


Visual Design for Researchers



Session 5: Finishing
 - How to Pull it All Together

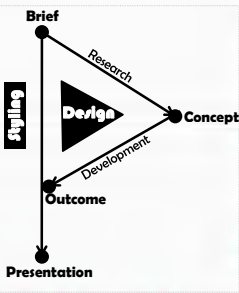
TO FINISH UP

- **The Design Process**
 - Re-Conceptualised
 - Before & After: updates from last week
- **Different Uses for Visuals**
 - images,
 - diagrams...
- **What Software to Use When**
 - Microsoft Office: word, power point...
 - Adobe: Illustrator, Photoshop, In Design, Acrobat...
 - Others...
- **Tips & Questions**
 - File Formats, Printing, Screen Displays...



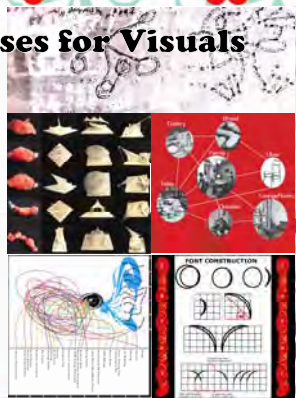
Design Process

- **Short cut v's Long way round**
 Styling /design process diagram
- **Before & After**
 Updates from last weeks work



Different Uses for Visuals

- **Images**
 - Description
 - Contextualisation
 - Aesthetics
 - Spatial Concepts
 - Others...?
- **Diagrams**
 - Description
 - Concept
 - Model
 - Sketch Model
 - Process
 - Displaying Data
 - Others...?



What Software to Use When?

Microsoft Office

- **Word:**
 - Usually used for print
 - Can be used for presentations (use landscape setup)
 - If creating diagrams us 'Group' tool
- **Power Point:**
 - Usually used for presentations
 - Can be used for print (print handout slides)
 - Save as Pdf if doing external presentations
 - Keep all multimedia files with ppt. file as they are not imbedded only linked.

What Software to Use When?

Adobe Suite

- **Photoshop:** Bitmap program for *image* manipulation/construction
- **Illustrator:** Vector program for *illustration* construction/manipulation
- **In Design:** Composition program for *document* layout and prepress production
- **Acrobat Professional:** Secures documents in Pdf. format. Imbeds type, layout, images, etc. so it always stays the same. Used for sending to printers, external presentations, web or to locking documents.
- **Others:** Dreamweaver, Premier, After Affects, Fireworks
- **NB:-** Reference books are good ways to learn more

Tips & Questions

1. **File Formats**
 - Jpeg, Png, Bmp, Tiff, etc.
 - Resolutions: - Screen 75-150dpi, - Print 300dpi
2. **Print**
 - Preparing files (save as Pdf before sending to printers)
 - Paper type, weight, etc.
 - Colour, B&W, CMYK
 - Sizes, A5 – A0
3. **Screen**
 - Preparing files (using ppt. v's Pdf.)
 - File size
 - Image and Typography

THE END

Thank you for Participating

- **Next Year:** Depending on the level of interest we may run another set of 'Visual Design for Researchers' sessions