

COMD 2300

Communication Design 1
04/1/2024

Tips on how to create content for social media

KNOW DIMENSIONS



Be aware of standard dimensions for each platform and customize images to that size.

KEEP 'EM SQUARE



Square visuals perform better on social media and they are effective across platforms.

DARK SOLID COLORS



Use solid colors instead of pastels or lighter hues to make your visuals stand out.

BE CONSISTENT



Keep visuals consistent with the business's original theme and colors.

MINIMALIST DESIGN



Don't go overboard with design. Keep it to the minimal. Remember less is more.

CRISP GRAPHICS



Use crisp and clear graphics that are easy to make sense. Avoid blurred or pixelated.

BRAND VISUALS



Brand your visuals with company logo or recognizable symbol.

AVOID CLUTTER



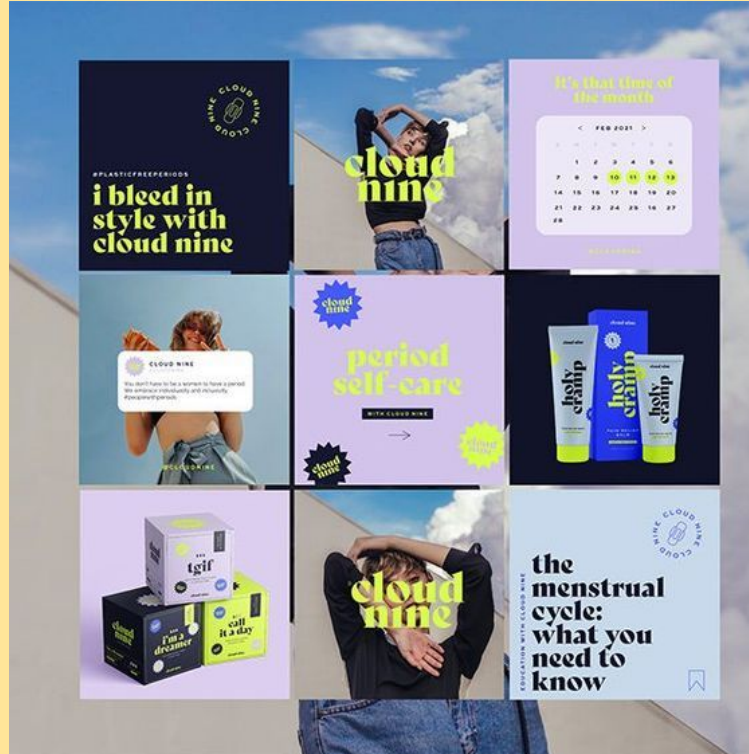
Keep information on visuals short and sweet. Don't add anything unnecessary.

