

DIY GRAPHIC DESIGN

Presented by Kyler Shumway, PsyD



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Kyler Shumway, PsyD

- Licensed Psychologist
- Business & Program Coordinator, Deep Eddy Psychotherapy
- Featured by *Forbes* and *The New York Times*
- SEO Content Director, MarketingForTherapists.org
- Author of two books
- ... not a graphic designer?!?!?

Graphic design is easy



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What is this webinar about?

- Basics of online graphic design
- Free and affordable tools
- Practical strategies to DIY
- Encouragement 😊



Graphic Design: Our Road Map

Why it
Matters

Basics
and Tools

Answers
to Q's



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Why is graphic design important for psychologists?



Marketing



Education



Expression



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Graphic design and marketing



- First impressions
- Standing out
- Clarity, comfort, credibility



Graphic design and education



- Add zest to materials
- Boost learner retention
- Unique skill



Graphic design and **expression**



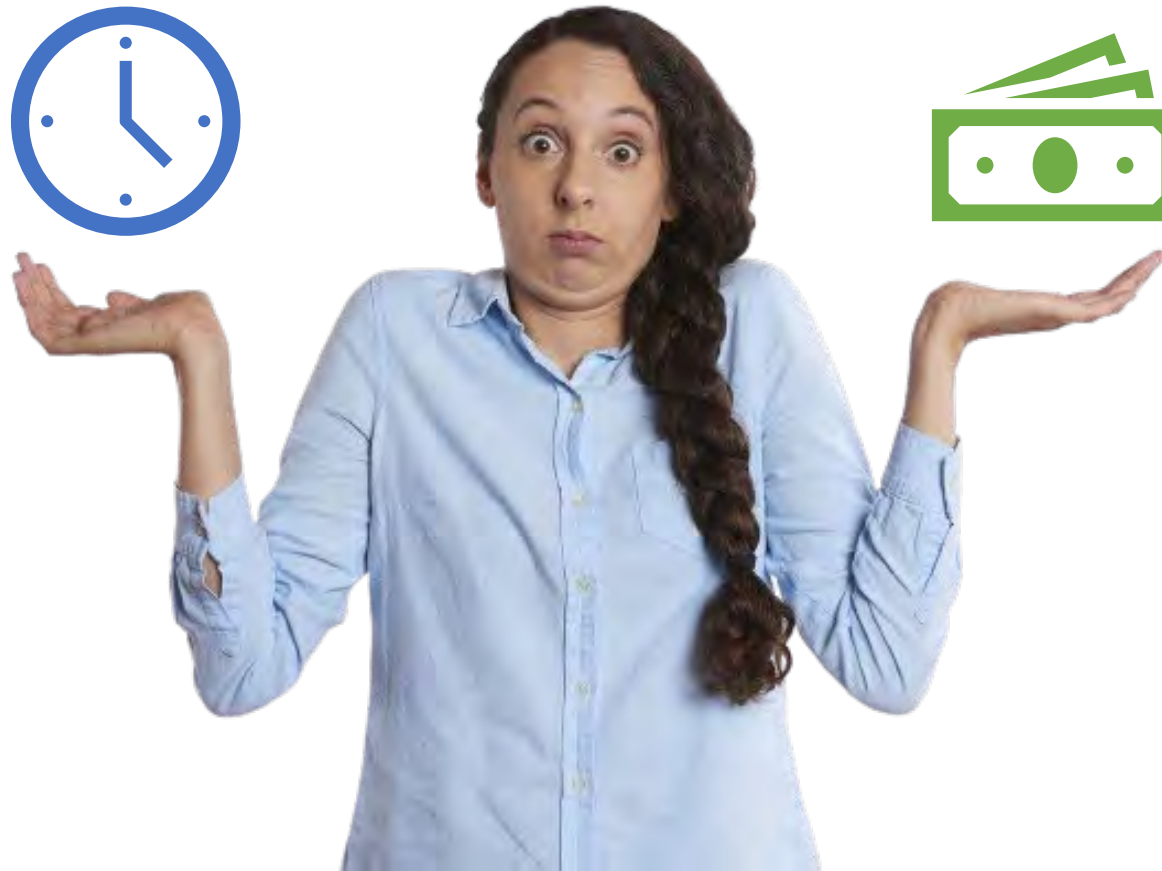
- Your personal touch
- Artistic outlet
- Greater control



How you can use graphic design

- Personal or company logo
- Fancy PowerPoint presentations
- Diagrams for your website
- Photo editing and refining
- Custom handouts, fliers, and other advertisements

DIY or Hire?



