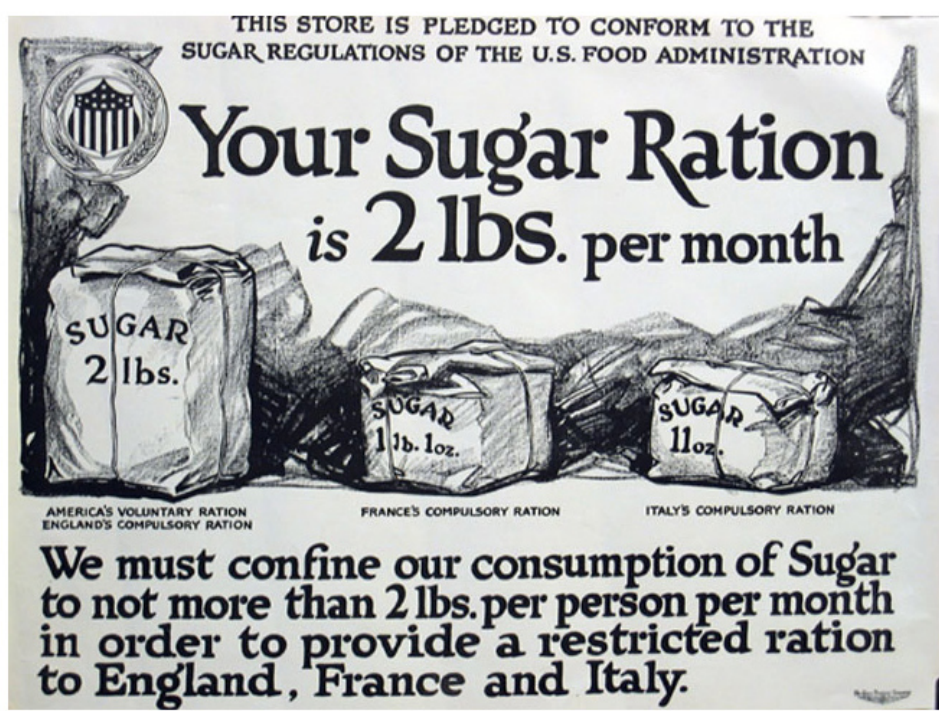
Niland-SmallCaps-Bold.ttf