LEGIBLE TEXT

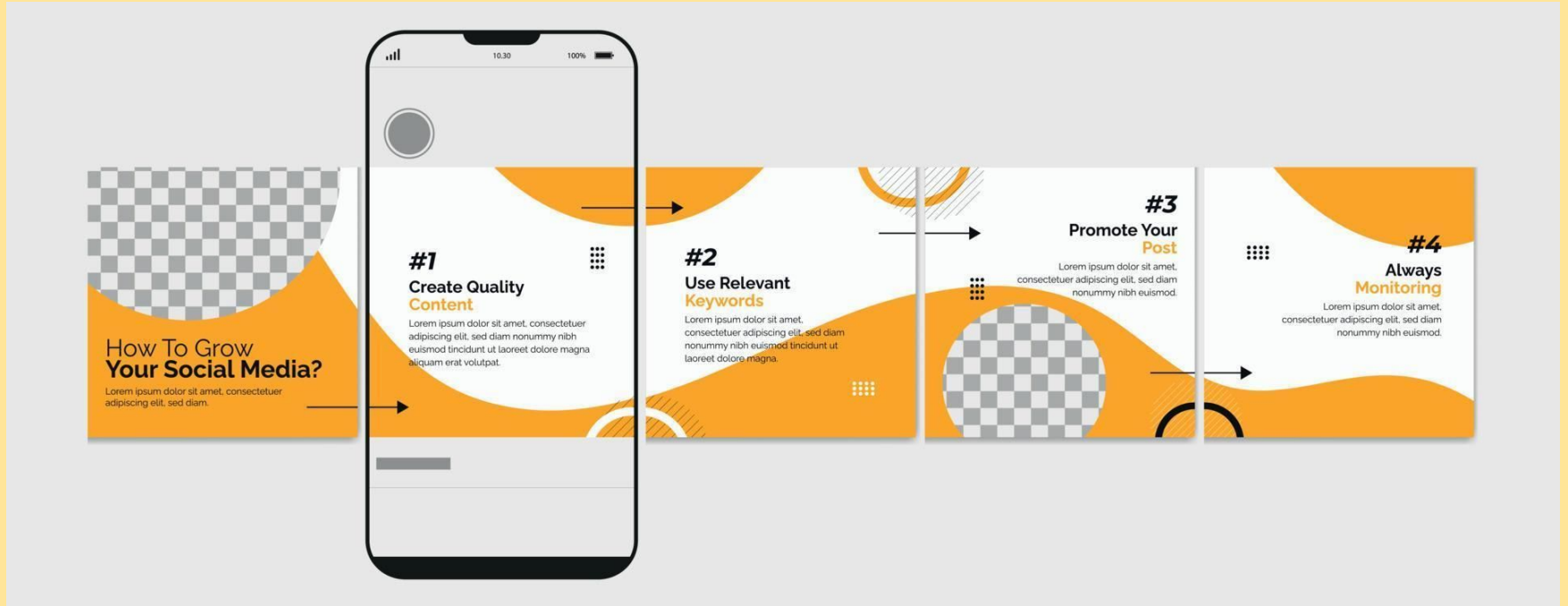


Ensure readability, use appropriate font style and size.

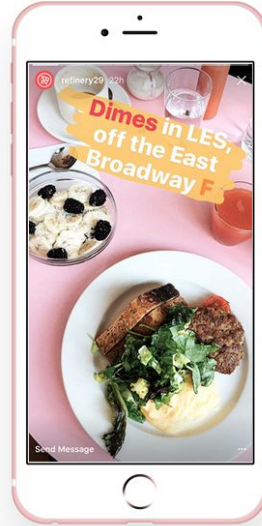
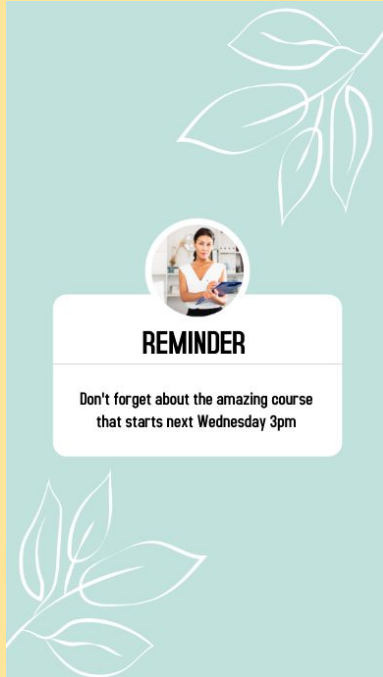
Instagram Post Examples



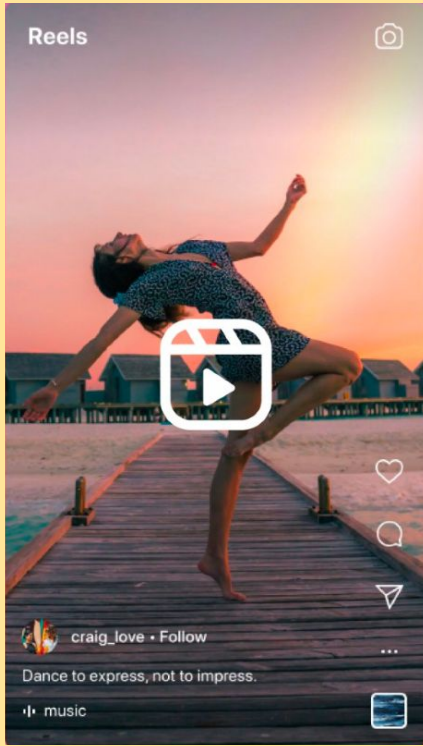
Instagram Carousel Examples



Instagram Stories



Instagram Reel



Principles of good and inclusive design

Principles of good and inclusive design

👉 Visual

- Blindness
- Low-vision
- Color blindness
- Using a cellphone on a sunny day

What can we do?

- Use alternative text for graphics
- Use colors with high contrast
- Enable navigation with a keyboard
- Place related content close together
- Expand abbreviations and acronyms

👉 Hearing

- Deaf people
- Hard-of-hearing
- People who don't want to disturb

What can we do?

- Use captions for all videos
- Don't put content in video and audio-only, add text as well
- Don't make the phone the only means of contact with users (for example in the form or on a company website)
- Write in plain English

Principles of good and inclusive design

👉 Motor

- Inability to use a mouse
- Slow response time
- Limited fine motor control
- Users stuck in a shaky bus
- Users with small phones

What can we do?

