## STORYTELLING SKILLS SUMMER SESSIONS

# THINGS LOOK AWESOME!





https://www.pinterest.co.uk/pin/513480794989125200/

# WHY DESIGN IS IMPORTANT DESIGN MAKES THINGS SIMPLE

https://www.behance.net/gallery/54735921/Global-Peace-Unity-Festival-Branding



1.11.2015

ExCel Exhibition Centre, London, UK

GOGBAGE & Unity Peace & Unity EBELEVAL London

#### 21-23 OCTOBER 2016

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11-05-15 TORUS PROJECT I N.O.B. 18-05-15 EDUARDO DE LA TORRE I TORUS PROJECT 25-05-15 MARINGO I N.O.B. I YOSH HOUZER



## WHY DESIGN IS IMPORTANT DESIGN IS BEAUTIFUL

http://www.fromupnorth.com/graphic-design-inspiration-1052/





## WHY DESIGN IS IMPORTANT **UESIGN BRINGS ORDER**

https://www.smashingmagazine.com/2015/06/design-principles-compositional-balance-symmetry-asymmetry/

HI. WE'RE TRUE.

#### WE LIVE AND BREATHE CODE.

We're a small team of developers who are passionate about crafting great software. We're some of the faces behind Ember is, Ruby on Rails, (Query and more. We're here to help you build the products and tools of the future.



YOU MAY RECOGNIZE US FROM ABOUND TOWN and and and a second the second secon

WILLT WE DO



#### EMBER.JS & PRODUCT CONSULTING

We can handle the most challenging technical problems, and we've also get amhitecture. product and marketing chope.

Learn about our process



#### TRAINING & SPEAKING ENGAGEMENTS

We offer public, private and group training classes for Ember 38. Ruby on Hails and JavaScript. We also speak at industry confeiences.





#### OPEN SOURCE DEVELOPMENT

We've created and made contributions to some of the most. notable and successful open-essurce projects in the world.

See what we've dooe



#### HAVE A PROJECT IN MIND?



Stylight Contact

TILDE Traning Amout Lie Consulting





## WHY DESIGN IS IMPORTANT **DESIGN REVEALS WHO YOU ARE**

https://prismic-io.s3.amazonaws.com/volusion/d274e5cc1d5e0f388aa8eec16a57d53aa5cc4642\_mailchimp-homepage.jpg

https://www.journalism.co.uk/assets/135/Sunday\_Times\_ipad\_screenshot.jpg\_resized\_460\_.jpeg



## Things to discuss

- How does the design make you feel?
- How does the design order the information?
- How does the design communicate creatively?
- What does the design tell you about the designer or organisation?



https://www.pinterest.co.uk/pin/431219733054100096/



# 



# BASIC PRINCIPLES

## Making Things Look Awesome!

## ALIGNMENT

- Use the correct alignment for your project
  - Left aligned most common (good for long paragraphs)
  - Central aligned good for general use (posters, leaflets, titles, etc.)
  - Left aligned (use sparingly)

#### Justified

(columns, newspapers, lots of text)

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#### Left Aligned

#### **Right Aligned**

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#### **Center Aligned**

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## ALIGNMENT

- Helps create
   cohesion in
   your design
- Helps guide the viewer through the information
- Brings order and consistency to your design

#### COOK NUESTROS KITS



#### BASTONES ASADOS CON ESCAROLA

Crocantes bastones de papa, zanahoria y loniato scompañados de hojas de escarola reción cosechadas y vinagreta con un toque de naranja.



#### 3 BRÓCOLI CON PAPAS ROTAS

Floretes de brócoli erocante salteados con cebolla, papas desgranadas y semillas de sésamo. Brócoli revolution!





#### 2 ENSALADA TIBIA

Cubos de papas skin, chanchas, rúsula, beniste zanahoria, rabanite en láminas con un suave adsrezo de mostaza y semillas de chia.



#### WOK DE INVIERNO

Salteado de repollo, zanahoria, morrón, brotes de soja, con alga nori, un toque de jengibre y salsa de soja. Ideal para acompañar con arroz o cuscús.



#### BASIC PRINCIPLES OF DESIGN

## HIERARCHY

- Hierarchy is the order of importance
- You can most clearly see this in the formatting of text
  - You should always try and create hierarchy in your text!

