

Better Communication by

DESIGN

Bruce Hooke

Website and Graphic Designer
and Mapmaker

What We'll be Covering:

- Foundations on which to make design choices
- Essential design principles
- Color
- Fonts

Tools:

- Microsoft Word
- Basic website editing tools

Why Design Matters

- Clear Communication
- Memorable Message
- Professional Presentation

Where to Start

Gather information (text, pictures)

Ask Questions

- Who are you trying to reach? What's your audience?
- What sort of message are you aiming for?
 - Science
 - Fun
 - Family-oriented
 - Historic
- Idea associations

Information Priority

What's most important?

Maps and Books:

Various groups and organizations have created maps and guidebooks for paddling in the Narragansett Bay Watershed. Here is a list of many of them. If you know of other books and maps we should be listing, please let us know via our [Feedback Form](#). For more resources see the [links page](#).

General purpose guidebooks that cover the Narragansett Bay Watershed (list alphabetically):

- ***AMC River Guide: Massachusetts, Connecticut, Rhode Island***. As its title suggests, this is a general guidebook to river paddling in southern New England. It covers most of the paddleable rivers in Southern New England but because it covers so much territory the descriptions do not go into a lot of detail. It is best for more experienced paddlers who know what they are looking for and just need the technical details on a given river. This guidebook is available from the [Appalachian Mountain Club](#) and from many local outfitters and book stores.
- ***Day Paddling Narragansett Bay: A Complete Guide for Canoeists and Kayakers*** by Eben Oldmixon. This guidebook describes 12 near-shore water trails (paddling routes) in Narragansett Bay and lists about 40 launch sites along these routes. The routes are tailored to avoid open water crossings and areas with heavy surf, strong currents and heavy boat traffic. It is available from bookstores and some outfitters.
- ***Discover Rhode Island (AMC)***: This guidebook covers hiking, mountain biking, quiet water paddling and sea kayaking. It lists 50 trips all across the state of Rhode Island from the East Bay Bike Path to Worden Pond to Block Island. It is available from the [Appalachian Mountain Club](#) and from many local outfitters and book stores.
- ***Kayaking Narragansett Bay*** by Ed Mullen. Note: Ed Mullen passed away in November 2010 and this book appears to no longer be available for purchase, however, there are ten copies in the Rhode Island library system so your local library may

Posters by Designer Michael Tesieff

The posters that were on this page can be viewed here:

<http://mike.tersieff.com/category/posters>

Four Basic Principles

Contrast

Repetition

Alignment

Proximity

With thanks to Robin Williams, who came up with this acronym.

Contrast

If things are going to be different, make them

DIFFERENT

Or at least different enough so it's
clear there's a difference

Don't leave me wondering if
you made a mistake.

Repetition

Repeat design elements **CONSISTENTLY**

Links to related organizations and useful resources:

Local Paddling & Related Groups:

- [Appalachian Mountain Club](#)
- [Blackstone Valley Paddle Club](#)
- [Rhode Island Canoe/Kayak Association \(RICKA\)](#)
- [Southern New England Paddlers](#)
- See also the list of watershed councils below, many of which run paddling trips.

Watershed Councils in Rhode Island and the Narragansett Bay Watershed:

- [Blackstone River Watershed Council/Friends of the Blackstone](#)
- [Buckeye Brook Coalition](#)
- [Friends of the Moshassuck](#)
- [Kickemuit River Council](#)
- [Narrow River Preservation Association](#)
- [Pawtuxet River Authority & Watershed Council](#)
- [Salt Ponds Coalition](#)
- [Saugatucket River Heritage Corridor Coalition](#)
- [Taunton River Watershed Alliance](#)
- [Ten Mile River Watershed Council](#)
- [Wood-Pawcatuck Watershed Association](#)
- [Woonasquatucket River Watershed Council](#)

Headings are the same color throughout and use the same font and color. Font size is consistent for each heading level.

Links are the same color throughout.



Explore Rhode Island's Blueways and Greenways



Like 65

- Home
- Go Paddling
- Go for a Hike
- Events
- About Us
- Join Us
- Links
- Outfitters

Go Paddling:



ExploreRI has information on fresh and saltwater paddling in RI and the Narragansett Bay watershed, from the Blackstone to the Wood-Pawcatuck, to the Taunton River in Massachusetts! Here are some ways to find your next paddling destination and paddle safely:

Interactive Water Mapper:
Find Put-ins, Boat Ramps and Paddle Trails

Water Trail Maps

WOONASQUETT
At 300 acres a Southfield is the
River watershed
make it a love
dangerous we
not large enjoy
around the

Put-in/Boat Ramp List

Put-in/Boat Ramp	City/Town	✓	✓	✓	✓	✓	✓
Hope Sluice	Schuette	✓	✓	✓	✓	✓	✓
Hope Valley Dam	Richmond	✓	✓	✓	✓	✓	✓
Hope Valley Ponds Access	Hopkinton	✓	✓	✓	✓	✓	✓
Hayward Conservation Area	Warwick	✓	✓	✓	✓	✓	✓

Paddle Safely

Go for a Walk:



ExploreRI has information about walking trails all across Rhode Island, from Newport to Glocester and Westerly to Little Compton. Whether you want a casual, easy walk for a sunny Saturday afternoon, or a more challenging day-long hike, there's a trail here for you!

