

THE RIDICULOUSLY QUICK OVERVIEW OF VISUAL DESIGN

TIPS AND TOOLS THAT ARE EASY & FREE

WHY?



Visualisation is everything. You don't have to be an expert at it or have the budget for a trained professional - so here's a starting point to get you on the way.

- it's vital to think about and understand what your audience needs to know, where they're looking and what matters to them.

- first impressions count.

Our average attention span has dropped from 24 seconds in 2000 to 7 in 2018! - That's 1 second less than a goldfish"

1. PORTRAIT PHOTO

- Put's a face to the cause, helps 'humanise unfamiliar situations.
- Builds trust, understanding & engagement.
- Align it to tell same story as everything else.

Additional material:

- DIY photo guide

'Pop-Up Portrait event



2. ONLINE PRESENCE & NETWORKING

- Consistency across channels for the basics.
- Tailoring content for different audiences on each network and what to post.
- Building your presence, connecting with others & networking - and taking it offline.
- Do's and Dont's.



Additional material:

- Social Media Cheat Sheet

3. ONLINE TOOLS

- Free, simple to use.
- CANVA - design things (social media, posters etc).
- WIX - simple website builder.
- YouTube - video tutorials.

Additional material:

Various infographics to help make things look professional - eg layout guide, colour, design principles



NEED HELP?

- I want to package this up together so that it's comprehensive but also simple to follow.
- All supporting documents can be downloaded from either my website or BT site - saves printing costs.
- Option for me to provide my services/consultation post-conference.