#### Unformatted

Thoughts on Design by Paul Rand. To achieve an effective solution to his problem, the designer must necessarily go through some sort of mental process. Conscious or not, he analyzes, interprets, formulates. He is aware of the scientific and technological developments in his own and kindred fields. He improvises, invents, or discovers new techniques and combinations. He coordinates and integrates his material so that he may restate his problem in terms of ideas, signs, symbols, pictures. He unifies, simplifies, and eliminates superfluities. He symbolizes — abstracts from his material by association and analogy. He intensifies and reinforces his symbol with appropriate accessories to achieve clarity and interest. He draws upon instinct and intuition. He considers the spectator, his feelings and predilections. Symbols. It is in a world of symbols that man lives. The symbol is thus the common language between artist and spectator.

#### Formatted

#### Thoughts on Design

by Paul Rand

To achieve an effective solution to his problem, the designer must necessarily go through some sort of mental process. Conscious or not, he analyzes, interprets, formulates.

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- He draws upon instinct and intuition.
- He considers the spectator, his *feelings and predilections*.

#### SYMBOLS

It is in a world of symbols that man lives. *The symbol is thus the common language between artist and spectator.* 



# **BASIC PRINCIPLES OF DESIGN** HOW DO YOU CREATE HIERARCHY NYOUR DESIGN?

the second data and a second second





### FINDING SOLUTIONS TO GUN VIOLENCE **GUITARS OVER GUNS**

Musician Chad Bernstein teaches at-risk teens to turn to music instead of the streets

By the time he was in sixth grade, Junior Pierre was getting into trouble in his Miami neighborhood. "Every day my mom would get a phone call from the school telling her that I was misbehaving," he says. Because music class was the one part of school that held Pierre's interest, a teacher recommended he join Guitars over Guns, an arts education and mentoring program. And suddenly the troubled youth found his purpose. "I got my first guitar, and I realized the program was meant for me," says Pierre, now a band to perform at a juvenile 17-year-old high school senior and mu- detention center. "We were sical director of the group's alumniband. met with cold stares and "I learned I didn't have to be in bad sit- crossed arms," Bernstein

#### By ELAINE ARADILLAS

uations. I could use music as an outlet."

The brainchild of professional musi-Guns has helped hundreds of kids come to the same realization since its launch in 2008. "There is the epidemic of youth violence," says Bernstein. "It's not just a gan issue, it's an education issue. The

'We have

this unique

ability as

musicians

to connect

with people'

-CHAD

BERNSTEIN

impact that mentoring can have on a young person's life is super-important," He got the idea for the program after a friend invited his

says. But when a teen began singing out loud and the band mimicked his chant, cian Chad Bernstein, 32, Guitars over he instantly knew they'd made a connection. "It turned into this incredible jam," he says. "It made me realize we have this unique ability as musicians to connect with people."

> The program is currently in schools in Miami and Chicago, but Bernstein hopes to expand. "What we really want for these kids is to set the bar higher for themselves," says Bernstein, "to understand the value of their own life so they understand the value of other people's lives." •

Chad Bernstei in Miam





### **People** FINDING SOLUTIONS TO GUN VIOLENCE **GUITARS OVER GUNS**

Musician Chad Bernstein teaches at-risk teens to turn to music instead of the streets IN ELAINE ARADILLAS

ecommended he join Guitars over impact that mentoring can Suns in arts education and mentoring have on a young person's rogram. And suddenly the troubled life is super-important." He outh found his purpose. "I got my got the idea for the program inst guitar, and I realized the program after a friend invited hi as meant for me," says Pierre, now a band to perform at a juvenil 7-year-old high school senior and muical director of the group's alumniband. met with cold stares and Hearned I didn't have to be in had sit- crossed arms," Bernstein

ny my mom would get a phone call Guns has helped hundreds of kids come nection. "It turned into this incredible ic class was the one part of school violence," says Bernstein. "It's not just connect with people."

LEVEL 2

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'We have this unique ability as musicians to connect with people' ~CHAD BERNSTEIN

LEVEL 3

1 Miami and Chicago, but ternstein hopes to expand What we really want for use kids is to set the lm ather for themselves," say Sernstein, "to understand the value of their own life s they understand the value of other people's lives.

