

# DESIGN FOR NON-DESIGNERS

2021 UHS SAES LEADERSHIP CONFERENCE

# YOUR PRESENTERS



**SANDI MARTIN,**  
Director of Marketing & Communications  
Office of the VP/Vice Chancellor,  
University of Houston



**LAUREN ADAMS,**  
Assistant Director of Marketing &  
CreationStation,  
Student Centers, University of Houston



# AGENDA

## DESIGN BASICS: The Guiding Principles

- Hierarchy
- Simplify
- White Space
- Contrast
- Typography
- Alignment
- Icons
- Designing for Social Media
- Resources

# THE WHY?

- Why are you designing?
- What is your program?
  - Educational
  - Fun
  - Seeking Tangible Results
- Who is your audience?
  - Students
  - Faculty/Staff
  - Alumni
  - Greater Community

**HIERARCHY IS IMPORTANT**

**LOOK HERE FIRST**

**NOW YOU'RE LOOKING HERE**

*Made you look*

# BUILDING BLOCKS OF HIERARCHY

Designers use these characteristics to establish visual hierarchy:

- **Size** – Users notice larger elements more easily.
- **Color** – Bright colors typically attract more attention than muted ones.
- **Contrast** – Dramatically contrasted colors are more eye-catching.
- **Alignment** – Out-of-alignment elements stand out over aligned ones.
- **Repetition** – Repeating styles can suggest content is related.
- **Proximity** – Closely placed elements seem related.
- **White space** – More space around elements draws the eye towards them.
- **Texture and Style** – Richer textures stand out over flat ones.

**SPB  
PRESENTS**

@UHSPB    



**BATTLE  
OF  
THE  
RHYMES**

**RAPPERS VS  
POETS**

**Legacy Lounge  
Tuesday 9.5.17  
7-9 p.m**

Funded by SFAC fees      Sponsored by the Center for Student Involvement  
If you will need accommodations for this event, please contact the Center of Students with DisABILITIES at 713-743-5400 or uhcsd@central.uh.edu

**SPB PRESENTS BATTLE OF THE RHYMES RAPPERS VS. POETS**

**NOV  
16<sup>TH</sup>**

**1PM TO  
3PM**

**STUDENT  
CENTER  
SATELLITE**

**SPONSORED BY  
THE CENTER FOR  
STUDENT INVOLVEMENT  
FUNDED BY  
YOUR SFAC FEES**



@uhspb    

If you will need accommodations for this event, please contact the Center of Students with DisABILITIES at 713-743-5400 or uhcsd@central.uh.edu

# WEEKS OF WELCOME

**Glow Party**  
**Lynn Eusan Park**  
**Aug 24<sup>th</sup>, 8pm**

Funded by your SFAC fees

Sponsored by the Center of Student Involvement

# WEEKS OF WELCOME

# GLOW Party

AUGUST 24

**8 PM LIVE DJ**

Lynn Eusan Park

**FREE** food & glow items



[www.uh.edu/getinvolved](http://www.uh.edu/getinvolved)

[www.uh.edu/wow](http://www.uh.edu/wow)

Funded by your SFAC Fees | Sponsored by the Student Centers

If you need accommodations for this event, please contact

Center for Students with DisABILITIES at (713) 743-5400 or [uhcsd@central.uh.edu](mailto:uhcsd@central.uh.edu)



**KEEP IT SIMPLE**

~~**Simplify, simplify, simplify.**~~

~~— Henry David Thoreau~~

— Julian Cearley

# URBAN EXPERIENCE PROGRAM

Encourage. Enlighten. Empower. Embrace.

GRANTS | ACADEMIC SUPPORT | INTERNSHIPS  
& so much more..