the Ration

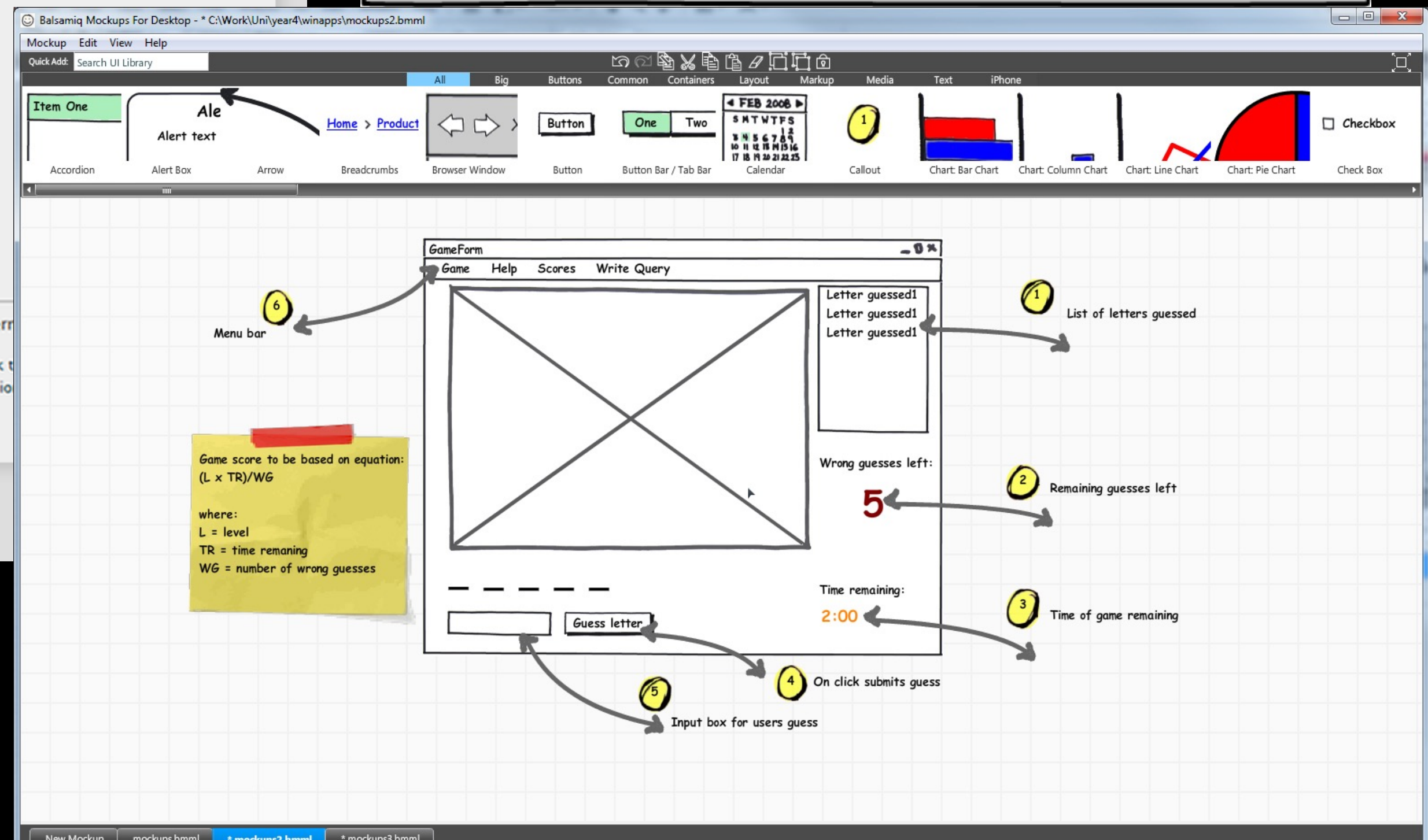
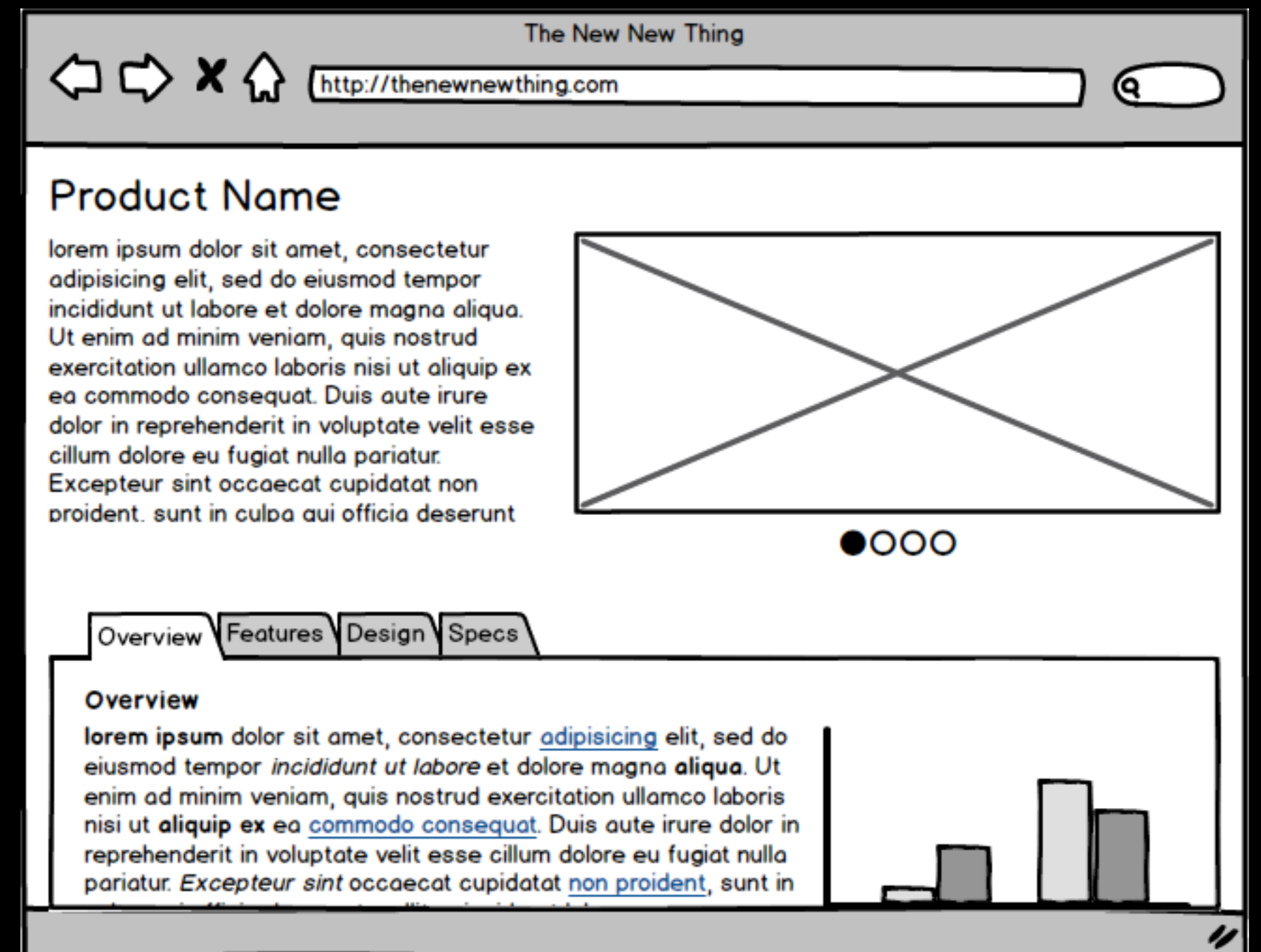
