

VISUAL CONTENT CREATION CRASH COURSE



BIO

- ❖ Grad from SLC / BA Communications
- ❖ Work with creative visual communications for over 10 years
- ❖ Creative Entrepreneur
- ❖ Love new ideas and working with people

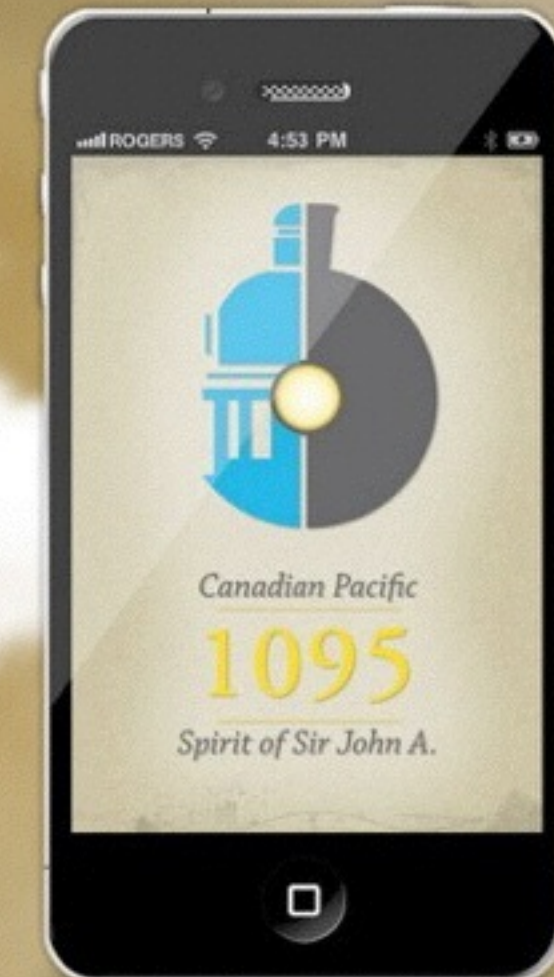
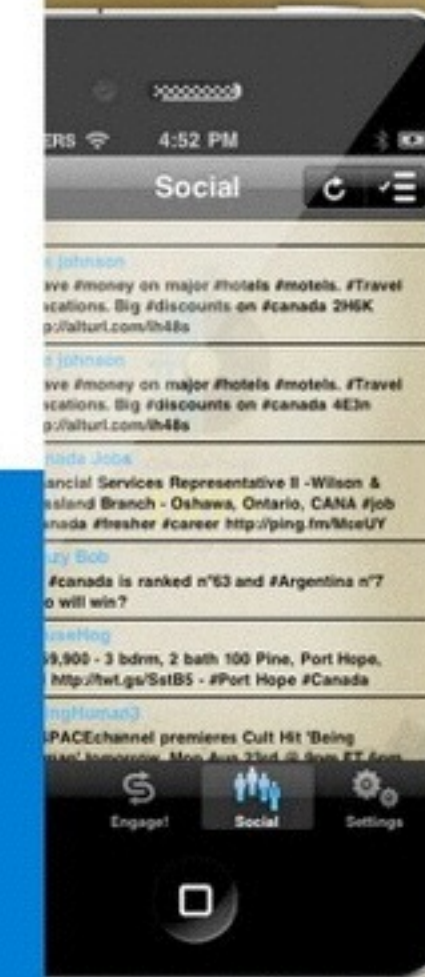
SOCIEDAD
ANÔNIMA

PRAIRIE CORE



Esquadril

orchestra CMS



imc
Interactive Marketing Communications

ClickuEat.com | Setp 1 -



spark





enactusTM

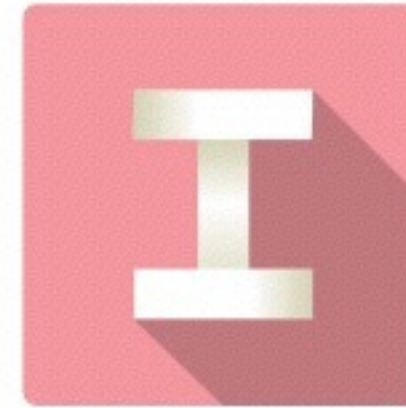
St. Lawrence College



**MANAGE
YOUR MONEY**



**GREEN
PROJECTS**



**INVESTMENT
CLUB**



**FOOD
CENTS**



**HELP HUNGER
DISAPPEAR**



**GET YOUR
HORNS ON**



VISUAL COMMUNICATION



WHAT WE ARE NOT GOING TO COVER

- ❖ Discovery Sessions and creative briefs
- ❖ Client Management
- ❖ Client Personas
- ❖ Brainstorming techniques
- ❖ Building Campaigns

