



Title: Effective Visual Communication

Speaker: Keenan Sultanik

“Then wrought Bezaleel and Aholiab, and every wise hearted man, in whom the Lord put wisdom and understanding to know how to work all manner of work for the service of the sanctuary, according to all that the Lord had commanded.” (Exodus 36:1)

Introduction: _____

- A. Knowledge
- B. Understanding
- C. Wisdom

1. Defining the Problem

- A. Accuracy
- B. Consistency
- C. Worth
- D. Emphasis
- E. Intentionality

2. Developing the Concept

- A. The Goal and Objectives
- B. The Information/Inspiration Balance
- C. Creative Brainstorming Sessions
- D. Collaboration with Inspiration Boards

Resources:

Mindmapping—technique for idea generation (also called an idea web)
Dragdis.com—tool for creating collaborative inspiration boards

3. Creating the Visuals

A. Visual Components

Color palette, imagery and photo processing style, typography, and iconography, logo size and placement

B. Projects

Print pieces, screen graphics, websites, social media, and signage

Resources:

Adobe Creative Cloud—software suite (creative.adobe.com)
Adobe Color—creating color schemes (color.adobe.com)

Affinity Photo and Designer—Adobe software alternative (affinity.serif.com)

GIMP—free image editor (gimp.org)

Flat Icon—free icon downloads (flaticon.com)

Unsplash—free stock image downloads (unsplash.com)

4. Setting the Standard

A. The Purpose of a Visual Standard

B. Consistency through Style Guides

Components to Include in a Style Guide:

Brand description, logo, color palette, typography, and imagery style

Conclusion: _____



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