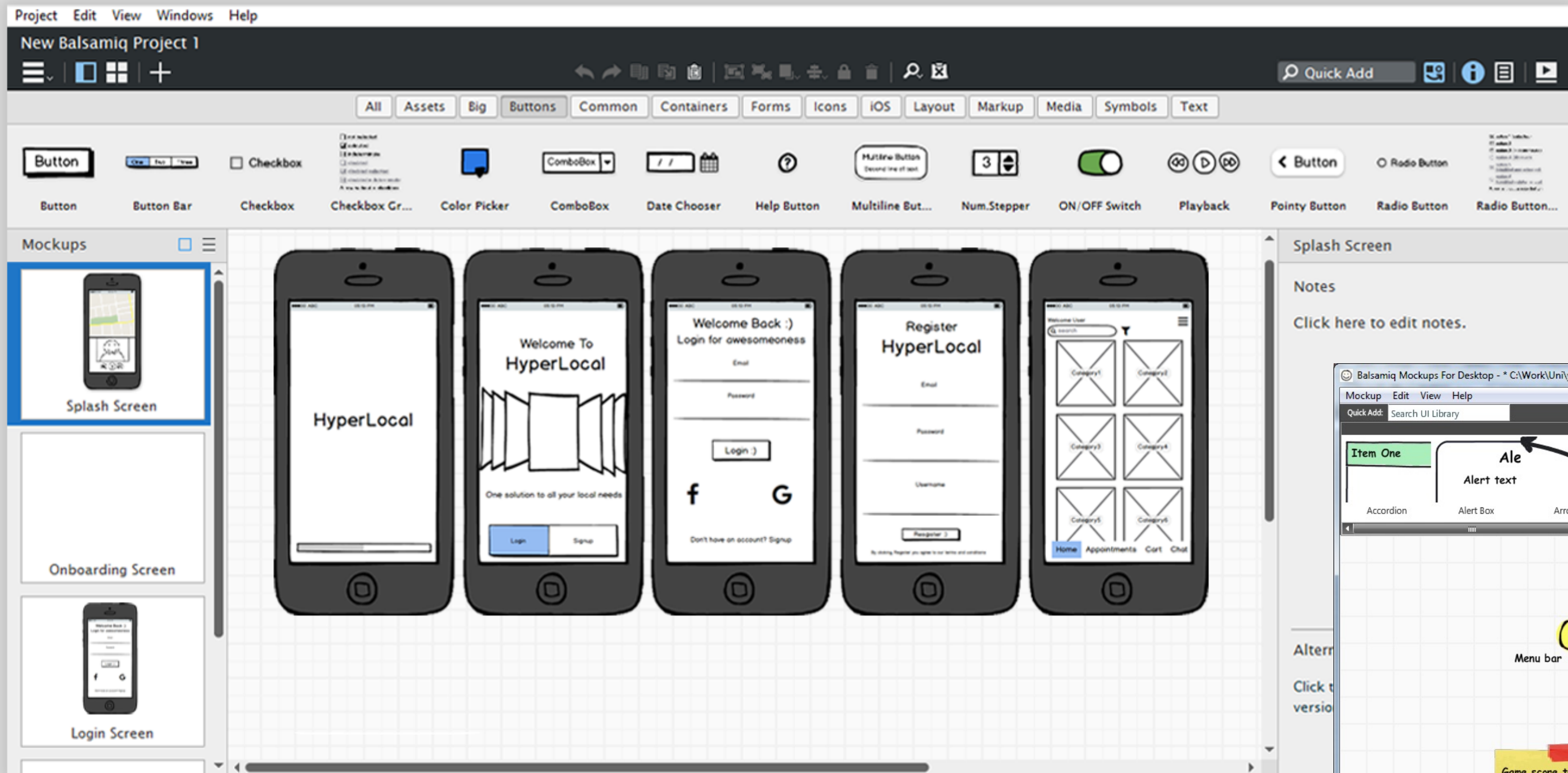
BebasNeue.ott