COPLE Septamber 26, 2016 79













- We read things from top to bottom and left to right.
- The back of a magazine is prime position for advertising, as people generally flick through a magazine from back to front!
- Proximity is important grouping things together create an inherent hierarchy.

#### **TUOBA** APPROACH WORK BLOG CONTACT HOME

MADE IN GERMANY

**@ STAEDTLER** 

Noris

HB 2

#### BEAUTIFUL FORM, PERFECT FUNCTION.

We create beautifully-crafted websites that stand out from the crowd - and perfect function comes as standard.

#### SEE HOW WE WORK

http://zevendesign.com/designers-guide-to-visual-hierarchy/





Available late October

#### Learn more > Pre-order >







Learn more > Pre-order >







### SENATI, QUE LAMQUODIC RE AT GRAEDEM.

KEISTON KEISTO

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http://zevendesign.com/designers-guide-to-visual-hierarchy/

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A REALIZED DOTATIONS PROTOCOL DATE IN

## CONTRAST

- Highlights the most important information
- Contrast happens when elements of a design are different to each other
  - Black and white
  - Thick and thin
  - Modern and traditional

Etc.

http://zevendesign.com/designers-guide-to-visual-hierarchy/



aloonic cuors

#### The most stylish bags on Instagram

from a luse leapard setchel to a pohemian tringe, go hands free to season with a chic prosbody ob





# tind your own



# 

















## REPETITION

- Ties together different elements
- Creates a particular 'look'







#### meet camille



#### let's connect



#### stay connected

#### First Name

Email Address

Subscribe

mode stories

# 

### The Roadstops

MAKING OUR WAY DOWN THE CALIFORNIA COAST





MAVERICKS

**№**4

DYNAVODONULCOM.

This firstly wakup solution in

San Francisco's Mission District

built a steady reputet on for its off-

beat variables of donuts and cakes

since opening in 2008. An upen

kitchen and back patic reflect

Dynamo's arteenal etmosphere.

and loca seasonal ingredients

reflect a thoughtful yet bendy ep-

provide the providence of the

Nº1

A big-wave surfing spot that becare populat in the early 1990s. Mevenicks is located a few milesnorth of picture-que Half Moon Bay Here, waves routnely reach seights of over 20 feet and almost 75 feet in winter. Only the most subactions surfers brave the units giving tooks and cold water to ride. these monster swells.

DYNAMO DONUT

Nº5

+ COFFEE



California's oldest State Pink, Big Basin Records, barety the largest continuous group of ancient coastal redwoods south of Sen Francisco 18,000 acres of these massive trees mix with paks. convers, and chaparral in this tranquit nature preserve that etc. just inland of the coastel road near Santa Cruz.



Nº3

FERRYEU LOING

WARRETPLACE CO.V.

FERRY PLAZA FARMERS MARKETPLACE

-0

1

Located in San Francisco's o Ferry Building, this, functions market is known for the quality end diversity of itical faim products. Educaforai procrams and peoking classes are hold here weekly by the city's most notable che's, and guest street foods like wood-fired pizza, onled means and taoos nourish you before a Involuent no their gnot

Nº2

BIGBASIN.CRO

BIG BASIN REDWCODS STATE PARK





## PROXIMITY

- Similar or related content is grouped together to create a relationship between them
- Proximity could mean they are linked through colour or visual design



## TYLER LOCKETT 16 · WIDE RECEIVER POTENTIAL: 4.5/5 **PROVEN: 4.0/5**



### IAL MEET CONFERENCE

#### **OUR SPEAKERS**





JAY MONTOSE

MATHEWS EVANS

#### YOUR IDEAS YOUR VOICES

#### TO THE PEOPLE WHO CARES

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#### 25-27 NOV 2:00PM - 6:00PM

NEW YORK CONFERENCE CENTER WWW.WEBSITE.COM

PHI- HEI SSESS23EE | EMAIL- CONFERENCE.COM ADORESS-125 STREET, NEW YORK, NEW TOWERS



#### Alice Williams PA / EXECUTIVE ASSISTANT

Q Swindon, Wiles 🚺 saa iti tera 20% en al en a

I aiw an organised, efficient and highly organised Personal Associant / Ecocurive Associant who is capable of supporting staff. mombers up to board level within large to medium sized businesses. Throung within high prosume, deadline drivenenvironments I love the variety and challenges that a PA / EA role can bring and I am always looking to go above and beyond what is suggested in providing first class administrative, project planning and office support to the nam.