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Other reasons to try DIY

- Add your personal touch
- Flex creative brain networks
- Curiosity or interest in artsy things
- Revamping old materials
- Appreciation and refined taste



Signs that you should hire someone

It isn't getting
the job done

It just doesn't
look right

You aren't
having fun



Where to hire a graphic designer

- Fiverr.com
- Upwork.com
- 99designs.com (starts at \$299)



Considerations while hiring

- Ask for work samples
- Expect a waiting period
- What you pay for is often *but not always* what you get



Basics and Tools



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“Basics?” of design...

- Space
- Color
- Shapes
- Lines
- Cropping
- Typography
- Brightness
- Contrast
- Balance
- Hierarchy
- Style
- Texture
- Branding
- Lighting
- Originality



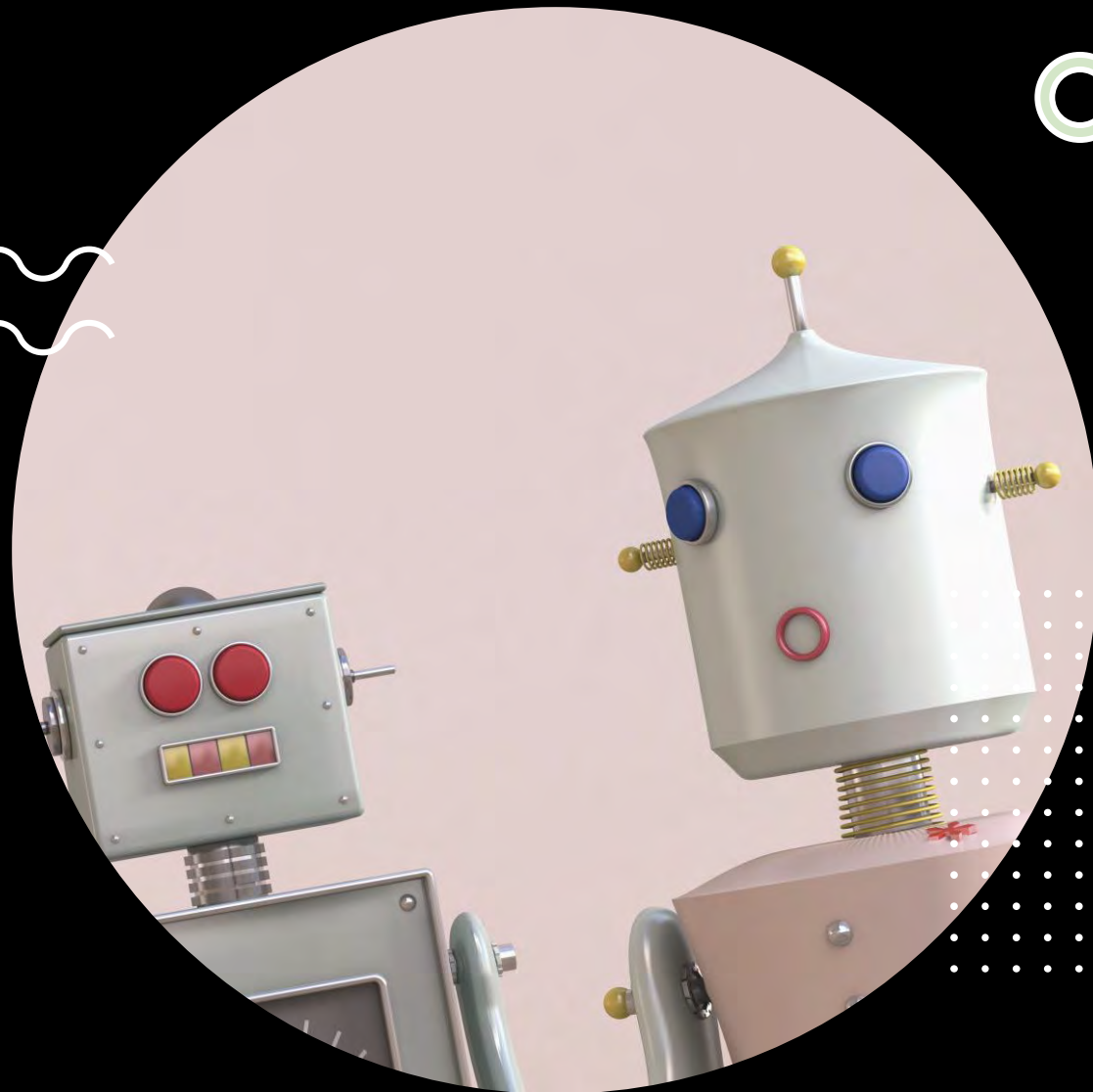
Three rules for “good enough” graphic design

Keep it
simple



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Technology
is your
friend



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Borrow, but don't steal



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Keeping things simple

- 2-4 colors
- 1-3 fonts
- Odd and 3



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This SLIDE IS a WAKING NIGHTMARE



- Too many colors
- Too many fonts
- Too many things and not an odd number
- Distracting
- Obviously homemade but not great



Ah, much better



- Consistent fonts
- Fewer colors
- Better balance



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Color considerations

- Use a palette
- Less is more
- Colors are sometimes for them, not you 😞



Colorhunt.co



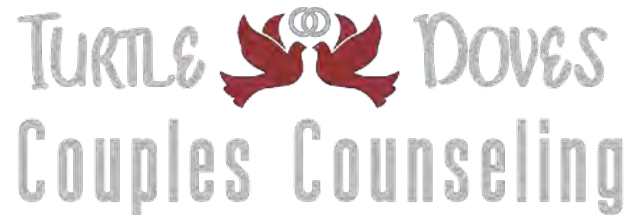
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Fontpair.co



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Simple logos...