## JOIN TODAY!

### Oberholtzer Hall 250G

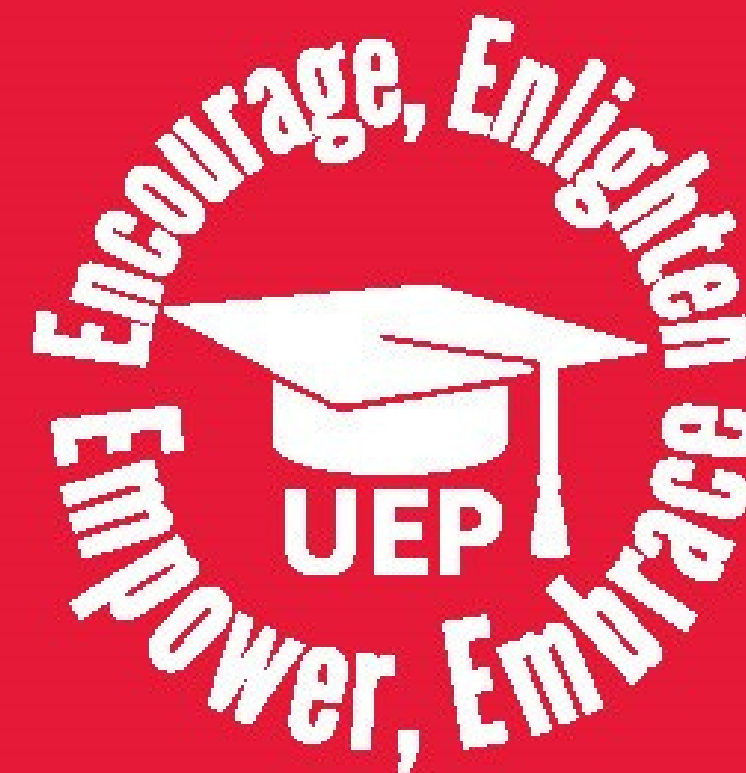
@UHUPEP   

Office Hours: 8am-5pm M-F  
Phone: 713-743-6032



UNIVERSITY of HOUSTON  
DIVISION OF STUDENT AFFAIRS  
Urban Experience Program

### Go COOGS!



## Join Today!

University of Houston  
Urban Experience Program (UEP)

4361 Wheeler St. Rm 250 G  
Houston, TX 77204-3017

713.743.2255

Visit us on the web: <http://www.uh.edu/uep/>



[www.twitter.com/UHUPEP](http://www.twitter.com/UHUPEP)

Visit our website at [www.uh.edu/caps](http://www.uh.edu/caps) for a list of "Let's Talk" locations and schedules.

Stop by any of our

## COUNSELING AND PSYCHOLOGICAL SERVICES

STRESSED?

SAD?

ANXIOUS?

## What is "Let's Talk?"

"Let's Talk" is a program that provides easy access to informal confidential consultations with clinicians from Counseling and Psychological Services (CAPS). CAPS clinicians hold walk-in hours at sites around campus. There is no appointment or fee necessary.

### What happens during a visit to "Let's Talk?"

Appointments are first-come, first served. Usually there is not much of a wait. The clinician will listen closely to your concerns and provide support, perspective, and suggestions for resources.

### How is "Let's Talk" different from Counseling and Psychological Services?

Clinicians at CAPS provide ongoing counseling, which usually consists of 45-50 minute appointments. "Let's Talk" is not formal counseling; it is a drop-in service where an individual can have an informal consultation with a clinician from time to time. This service is open to all University of Houston students, staff, and faculty. "Let's Talk" is the best fit for the following people:

- Students who are not sure about counseling and wonder what it's like to talk with a clinician.
- Students who are not interested in ongoing counseling but would like the perspective of a clinician.
- Students who have a specific problem and would like to briefly discuss the issue with a clinician.
- Students who have a concern about a friend and want some guidance and support about how to address the issue.
- Faculty or staff who want to consult with a therapist about an individual or student of concern.

### Would going to "Let's Talk" help me figure out what to do about an issue of concern?

Absolutely. The clinician will talk through your issue with you and help you determine the best way to get help. If you feel comfortable with the clinician, it may be possible to meet with him or her at CAPS for ongoing treatment.

### Is "Let's Talk" the same as therapy?

"Let's Talk" is not a substitute for psychotherapy or formal counseling and does not constitute mental health treatment. "Let's Talk" clinicians provide informal consultations to help the campus community with specific problems and to introduce them to what it's like to speak with a clinician. Your "Let's Talk" clinician can help you determine whether formal counseling at CAPS would be useful for you and, if appropriate, assist you in scheduling an appointment.