#### EDUCATION

#### BUSINESS / 2.4 BA (Hons)

3000 bi 2000 University of Broad

Available a distinction for my discommon in The Effects of SEO in Vida Editor"

#### A-LEVELS / ENGLISH (A). LAW (A) DESIGN (B)

2000 \$1 2003 Brighton Gollege

#### OCSET/ PASSES (A to C)

199521 2000-Brighton High School

#### EMPLOYMENT HISTORY

#### DEC 2002 PRESENT

#### ALLIANZ / EXECUTIVE ASSISTANT Lonion

Supporting the Chief Ecountye and Divisional Charman Lan responsible. for full administrative duries across both personnel. This includes: managing all internal and external communications; attending and drafting minutes at mostings; organising hospitality; providing input into event management; full dory management; managing the database of all key stakeholders; assisting in the delevery of ad hos projects and more.

My cole sho includes HR duties, for this I manage training, paperwork for new statures/leavers, compile deputitient procedures, update the company handbook and any other all hoc HR duties in required. Key achievimentsinclude\_

- Tesik full responsibility for a departmental office name of app-• people reading in very little downning and prase from my peeps.
- Reorganisal the atakeholder database improving efficiency by • loss:
- Introduced new company policies which led to cost savings: •
- Recruited and managed a term of a Administrators and a Receptionist.



## BALANCE

- Distribute the elements evenly through the design
- Alignment is a helpful tool in this
- Balance doesn't mean that elements have to be the same size or evenly distributed across the page - it can be symmetrical or asymmetrical!



#### SundayReview

The New Hork Times

OPINION. BY VANESSA BARBARA The solitor of the literary sorbsite A Hortslips and a contributing opinion uniter.

#### Can Brazil pull off the Games with only weeks to go?

BUD DE JANEIRO T'S official: The Olympic Games in Ris are an im-

A the Games, the state of Ris de Japeiro declared a construction site. Bricks and pipes are piled every-"state of public calaesity" A financial crisis is prevent-ing the state from honoring its committeents to the Olympic and Paralympic Games, the governor said. That crisis is so severe, he said, it could eventually bring about "a total collapse in public security, health, education, mobility and environmental management." The authorities are now authorized to ratios essential guers." public services and the state is eligible for ensergency houds from the federal government.

Measures like these are usually taken for an earth-

quake or a field. But the Olympics are a man-made, foresceable, preventable catastrophe.

natural distances. On June 12, fewer than 50 days before the start of Games are going. Spoiler: not well. The city is a hoge what the construction sides will become, not even the people working so these: "It's for the Olympics" was the unanimous reply, followed by speculation about "tents for the judging panels of volicyball or soccer, I

I asked the Rio 2016 press office for a neur, but it olympically ignored me. Almost all venues are still un-Continued on Page 4

#### KLARA LÖWENSTEIN

#### »LIEBE IST DAS WUNDERBARE GEFÜHL NACH DEN STERNEN GREIFEN

ZU KÖNNEN, OHNE SICH DABEI AUF ZEHENSPITZEN STELLEN ZU MÜSSEN«

#### WIR SAGEN »JAAA«



## An Olympic Catastrophe



## COLOUR

- Some colours are more dominant (red is a very dominant colour)
- Think about your background and how your colour works on top of it
- Be intentional with your choice of colour
  - Colours evoke different emotions and feelings



#### COOK IT 5 WAYS

## Eat Fish, Save the ocean Enjoy the bounty of ocean-friendly choices

Photography by PAULO VALENZUELA / Styling by TINA CONCEPCION DIAZ Recipes by HEIKO REICHEL, HYATT CITY OF DREAMS MANILA and ABY NACHURA

> t's hard to beat fish as a protein source. It's full of flavor and chock-full of healthy benefits, too. But you should be aware that choosing which fish to buy from the market or grocery can have a profound impact on the environment and therefore, in the long term, on everyone's quality of life. This is because there's a tendency to overfish popular varieties like haddock or eel, seriously depleting the oceans, and destroying the health of our ecosystems.