- Make messages clear and concise
- Sliders are cool but also difficult to use, good to have an option to type as well
- Don't have short time-out windows

👉 Cognitive

- Learning disabilities
- Easily distracted people
- People who have difficulties in focusing
- Parents with small children

What can we do?

- Understandable content: proper structure, (headings, lists, and separation)
- Brief and clear messages
- Making errors understandable for the user so he can easily correct them
- Give a response user is expecting
- Keep it simple (e.g don't use italics)
- Use autocorrect and provide suggestions
- Give reminders and prompts



Assess possible points of bias



Use clear, simple, thoughtful, language



Use responsive design



Make use of free tools



Structure documents using headings



Write alt text for images and other non-text elements



Take advantage of freely available accessibility checkers



Check your color scheme for contrast and distinction



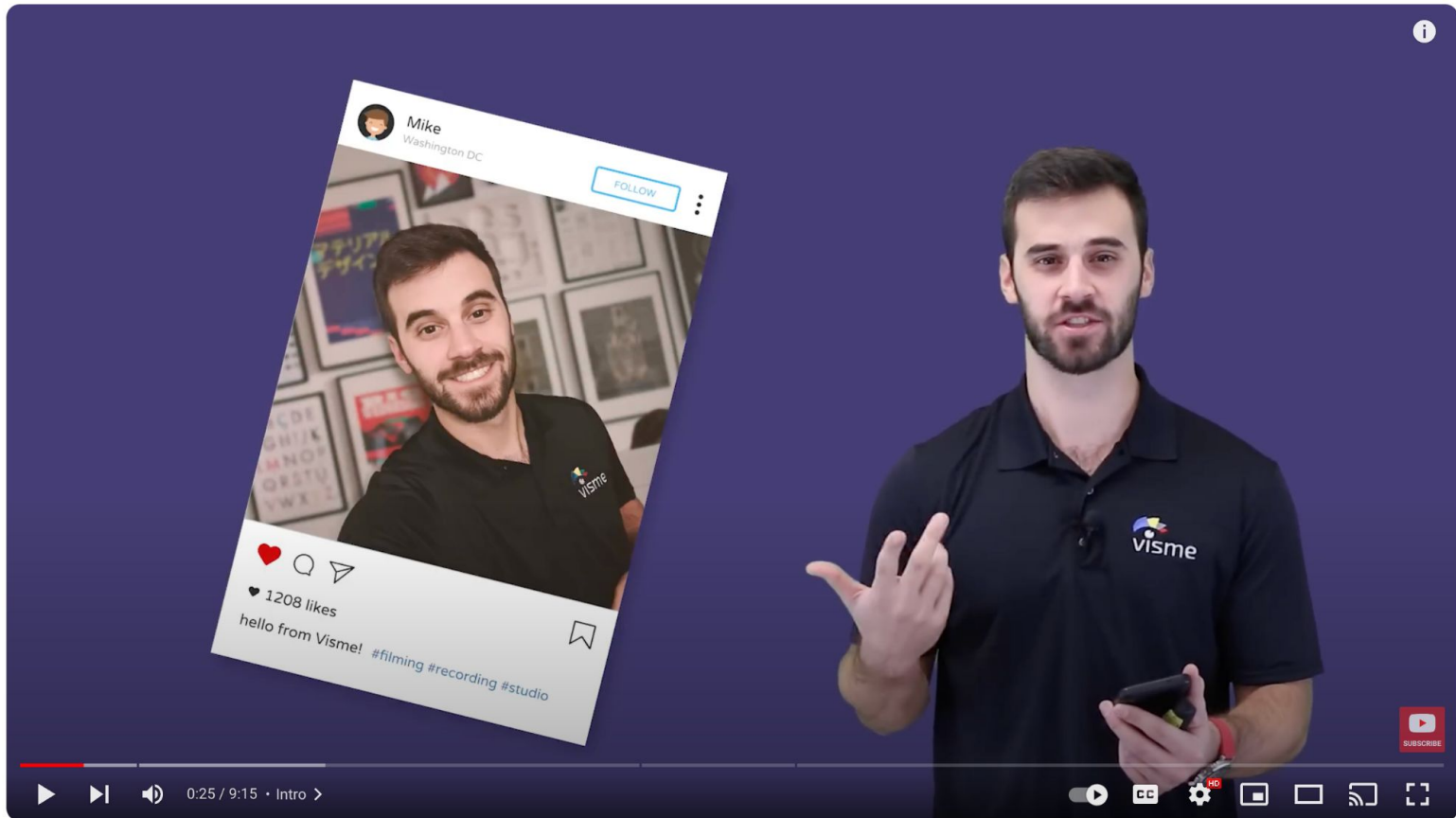
Make your social media posts accessible

Principles of good and inclusive design

Social Posts General tips



- Tailor your social media posts for each network.
- Content is still king.
- Create multiple visuals for your content.
- Use hashtags in your social media posts.
- Harness the power of emojis for your social media posts.
- Choose the right post format for your social media posts.