### "Let's Talk" visits are confidential. Are there any limits to confidentiality?

"Let's Talk" discussions with CAPS clinicians are considered confidential, however, Texas law may require the clinician to disclose some or all of the information under certain limited circumstances. If you have concerns about disclosure, ask the CAPS clinician for a more complete explanation of disclosure requirements.

Contact Us

226 Student Service Center 1  
Houston, TX 77204-3026  
713-743-5454  
[www.uh.edu/caps](http://www.uh.edu/caps)

## FIND US



Visit our website at [uh.edu/caps](http://uh.edu/caps) for a list of "Let's Talk" locations and schedules.



Student Service Center 1 is located at UH Entrance 6, between the University of Houston Health Center and the Ezekiel W. Cullen Building. It is building 524 on the UH campus map. CAPS is on the 2nd floor at the end of the hall.

### Parking Information

The closest student parking lot (9C) is located on Wheeler Street. There is also metered parking along Entrance 6/ Cougar Village Dr..

The University of Houston is an EEO/AA institution.

UNIVERSITY OF HOUSTON  
COUNSELING & PSYCHOLOGICAL SERVICES

**CAPS Hours of Operation**  
Monday—Friday | 8:00am—5:00pm  
226 Student Service Center 1 | 4365 Wheeler St., Room 226 | Houston, TX 77204-3026 | (713) 743-5454

 [facebook.com/UHCAPS](https://facebook.com/UHCAPS)



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### What to do about an issue of concern?

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LET'S TALK!



# DON'T BE AFRAID OF WHITESPACE

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## WHITE SPACE

- Also called negative space, white space is the area between design elements
- Makes your design easily scannable
- Improves readability & legibility

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**ELITE EIGHT**  
HOUSTON BASKETBALL

*For The City*

# COOG STRONG MASK ON

UNIVERSITY of HOUSTON  
**HOME COMING**  
2020



IN COLLABORATION WITH HOME COMING  
**STUDENT PROGRAM BOARD**  
SCARLET SCREEN PRESENTS



## ANTEBELLUM

NOVEMBER 12, 2020  
STUDENT CENTER THEATER  
7:30 PM



For event accommodations, please visit [uh.edu/csd/services](http://uh.edu/csd/services)

@uhspb



**CONTRAST IS YOUR FRIEND**

**CONTRAST**

**MAKES YOUR DESIGN**

**STAND OUT**

# STUDENT LIFE DIVERSITY WORKSHOP

## SEPTEMBER

<b>WEDNESDAY</b> 9/13 4:00 – 5:00 PM Diversity 101 SC South Bayou City	<b>WEDNESDAY</b> 10/18 2:30 – 3:30 PM LGBTQ Awareness SC South Skyline Room	<b>FRIDAY</b> 11/3 9:00 – 11:30 AM Work Smart for Women SC South Bayou City
<b>TUESDAY</b> 9/19 12:00 – 1:00 PM DREAMzone SC South Bayou City	<b>FRIDAY</b> 10/20 9:00 – 1:00 PM Code Red Training SC South Downtown Room	<b>FRIDAY</b> 11/3 12:45 – 4:00 PM Cougar Ally Training SC North Synergy Room
<b>WEDNESDAY</b> 9/20 4:00 – 5:00 PM Power and Privilege SC South Bayou City	<b>THURSDAY</b> 10/26 12:00 – 1:00 PM Ally 2.0: What the A? SC South Heights Room	<b>THURSDAY</b> 11/9 1:00 – 2:00 PM LGBTQ Awareness SC South Skyline Room
<b>OCTOBER</b>	<b>THURSDAY</b> 10/26 4:00 – 5:00 PM DREAMzone SC South Bayou City	<b>THURSDAY</b> 11/9 12:00 – 1:00 PM Diversity 101 SC South Bayou City
<b>WEDNESDAY</b> 10/4 8:45 – 12:00 PM Cougar Ally Training SC North Synergy Room	<b>TUESDAY</b> 10/31 12:00 – 1:00 PM Inclusive Language SC South Bayou City	<b>TUESDAY</b> 11/14 3:00 – 4:15 PM Trans 101 SC South Skyline Room
<b>THURSDAY</b> 10/5 12:00 – 1:00 PM Diversity 101 SC South Downtown Room	<b>NOVEMBER</b>	<b>WEDNESDAY</b> 11/15 4:00 – 5:00 PM Diversity 201 SC South Bayou City
<b>TUESDAY</b> 10/10 12:00 – 1:00 PM Intent vs Impact SC South Bayou City	<b>WEDNESDAY</b> 11/1 5:00 – 6:00 PM Power and Privilege SC South Bayou City	<b>THURSDAY</b> 11/16 11:30 – 12:30 PM Breaking the Silence SC South Skyline Room
<b>WEDNESDAY</b> 10/11 4:00 – 5:00 PM Diversity 201 SC South Bayou City	<b>THURSDAY</b> 11/2 12:00 – 1:30 PM Ally 2.0: Potty Police SC South Heights Room	<b>WEDNESDAY</b> 12/6 9:00 – 1:00 PM Diversity 201 SC South Downtown Room

