

Using Design Concepts to Boost Communication

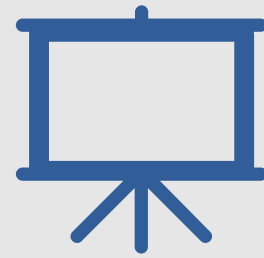
1 Design Principles

- Balance
- Alignment
- Proximity
- Repetition
- Contrast
- Keep it simple
- Use color – wisely
 - [Color Wheels](#)
- Dark background/light text vs light background/dark text
- Images



2 Using PowerPoint

- Remember...templates
- Images
- Slide Master
- Images!
- GIF



Balance, Alignment, Proximity, Repetition, Contrast

3 Resources

- [Envato](#)
- [Adobe Stock](#)
- [Biteable](#)
- [Canva](#)



4 Emails

- Use a table
- Break it up
 - Balance, alignment
- Center in email
- Don't be afraid of images, GIFs if appropriate.