Interactive Trail Mapper:
Find Walking Trails

Trail List/Trail Maps

Westerly, RI	0.3
Westerly, RI	1.6
Richmond, RI	1.3
South Kingstown, RI	3.0
Richmond, RI	2.0

Trail Safety

Paddle Across Rhode Island!

This June a small team of people led by RI Blueways's Chuck Horbert will be making the first attempt in the modern age to paddle north to south across the state of Rhode Island using a primarily inland route. We'll be posting updates about the trip here, and you can also follow the project on the [Facebook page for the journey](#).

Winter Paddling Warning:

Winter is still here and while it may look tempting to head out for some cold weather paddling, only experienced paddlers with appropriate gear and training should be on the water during the "cold water season." Rhode Island's waters cool off during the fall and don't really warm up again until early summer. During this time gear such as wet suits or dry suits are an essential part of a paddler's gear. So, please enjoy Rhode Island's beauty safely during the winter and if you are not prepared for cold water paddling, leave the boats in storage until next summer; and always, always: Remember to wear your life jacket!

The original funding for the ExploreRI website was provided by the Rhode Island Rivers Council. The National



Alignment

To organize information line up elements on a subtle grid.

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TOUCH-UP

Can the iPad Rescue a Struggling American Education System?



BLADES OF GLORY

Meet Project Zero, the World's First Electric Tilt-Rotor Aircraft



PHOTO GALLERY

The History of the Set-Top Box: From Bunny Ears to Apple TV

BATTLE ROYALE

Study Predicts Which *StarCraft* Race Will Conquer Space

WORDS WITH ENEMIES

How Hugo Chavez Masterfully Trolled the U.S. on Twitter, TV

30 minutes ago



VIDEO GALLERY

Kill Thrill: Watch Animals Capture Their Prey in Slow-Mo



WIRED VIDEO

Footnotes: What's Worse for Humanity, Exploding Stars or Paula Deen?



'FILAMENT MIND'

Massive Fiber-Optic Installation Lights Up Library Queries



POWER PLAY

Data Centers Eye Second Raid on Your Cellphone

BY THE NUMBERS

Military Decides You Shouldn't See Key Data on Afghan Insurgency

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Pro Track Athletes Get a Grip With 3-D Printed Equipment

EXITROUND

A Startup for When the Startup Money Runs Out

SOCIAL ANXIETY

Riches and Fame Hinge on Facebook Makeover

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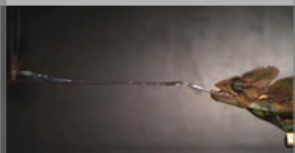
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Proximity

Show relationships by proximity



Joe's Plumbing

Cell Phone: 401-222-2222

1903 Main Street

Pawtucket, RI 02560

Telephone: 401-111-1111

Website: joes-plumb.com

On the job when you need help!!!



Joe's Plumbing

Telephone: 401-111-1111

Cell Phone: 401-222-2222

Website: joes-plumb.com

On the job when you need help!

1903 Main Street, Pawtucket, Rhode Island 02560

Bullet List

- Item 1
- Item 2
- Item 3
- Item 4

New Bullet List

- Thing A
- Thing B
- Thing C
- Thing D
- Thing E

Bullet List

- Item 1
- Item 2
- Item 3
- Item 4

New Bullet List

- Thing A
- Thing B
- Thing C
- Thing D
- Thing E

Color

Color has many meanings and associations!