Logo design essentials

- Readability
 - Large font size
 - Different fonts for title and subtitle
 - Simple image (or no image)
- Memorability
 - Brief
 - Engaging
 - Consistent with name
- Originality



Logo design formatting

- Dimensions
 - Horizontal rectangle, vertical rectangle, square
 - Size depends on where you are putting it
 - Simple solution – save in multiple sizes
- Quality
 - Watch for pixelation
 - PNG is best
 - Less than 200kb for speed



DR. KYLER SHUMWAY
PsyD | Author | Speaker



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Canva.com



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Follow the rules of odd and 3

- Odd numbers create balance
- 3 is a great number for most things
- The Rule of Thirds



[Pixlr.com/Editor](https://pixlr.com/editor)



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How to make technology your friend



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Remove.bg



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Free products

- Pixlr.com (editing)
- Canva.com (design)
- Fotor.com (editing and design)



Paid products

- Adobe Creative Cloud (\$50/mo, \$20 for teachers/students)
- Microsoft Office 365 (\$8/mo or \$70/year)
- Vistaprint.com -- Cards and other office things
- Customink.com -- shirts, hats, etc.

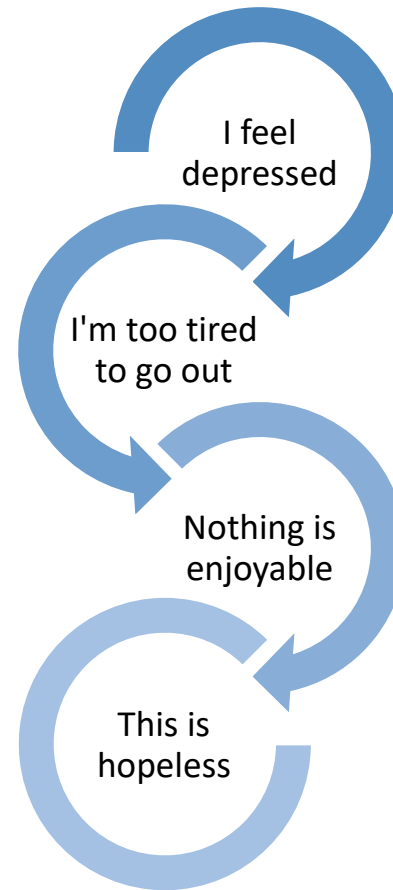
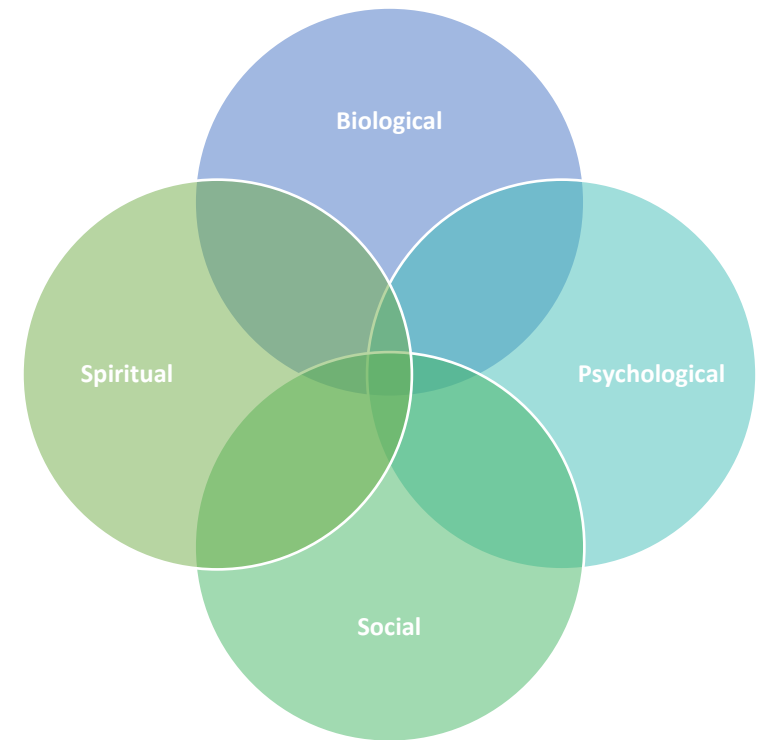