UNIVERSITY of HOUSTON

CENTER for DIVERSITY & INCLUSION

If you will need accommodations for this event, please contact the Center for Students with DisABILITIES at 713.743.5400 or uhcsd@central.uh.edu



# FALL 2017 DIVERSITY WORKSHOPS

## SEPTEMBER

<b>WEDNESDAY</b> 9/13 4:00 – 5:00 PM Diversity 101 SC South Bayou City	<b>FRIDAY</b> 10/20 9:00 – 1:00 PM Code Red Training SC South Downtown Room	<b>FRIDAY</b> 11/3 9:00 – 11:30 AM Work Smart for Women SC South Heights Room
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UNIVERSITY of  
HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

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# DON'T FORGET TO CONTRAST YOUR TYPOGRAPHY



You can make text on top of photos stand out by changing the color of the photo, adding a duotone effect or overlay, or making it slightly transparent. Avoid overusing shadows and other text effects.



# DON'T FORGET TO CONTRAST YOUR TYPOGRAPHY



**DEADLINE EXTENDED!**  
**DSAES AWARDS**

**NEW DEADLINE:**  
**DATE HERE**

When all else fails, put a box or other shape element behind your text.

# AVOID TYPOGRAPHY OVERLOAD

*Using too many*  
mismatched  
fonts makes  
for a messy design

# TYPOGRAPHY: SIMPLE IS BETTER

## LIMIT YOUR FONTS

**Keep your fonts to 2-3 tops**

*Choosing a cohesive font palette and sticking with it creates consistency and keeps it simple*

**spb**

STUDENT PROGRAM BOARD PRESENTS

# SIP 'N' DIP

MARCH 2<sup>ND</sup> - 5<sup>TH</sup>, 2021

**Stressed for school and need a creative outlet?**

Join the Student Program Board for our sip and dip event. During the week, we will have paint kits available for pick up and on Friday we will have a Instagram Live where everyone is listening to music, painting and sipping on their favorite beverage!

