

## Importance of Design

**Importance of Design**

- Why is design important?
- How does it help convey info?
- Campus community uses data to understand and respond to trends.
- Senior administrators use reports and data elements to make important decisions.



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**Importance of Design**

*If information is misunderstood due to lack of clarity and consistency, the data is of no value – and can make more problems for someone to clean up.*



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## Four Basic Design Principles



**Contrast** items to catch the reader's eye and to draw attention to important items.

**Repetition** in a publication helps to provide a sense of organization. Most design elements can be repeated: line thickness, shape, color, font, etc.

All items on a page should be connected to the other items on the page through **alignment**. If items are just "placed" on the page, it will look odd. Alignment adds organization to a publication.

Items that are alike should be placed together. By placing items in **proximity** to one another the individual items become one unit. The publication will appear cleaner and again more organized.

## Applying Design Principles

**Proximity**

**Before**

**WHEN** Wednesday, April 7<sup>th</sup> from 12 to 2

**WHO** ~ Calling all Faculty Members ~

**WHERE** Visit the HUB Learning Space (second floor of Olson Library) for food, beverages, and a chance to congratulate colleagues who have been awarded the first QEP grants!

**WHY** Find out more about the QEP and how YOU can apply for a QEP grant for up to \$40,000 per project!

**After**

**WHO, WHERE, & WHEN**

**Calling all Faculty Members**  
Visit the HUB on the 2nd Floor of Olson Library  
Wednesday, April 7 from 12 to 2

**WHY**  
Find out more about VSU's QEP and how YOU can apply for a QEP grant for up to \$40,000 per project!

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**Before**

VALDOSTA STATE UNIVERSITY

Ready to make a change?

Transfer to VSU and pursue a degree in one of the 52 fields of study offered.

Contact the VSU Office of Admissions @ 1-800-618-1878 or visit our web site at [www.valdosta.edu](http://www.valdosta.edu) for information.

Apply now for Spring 2011!

**After**

VALDOSTA STATE UNIVERSITY

Ready for the next step to a Bachelor's degree?

Apply now to pursue a degree in one of Valdosta State University's 52 bachelor programs in Arts, Arts & Sciences, Business, Education, or Nursing.

Office of Admissions • 1-800-618-1878 • [www.valdosta.edu](http://www.valdosta.edu)

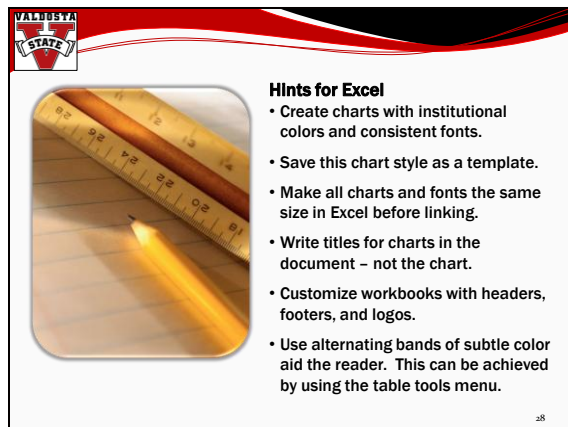
Apply now for Spring 2011!

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## How to Link Excel Items in Publisher or PowerPoint

1. Copy graph or table in Excel.
2. Go to Publisher/PowerPoint.
3. Click on Edit and select "Paste Special".
4. Select Paste Link and click OK.
5. Your graph or table is now linked to Excel and any changes made to the Excel document will be reflected in Publisher/PowerPoint.

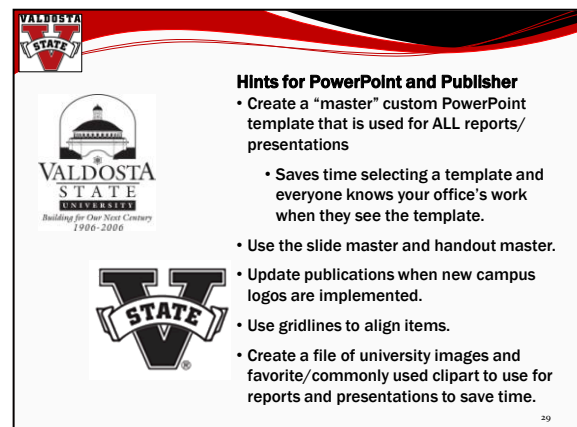
## Helpful Hints



**Hints for Excel**

- Create charts with institutional colors and consistent fonts.
- Save this chart style as a template.
- Make all charts and fonts the same size in Excel before linking.
- Write titles for charts in the document – not the chart.
- Customize workbooks with headers, footers, and logos.
- Use alternating bands of subtle color aid the reader. This can be achieved by using the table tools menu.

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**Hints for PowerPoint and Publisher**

- Create a "master" custom PowerPoint template that is used for ALL reports/presentations
- Saves time selecting a template and everyone knows your office's work when they see the template.
- Use the slide master and handout master.
- Update publications when new campus logos are implemented.
- Use gridlines to align items.
- Create a file of university images and favorite/commonly used clipart to use for reports and presentations to save time.

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## Resources

Reynolds, G. (2008). *Presentation zen: Simple ideas on presentation design and delivery*. Berkeley, CA: New Riders.

Sanders, L., & Filkins, J. (2009). *Effective reporting*. Tallahassee, FL: The Association for Institutional Research.

Williams, R., & Tollett, J. (2007). *Robin Williams design workshop*. Berkeley, CA: Peachpit Press.

Williams, R. (2008). *The non-designer's design book*. Berkeley, CA: Peachpit Press.



## Online Image Websites

Free:

<http://www.flickr.com/creativecommons>

<http://www.morguefile.com/archive/>

<http://www.sxc.hu/>

Not so Free:

<http://www.shutterstock.com/>

<http://www.thinkstockphotos.com/>