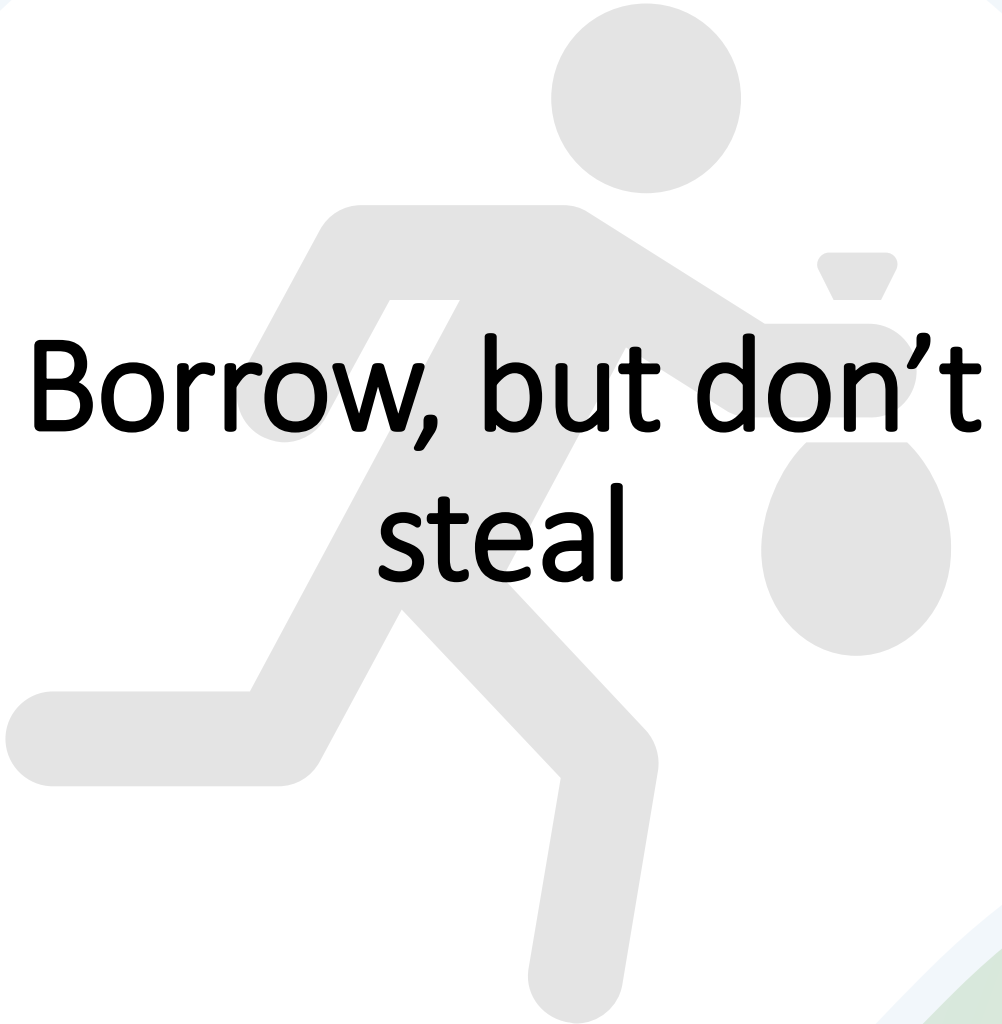
Microsoft Office – Word



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Word diagram examples





Borrow, but don't
steal



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Ethical graphic design tips

- Seek inspiration to fuel your process
- Use materials that are public domain
- Commissions are cheaper than copyright suits

What is public domain?

- Public Domain: no restrictions, no copyright claim
- Creative Commons: work may be used but in compliance with the stated restrictions
- Royalty Free: you buy a license once and can use the work according to the license



Where to get public domain materials

- [Pixabay.com](https://pixabay.com)
- [Unsplash.com](https://unsplash.com)
- [Shutterstock.com](https://shutterstock.com)
- [Pexels.com](https://pexels.com)
- [PublicDomainVectors.org](https://publicdomainvectors.org)



Where to purchase royalty free materials

- iStockphoto.com (\$30/mo)
- Gettyimages.com (based on image)
- Stock.adobe.com (30/mo)



Things to do to get started

- Pick a color palette that feels right
- Make yourself a logo
- Edit your professional portrait



Answers to Questions



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What if you get accused of copyright infringement?



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Any design considerations based on target client?



How can I make my own website?



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Where can I use my logo?

What if I'm not artistic?



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More questions?

Please submit questions and comments!

We will be answering these directly via email.



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APA | *Supercharge* Your Presence: DIY Graphic Design

THANK YOU



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