To be a responsible fish-eater, choose sustainable seafood for your dishes. Sustainable seafood, whether fished or farmed, come from sources that can sustain long-term fishing without endangering the health of the fish population and the ecosystem. Selecting sustainable fish varieties will reduce demand for overfished seafood. A win-win situation.

Here we share five recipes using fish varieties that were sourced in the most environmentally-friendly way possible. Remember, you make an enormous difference just by being careful about what you eat and what you

#### Thai Grilled Squid Salac with Cucumber Relish A great summer salad full of prilliant Thai flavors, this has ist the right balance between the squid's assertive flavor and texture, and the refreshing dressing, Make sure you don't char the squid. If you want a salad with a little more heft

add more lettuce, green beans or mushrooms.

# APPLES ARE OUT OUGHNUTS

#### & Bai **BACK TO SCHOOL SPECIAL**

populations, forcing fishermen to turn to more abundant



## SPACE

- The parts of the design you choose to leave blank are just as important as the ones you're filling in!
- Never underestimate the power of simplicity



VOL 56 NO. 8 | \$1.00



#### The OIC Fashioner AN ORIGINAL AMERICAN COCKTAIL

GLASS TYPE	LIST of INGRE	DIENTS	6
	2 oz bourbon	club soda	
	l sugar cube	stemmed ch	erry
	Angostura bitters	lemon twist	

ANDCHAFTED

METHOD for CRAFTING the PERFECT DRINK

These the support of a so fine Such to with 2 I hadres of betters and a sheet glack of , did and a Court the sugar with a modelline and while plan to have the edges. Add a harpe we adde and do in the burker Garrish with a darry & lower lived of you please

A PRODUCT OF LOUISVILLE, KENTUCKY / 1881 Originated at the Pendennis Club, invented in honor of Colonel							
ENJOY	OFTEN	7 30	110414				
SERVE	REPEAT	BATCH *	and the second				







BLACK HISTORY SPECIAL EDITION FEBRUARY 17 - 23, 2016



There was a sense of explores, hope and pride in every Black household on November 4, 2008. Hugs, high fives and team of pay flowed through the community as Senator Barack Obama of Elimois became the 44th president, and the first African American to be elected to that office. President Ohama's victory was overwhelming (two to one in the Electoral College) and more than seven million votes over his Republican challenger. From the very beginning of his term, President Ohama has faced circumstances and challenges that no other president has had in induce in the history of these United States. In the midst of those challenges and obstacles, our President has not only persevered, be has prospered.

be has prospered. Since his somme, the Precident has strengthened the economy by adding 13.7 million new jobs over a 60°-month streak of job prowth, established the Affordable Care Act, which has granted 17.6 million people and clonbing the access to health care proved U.S.-Cuba relations; struck a landmark metlear deal with Iran: and we would be teenss not to mention that

meclear deal with Itan; and we would be remiss not to mention that gas prices, which are under two deflars per gallon are remissioners of the "good of" days". When considering President Barack Obama's many successes, it is clear that he will be remembered as the President who elevated his initial slogan from "Yes, We Can" to "Yes, We Did". President Otama is arguably, the most progressive president in American history. To combas the negative discourse in the media, the Houston Forward Times found it both necessary and impetative that we celebrate President Obama's professional achievements and global impact during his tenare as the 44th. President of the United States of America: because when it comes to meving America forward – YES, HE DID!



## ATTRACT

## INTEREST

#### DELIVER A MESSAGE

## MARKETING HIERARCHY What your design should do!

# EVERYWHERE





PRE.VIEW IS A 'nF JESSE EISENDERG

> Does Les Luthor love his lactose?

WORDS IAN PRIZER

#### Which character we sa in your first

school play? 1 don't kno I played, but I remember my ogue: "Tell me, little raindrops, is that you played?" It was probably some kind vant-garde kindergarten show about nature.