**PICK UP YOUR PAINT KIT!**

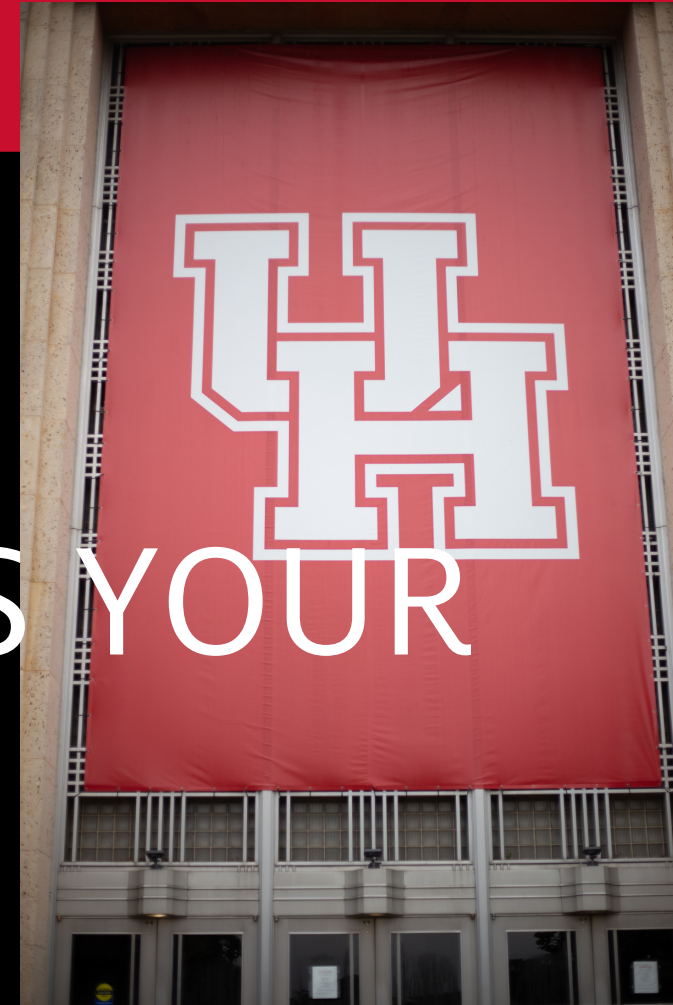
MARCH 2 <sup>ND</sup>	11AM - 1PM
MARCH 3 <sup>RD</sup>	12PM - 2PM
MARCH 4 <sup>TH</sup>	2:30PM - 4PM
MARCH 5 <sup>TH</sup>	2PM - 4PM

**UH** **UH** **COOG STRONG MASK ON** [uh.edu/uhsfb](http://uh.edu/uhsfb) [.com/uhsfb](https://www.facebook.com/uhsfb) [@uhsfb](https://twitter.com/uhsfb) [@uhsfb](https://www.instagram.com/uhsfb)

For event accommodations, please visit [uh.edu/csd/services](http://uh.edu/csd/services)


# ALIGNMENT MATTERS

ALIGNMENT ELIMINATES  
CONFUSION & ASSISTS YOUR



AUDIENCE IN PROCESSING INFO

# ALIGN YOUR ELEMENTS TO EACH OTHER AND THE PAGE



*Save  
the Date*

---

**DAY OF  
REMEMBRANCE**  
03.02.21

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University Chapel  
12:00 PM – 1:00 PM  
Online at [uh.edu/adbruce/](http://uh.edu/adbruce/)



UH

A vertical red line and a horizontal red arrow with arrowheads at both ends are overlaid on the poster to indicate alignment. The vertical line runs through the center of the text and the chapel image. The horizontal arrow points from the text area to the chapel image.



**MAY IS  
MENTAL  
HEALTH  
MONTH**



**#BreakTheStigma**

A vertical red line and a horizontal red arrow with arrowheads at both ends are overlaid on the poster to indicate alignment. The vertical line runs through the text and the ribbon. The horizontal arrow points from the text area to the ribbon.

# USE ICONS

## JUST TEXT IS VISUALLY BORING

USING ICONS CAN BRING DATA TO LIFE



1927

The University of Houston adopted the cougar, Shasta, as its official mascot 20 years after its founding.



281

Number of people who signed up for the 2021 UHS SAES Leadership Conference



2

Number of spoiled dogs Sandi owns. Their names are Oscar & Winnie.