THE RATION









THE RATION

Stories on FOOD and HEALTH



Facebook Twitter Subscribe

VIDEO

MAGAZINE

INFOGRAPHICS

ABOUT

SEARCH

GO

NUTRITION & OBESITY

FOOD PRODUCTION

THE BUSINESS OF FOOD

PESTICIDES

DOWN ON THE FARM



NUTRITION



How I lost control :
Diaries of a food addict



Eat this: What you
didn't know you
were eating



GMOs are everywhere
but does the american
public give a damn?



Food Desserts:
hunger in the time
of plenty. A country
that can't feed itself



Eat your superfoods:
The science of marketing
the next big thing.
Sassy berry anyone?



Open Source farming:
how one man is making
farming beautiful again
one photo at a time

"so what if here we had no pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention the alamanac"

30% "so what if here we had no pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention

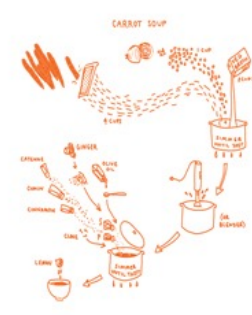
Graphics & Interactives



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE

STORIES

AG GAG
OPEN SOURCE
TIMELAPSE
BACK TO THE LAND
GM ORGANIC
RETIRED

FOOD DESERTS
SOUNDSCAPES
WIC
FOOD ADDICTION
ADVERTISING
VEG RX



NUTRITION & OBESITY

FOOD PRODUCTION

THE BUSINESS OF FOOD

PESTICIDES

DOWN ON THE FARM

VIDEO

MAGAZINE

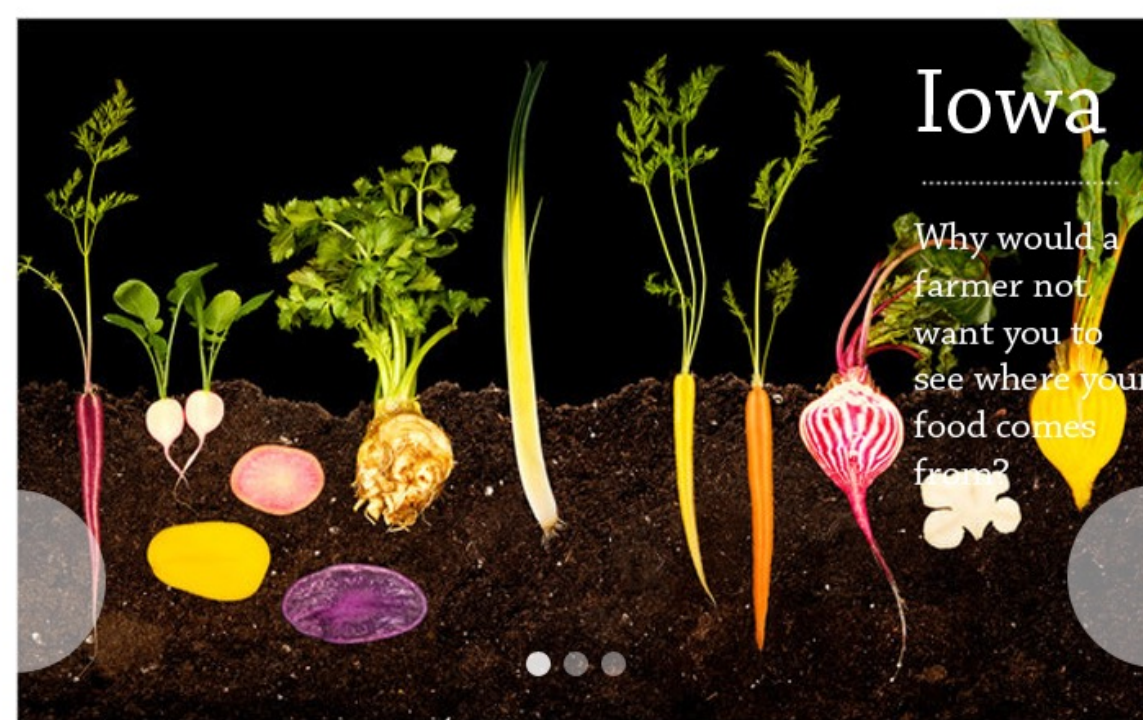
INFOGRAPHICS

ABOUT

SEARCH

GO

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Roll over a photo to see the story: Click to enter

VIDEO UNIT



On the IPAD



Rethink the
Nutrition Label



Food Deserts
Hunger in your
own backyard