#### Do you have a signature dish?

I blend raw gartic in a shake every single day. I know that's diagnoting. I do a show every night [?he Spoils] and I'm paranoid about gettingstick. so I eat raw garlie all day.

#### Which movie have you seen the most? I saw Home Alone probably seven times in the theater. My sister and I had to trick seven different adults into chaperoning as, because no-one obsewould see that movie more than once.

Which is the last TV show you gave up on? I don't really have origoing shows that I watch. w I'm in London, I watch basketball every on these bootleg sites. I'm prubably putting bings on my computer, but it's worth it. hurri

When were your the tracked outdoors? I camped out on an normalin the Caribbean, which sounds glamoritus, inc. mas not. I built

16 GATE OCTOBER 2018



#### ATTRACT INTEREST



#### SLOW-BRAISED STUFFED LAMB BREAST SERVES 6

Breast of lamb is a fatty cut that needs slow cooking, but it can be just as rewarding as the more expensive choice cuts. Here I'm stuffing it with anchovies, garlic and olives, which all go so well with lamb, and braising it in tinned tomatoes instead of stock. Try to stuff the breasts a day ahead as it helps to tenderise the meat even more. Serve with mashed potatoes and buttered kale.

3 lamb breasts, bones and skin removed 1½ tbsp dried oregano, plus a pinch for later 1½ tbsp dried chilli flakes, plus a pinch for later Zest of 2 lemons 2 x 90g jars anchovies, drained Olive oil, for frying 1 onion, peeled and sliced

1. Preheat the oven to 170°C/Gas 3.

2. Open out the lamb breasts and place them on a chopping board. Season each one on both sides with salt and pepper. Scatter the oregano, chilli flakes and three-quarters of the lemon zest evenly over the fleshy side of the meat. Arrange the anchovies equally over each breast.

 Starting at the smaller end of the meat, roll each breast into a tight sausage shape and tie at intervals with string.

4. Fry the rolled breasts in a large hot, oiled casserole dish for about 3 minutes until lightly browned all over. Remove the lamb and set aside, then add the onion and garlic to the pan. Cook over a medium heat for 5 minutes until soft and coloured. Add the pinches of chilli flakes and oregano, the remaining lemon zest, then the capers and olives. 3 garlic cloves, peeled and crushed 1 tbsp capers 200g pitted black olives, e.g. Kolamata, drained 1 x 750ml bottle dry white wine 1 x 400g tin whole peeled plum tomatoes Seo salt and freshly ground black pepper

s.Add the wine to deglaze the pan, scraping up any bits from the bottom. Boil for 5 minutes, then add the tomatoes and gently bring back to the boil. Return the lamb breasts to the pan, basting them in the sauce.

 Cover the pan with a lid and cook in the preheated oven for 2-2½ hours until the meat is tender. Baste and turn the meat often.

7. Remove the meat from the oven and let it rest for a couple of minutes before slicing thickly. Skim any excess fat from the pan, then spoon the sauce over the lamb.

#### HOW TO USE DRIED HERBS

Everyone assumes these days that you should always use fresh herbs. While some, such as basil and parsley, don't dry well, others, such as marjoram, bay and oregano, do. I would never use them to finish a dish, but they can work well in a slow braise, where they will naturally rehydrate and flavour the meat. Never use as much as you would fresh, though, as the flavour can be very concentrated.

#### Gazpacho

SERVES 2 ELLER

WHY THIS RECIPE WORKS: While a bowl of chilled gazpacho is incredibly appealing on a hot summer day, chopping piles of vegetables is not, making this popular Spanish soup an ideal recipe to scale down. Since we wanted our soup chunky, we skipped the blender and food processor in favor of hand chopping the vegetables-but with just one tomato, half a bell pepper, and half a cucumber, our prep work was kept to a minimum. Shallot provided an aromatic note that was sweet, not harsh, and marinating the vegetables briefly in sherry vinegar ensured our soup was seasoned throughout. A cup of tomato juice along with a few ice cubes gave our soup just the right consistency and guaranteed it was thoroughly chilled. Cutting the vegetables into small (44-inch) pieces is important for the texture of this soup; don't hesitate to pull out a ruler when prepping the vegetables. For the nutritional information for this recipe, see page 412.