29 million

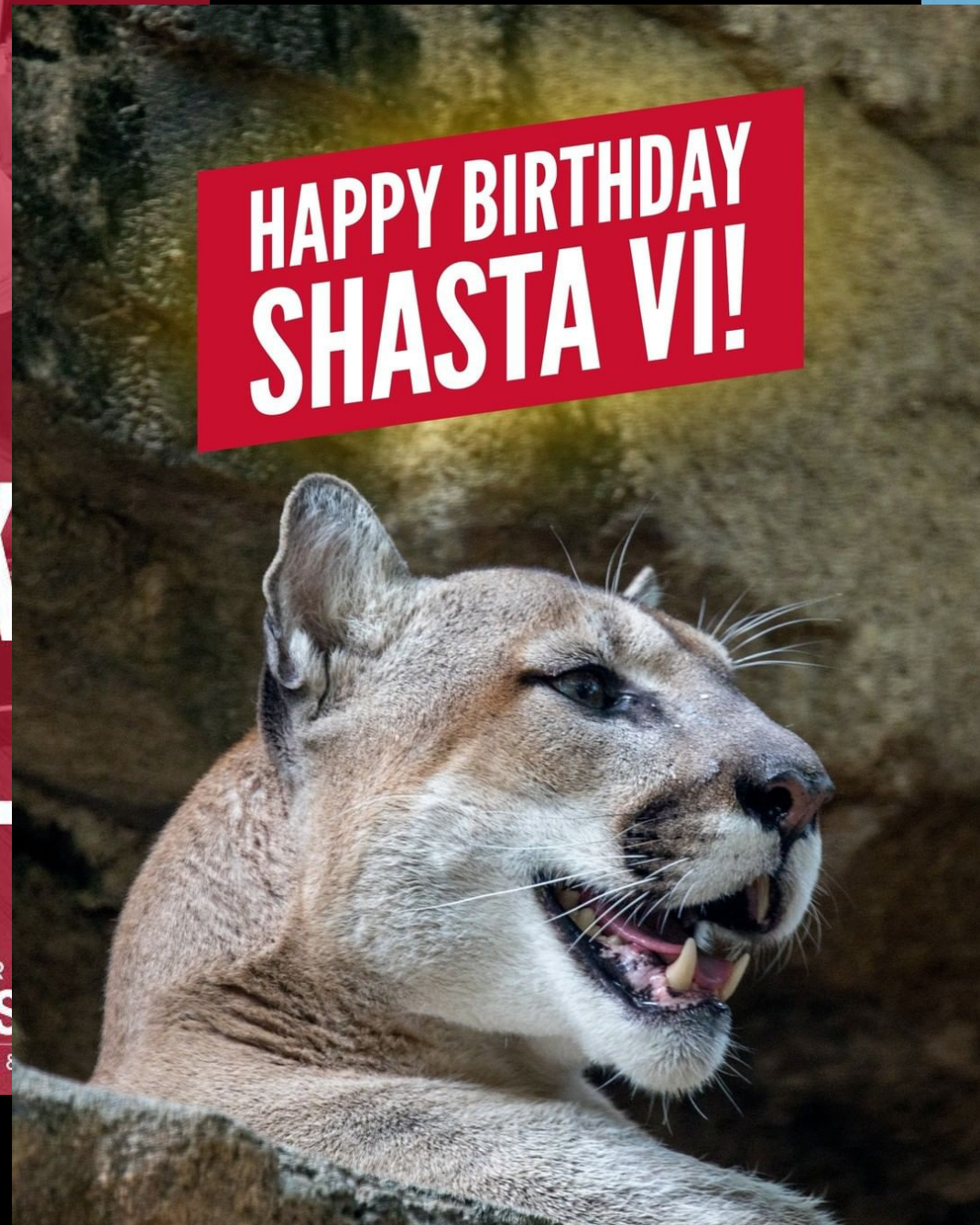
People live in Texas, which would be the 39th largest country in the world if it were not the second biggest U.S. state.

# DESIGNING FOR SOCIAL

**Students want  
to see photos**



# SOCIAL TIPS: Ask Qs, do polls, put your text in the post





# DESIGNS WE JUST LIKE

Source: ACUI 2021 Steal This Idea Award Winners

02 LOVE IS

COMMUNICATING  
OPENLY



OFFICE FOR SEXUAL VIOLENCE  
PREVENTION AND VICTIM ADVOCACY

[GO.IU.EDU/SVPVA](http://GO.IU.EDU/SVPVA)

03 LOVE IS

FEELING  
SAFE



OFFICE FOR SEXUAL VIOLENCE  
PREVENTION AND VICTIM ADVOCACY

[GO.IU.EDU/SVPVA](http://GO.IU.EDU/SVPVA)