Safe

Danger

Water

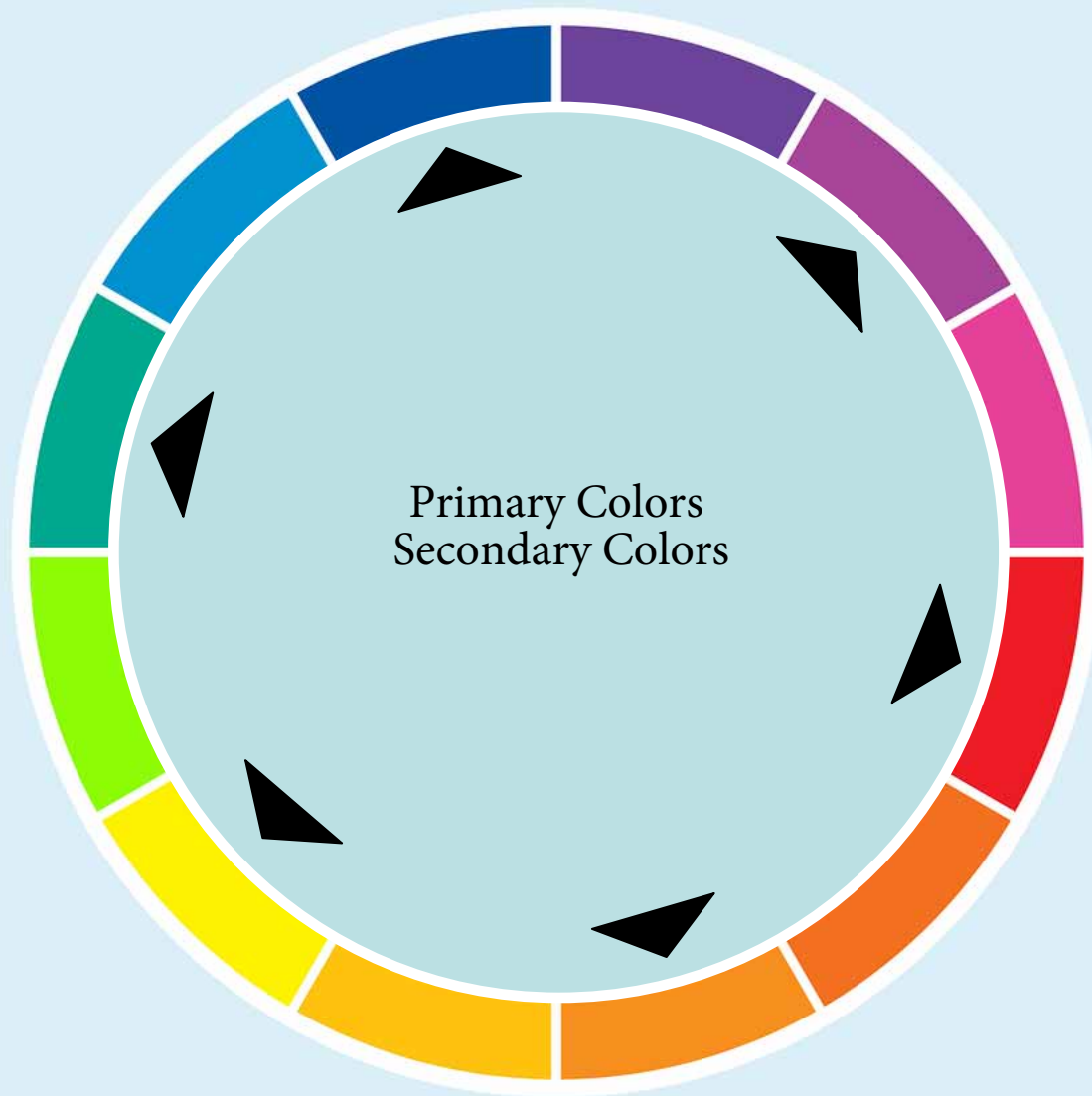
1970's

**Merry
Christmas**

Summer

Hue

Be cautious
about using
primary colors



Saturation



Desaturate a color and you have white.
Use very saturated colors sparingly.

Brightness



Note that black and white are not two ends of one bar.





Color Scheme Designer

Pick a color scheme and stick with it

The screenshot displays the Color Scheme Designer web application interface. At the top, there is a navigation bar with buttons for 'Undo', 'Redo', 'Random', 'Colorblind', 'Color space', 'Export', and 'Help'. The main title 'Color Scheme Designer' is prominently displayed, along with copyright information '2002-2010 © Petr Stanicek' and a 'Blog & News' link. Below the title, there are six circular icons representing different color schemes: 'mono', 'complement', 'triad', 'tetrad', 'analogic', and 'accented analogic'. A horizontal bar shows the current color palette: teal, blue, green, and orange. The 'Scheme ID' is displayed as '3i61WnCw0AXg3'. On the right side, there is a promotional banner that says 'CREATE FREE STUNNING WEBSITES GO >>'. The central part of the interface features a color wheel on the left and a preview grid on the right. The color wheel shows a selected hue of 211° and an angle of 33°. The RGB value for the selected color is 29959A. The preview grid shows a 3x3 grid of color swatches. At the bottom, there are buttons for 'Hues', 'Adjust Scheme', 'Color List', 'Preview', 'Light page example', and 'Dark page example'. A 'Show sample text' button is also visible.

<http://www.colorschemedesigner.com>

Fonts

Serif 	Sans-Serif 	Script	Display (ornamental, novelty)
Times New Roman	Arial	Kunstler Script	Copperplate Gothic Light
Georgia	Helvetica	<i>Lucida Handwriting</i>	Curlz MT
Footlight MT Light	Maiandra GD	<i>Viner Hand ITC</i>	Chiller
Briosio	Comic Sans	Mistral	Organic Elements
Rockwell	Impact	<i>Rage Italic</i>	Broadway

Font Rules

- As a general rule, don't use more than two fonts in a document.
- As a general rule, pick those fonts from two different categories, for example:
 - Sans-serif headings and serif body or
 - Display headings and serif or sans-serif body
- Remember: Contrast and Repetition
- The computer is not a typewriter!

"Advertisers have grown to feel that the type of font chosen is crucial to their message."

- Dr. Aric Sigman in a study commissioned by printer manufacturer Lexmark <http://www.zisman.ca/Articles/BIV/2001/BIV632.htm>

If it matters
keep working on it.

Thank you!

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