THE IMPORTANCE OF VISUAL CONTENT

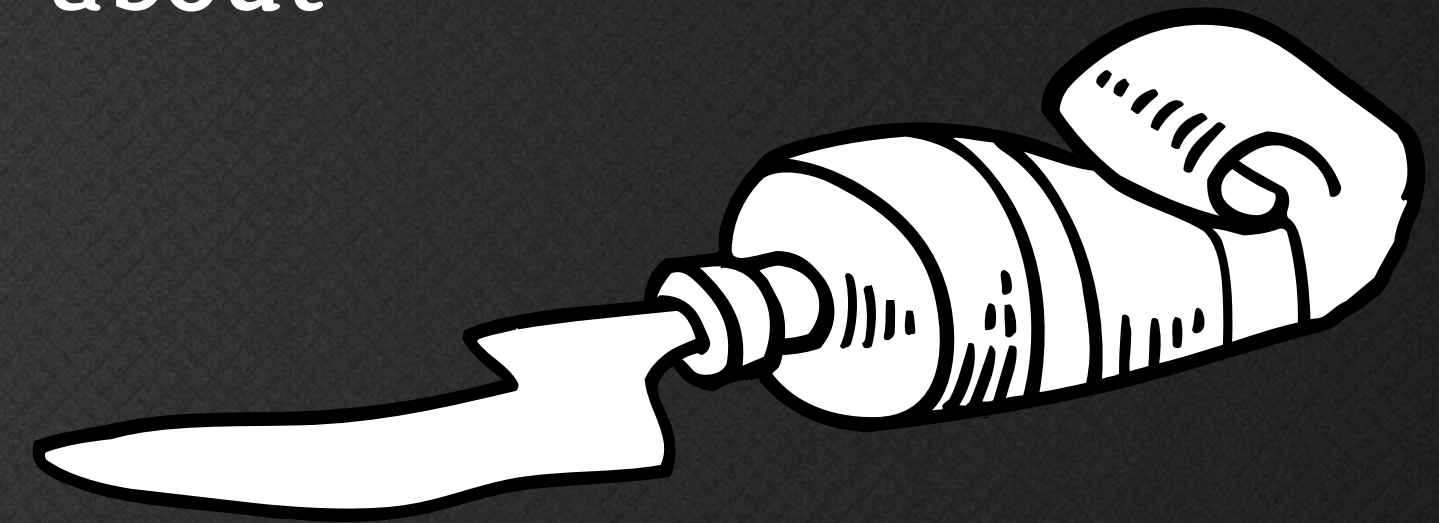
- ❖ Information overload: Every two days we create as much information as we did from the dawn of civilization up until 2003.”

- ❖ In 2011, there were over 1 TRILLION web pages

- ❖ Hubspot research* shows that photos generate 53% more likes than the average post

- ❖ Design matters. But design is not about decoration or about ornamentation.

Design is about making communication as easy and clear for the viewer as possible.



* <http://blog.hubspot.com/blog/tabid/6307/bid/33800/Photos-on-Facebook-Generate-53-More-Likes-Than-the-Average-Post-NEW-DATA.aspx>

UNDERSTAND YOUR CONTENT'S PURPOSE

- ❖ To think like a visual communicator, get good at **identifying** and **understanding** the **core problem** or need.
- ❖ Take the time to carefully consider the need, ask the relevant questions, compile the requirements, and determine the success metrics.
- ❖ By doing that you can significantly improve your chances of creating content that blows viewers and readers away

Is this a:

Presentation?

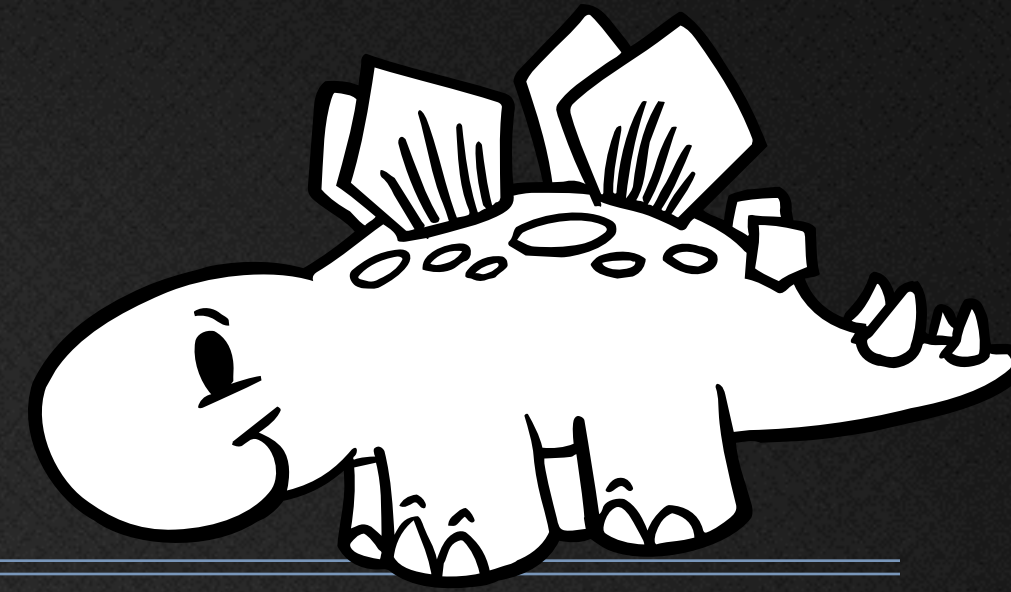
Sales Info Sheet?