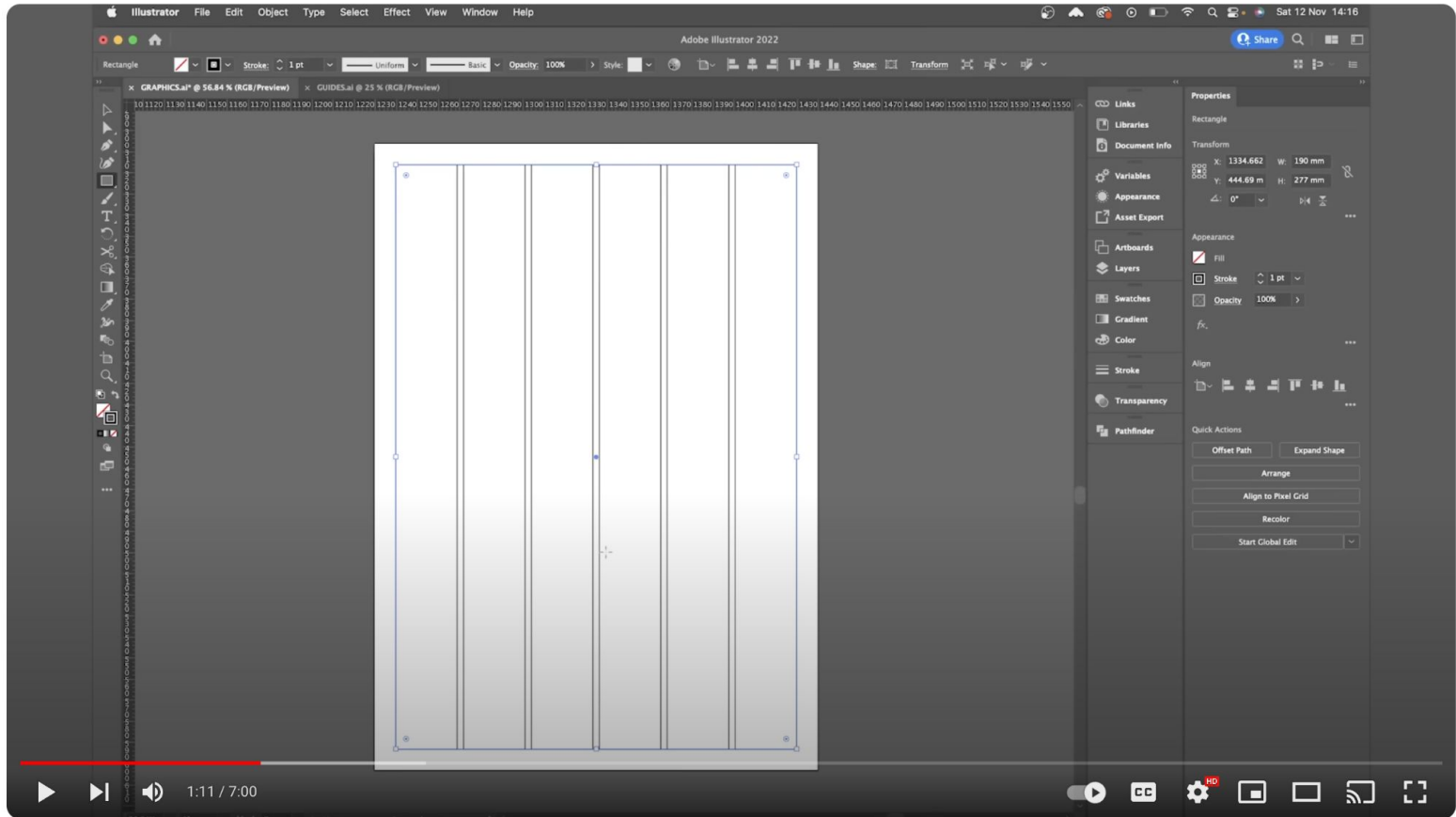


How to Tips for Creating Social Media Graphics - Graphic Design Tutorial



Subscribe

10K Share Download Clip Save ...



5 laws of design layout & composition *golden rules*



Shapes By Sean
10.1K subscribers

Subscribe

👍 13K



➦ Share

⬇️ Download

💰 Thanks

✂️ Clip



Project 3 Transforming OOH Campaign into Instagram Post