Food Deserts
Hunger in your
own backyard



Food Deserts
Hunger in your
own backyard



Food Truck
Revolution



"so what if here we had no pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention the alamanac"

30% "so what if here we had no pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention

the Ration

VIDEO

MAGAZINE

INFOGRAPHICS

SEARCH

GO



all the news that's fit to eat

NUTRITION

WOOD CHIPS DO A BODY
GOOD?

FOOD PRODUCTION
PEOPLE SMUGGLE ILLEGAL
DRUGS OVER THE BORDER

THE FOOD BIZ
HOW WE TRICK YOU TO EAT
WHAT WE WANT YOU TO
EAT

PESTICIDES

FARMING 2.0

FOOD DESERTS

VIDEO

MAGAZINE

INFOGRAPHICS

SEARCH

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On the iPad

ON SCREEN



by the #
numbers

3%
1942873664510899
\$10.75

click here --> link to story

featured stories



Food Addicts
Addiction in the CAKE



How Natural is Natural?
An Industry grapels with a definition



Food Addicts
Addiction in the CAKE



How Natural is Natural?
An Industry grapels with a definition

"Who gets poisoned
by pesticides?
It's not the guys
who run insurance
companies, and it's
not senators,"

click here --> link to story



Rethink the Nutrition
Label Project

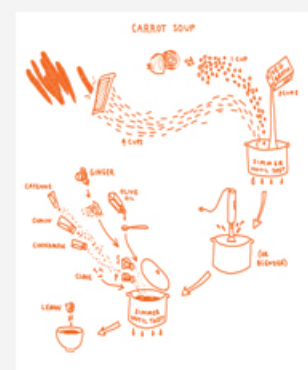
Graphics & Interactives



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE



Food Addicts
Addiction in the CAKE

STORIES

AG GAG
OPEN SOURCE
TIMELAPSE
BACK TO THE LAND
GM ORGANIC
RETIRED

FOOD DESERTS
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VEG RX