04 LOVE IS

LEARNING  
TO TRUST  
YOUR  
INSTINCTS



OFFICE FOR SEXUAL VIOLENCE  
PREVENTION AND VICTIM ADVOCACY

[GO.IU.EDU/SVPVA](http://GO.IU.EDU/SVPVA)

07 LOVE IS

BEING HAPPY  
WHEN YOUR  
PARTNER SUCCEEDS



OFFICE FOR SEXUAL VIOLENCE  
PREVENTION AND VICTIM ADVOCACY

[GO.IU.EDU/SVPVA](http://GO.IU.EDU/SVPVA)

12 LOVE IS

TAKING RESPONSIBILITY  
FOR YOUR ACTIONS



AND THE IMPACT THEY HAVE  
ON YOUR PARTNER

OFFICE FOR SEXUAL VIOLENCE  
PREVENTION AND VICTIM ADVOCACY

[GO.IU.EDU/SVPVA](http://GO.IU.EDU/SVPVA)

# DESIGNS WE JUST LIKE

Source: ACUI 2021 Steal This Idea Award Winners

zoom  
THURSDAY  
OCT 22  
4 - 6 PM

**EXPERIENCES from the  
BINARY & BEYOND**

A panel of transgender, non-binary and gender-nonconforming students & faculty will speak about their experiences navigating gender in a world where the binary gender roles are heavily enforced.

STUDENT GOVERNMENT | @CSULBASIGOV | @CSULBASI | asicsulb.org/gov

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THE STUDENT PROGRAM BOARD SCARLET SCREEN PRESENTS

3/24/20  
SC THEATER  
4PM, 6:30PM, 9PM

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FOR EVENT ACCOMMODATIONS, PLEASE VISIT [UH.EDU/CSD/SERVICES](http://UH.EDU/CSD/SERVICES)

CENTERSIGHT

C  
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S I G H T

ALTERNATIVE  
ROCK CONCERT

WEDNESDAY APRIL 8  
UNIVERSITY UNION SERNA PLAZA

1 2 P M FREE

UNIVERSITY UNION | UNIQUE | Roundtable

FOR MORE INFO AND TO REQUEST ACCOMMODATIONS, PLEASE CALL (916) 278-6997 OR VISIT [WWW.SACSTATEUNIQUE.COM](http://WWW.SACSTATEUNIQUE.COM)

# RESOURCES

## Photo Editing

[GIMP\\*](#)

[Canva\\*](#)

[PicMonkey](#)

[Adobe Spark\\*](#)

[BeFunky](#)

[Pixlr\\*](#)

[Photoshop](#)

[Windows Photo\\*](#)

## Graphic Design

[Canva\\*](#)

[InDesign](#)

[BeFunky](#)

[Infogram](#)

[Vectr\\*](#)

[Adobe Spark\\*](#)

[Illustrator](#)

## Tutorials

[InDesign Secrets](#)

[Layers](#)

[Photoshop Basix](#)

[LinkedIn Learning](#)

[Canva Tutorials](#)

[Coursera](#)

[Skillshare](#)

[Adobe](#)

\*Free or offers limited free plan

# FREE STUFF

## Free Photos

[Freepik](#)

[LifeOfPix](#)

[PxHere](#)

[Unsplash](#)

[CreativeCommons](#)

[Morguefile](#)

[Pixabay](#)

[Gratisography](#)

[FreeImages](#)

[Library of Congress](#)

[StockSnap.io](#)

[Public Domain Project](#)

[Pexels](#)

## Free Graphics

[Vecteezy](#)

[Freepik](#)

[FlatIcon](#)

[TextureKing](#)

[VectorStock](#)

[Graphics Wall](#)

# CONTACT US



**SANDI MARTIN,**  
Director of Marketing & Communications  
Office of the VP/Vice Chancellor,  
University of Houston



**[pmarti37@central.uh.edu](mailto:pmarti37@central.uh.edu)**



**713-743-9820**



**LAUREN ADAMS,**  
Assistant Director of Marketing &  
CreationStation,  
Student Centers, University of Houston



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