- 1 large tomato, cored, seeded, and cut into %-inch pieces
- 15 red bell pepper, cut into 14-Inch pieces
- 1/2 cucumber, halved lengthwise, seeded, and cut into 1/2-inch pieces
- 1 shallot, minced
- 2 tablespoons sherry vinegar
- 1 small garlic clove, minced
- Salt and pepper
- 1 cup low-sodium tomato juice
- % teaspoon hot sauce (optional)
- 3 ice cubes
- 2 teaspoons extra-virgin olive oil
- 2 tablespoons minced fresh parsley or cilantro

L Combine tomato, bell pepper, cucumber, shallot, vinegar, garlic, ¼ teaspoon salt, and ¼ teaspoon pepper in medium bowl and let sit for 5 minutes. Stir in tomato juice, hot sauce, if using, and ice cubes. Cover and refrigerate until well chilled and flavors meld, at least 4 hours or up to 24 hours.

 To serve, discard any unmelted ice cubes. Stir soup to recombine and season with salt and pepper to taste. Ladle soup into individual chilled serving bowls, drizzle with oil, and sprinkle with paraley.

#### VARIATION

#### Gazpacho with Shrimp

For the nutritional information for this recipe, see page 412. Add 8 ounces cooked and peeled small shrimp (51 to 60 per pound), chilled, to soup before seasoning with salt and pepper in step 2.



A brief marinade in bright sherry vinegar seasons the vegetables, throughout for our light and refreshing gazpacho.

#### Seeding Raw Tomatoes



A. FOR ROUND TOMATOES: Halve tomato through equator. Gently squeeze each half and shake out seeds and gelatinous material. Use your finger to scoop out any remaining seeds.



B. FOR PLUH TOMATOES: Halve tomato through core and. Scoop out seeds. and gelatinous material with your finger.





#### THIS TYPE IS A BIT **OVERPOWERING**

This type is a little too small for this medium

**Use capital letters** appropriately and sparingly.

**Be intentional about your** choice of type size

## **General Tips**

#### Keep the contrast high

## AWays proritise readability adove aesthetics

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This block of text can get a little bit tedious to read after a while, and this may be due to the long line lengths. These sentences have an average of about 57 characters (including) spaces in them whereas the sweet spot is at about 30-40.

– too long

🔶 too short ┥

On the other hand, this block of text has an average of about 18 characters per line, which is too short, making the sentences choppy and a bit awkward to read.



This block of text averages about 34 characters per line and around 6 words per line, making it the most comfortable line length for the eye to read. Keep your line lengths short, people.

## **General Tips**



# Keep your line lengths short!





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## **General Tips**

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# **If you can, Use a grid**





## **General Tips**

### CHILDREN'S CONCERT

Live musical acts, shows and activities for kids of all ages

### 1.30PM - 4.00PM AT CREEN PARK

# Think about your audience!

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### PAINTBALL for the daring

### **General Tips**

### PAINTBALL for the daring

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### Using lots of fonts can make for a design that is cluttered, *ovencomplicated*, AND JUST NOT VERY NICE

Ø

But if you just use a small selection, you can keep your design cleaner, clearer and just much easier to digest

### **General Tips**

# Think about the fonts you use





This Is My Title This is a display font called 'Yellowtail' that just does not work well within larger bodies of text. Not a very wise choice.

This Is My Title This is a simple serif font called 'Georgia' that works very well within larger bodies of text. 'Yellowtail' is still able to be used for the heading. Overall, a much wiser choice.

### **General Tips**

## Don't use **display** fonts for DOCV CODV





## Never Ever Stretch Your Type

'SILVERFAKE'

### **General Tips**

### INSTEAD, TRY A **TALLER TYPEFACE LIKE 'BEBAS NEUE'** OR A WIDER ONE LIKE

## **Never** stretch ANTHNGU

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### **General Tips**

## No Colour Discord

## AVOC COLOUT **CISCOTC**







### **Bar Graph Title**







### **General Tips**

## Don't use too many effects keen it simple)



### ACTIVITY

- Each group given a brief for an event or story
- Each group come up with an idea for a poster or leaflet that communicates the event/story

## **CONCEPT DEVELOPMENT**

https://www.pinterest.co.uk/pin/431219733054100096/



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