Branding Flyer?

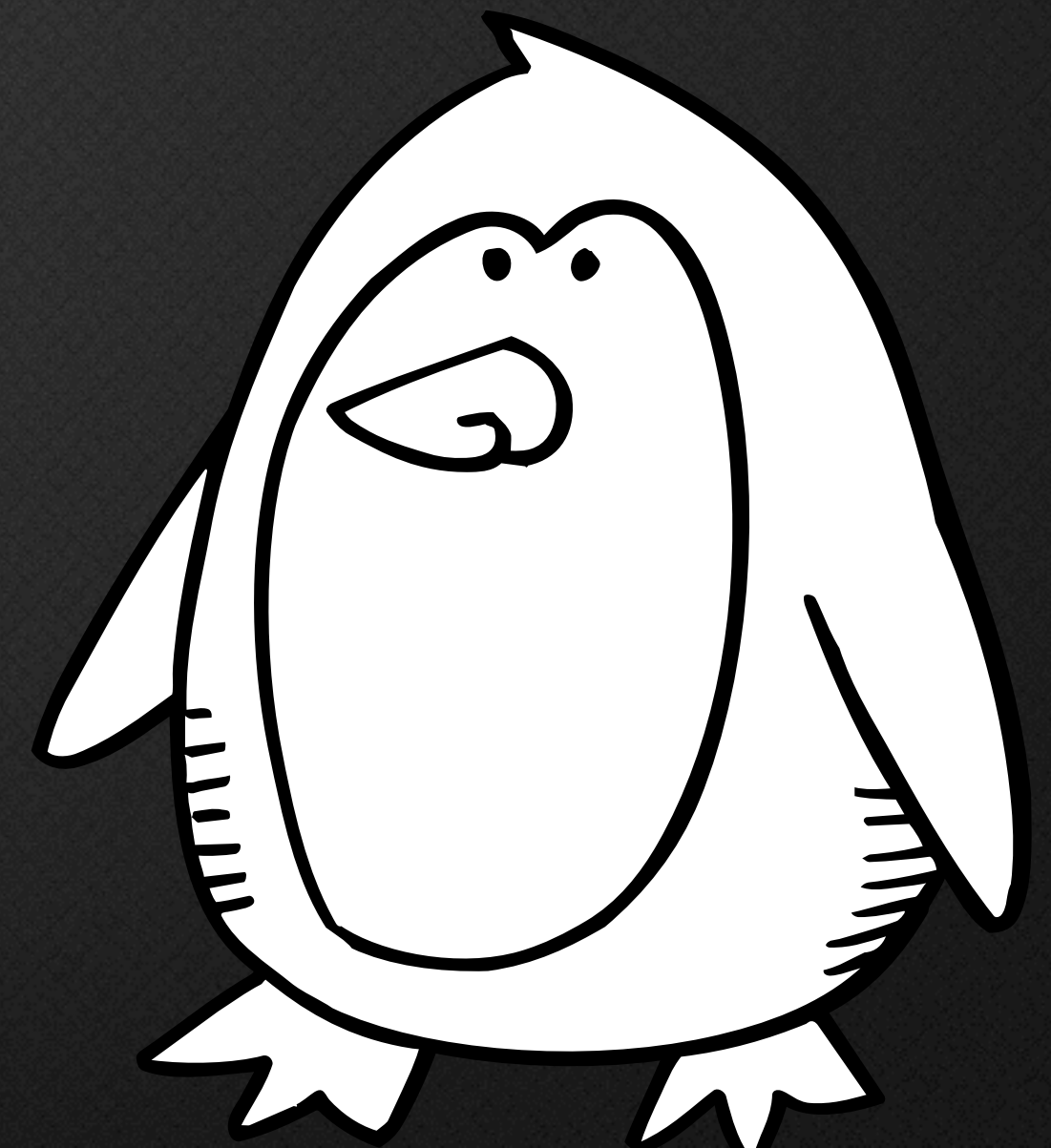
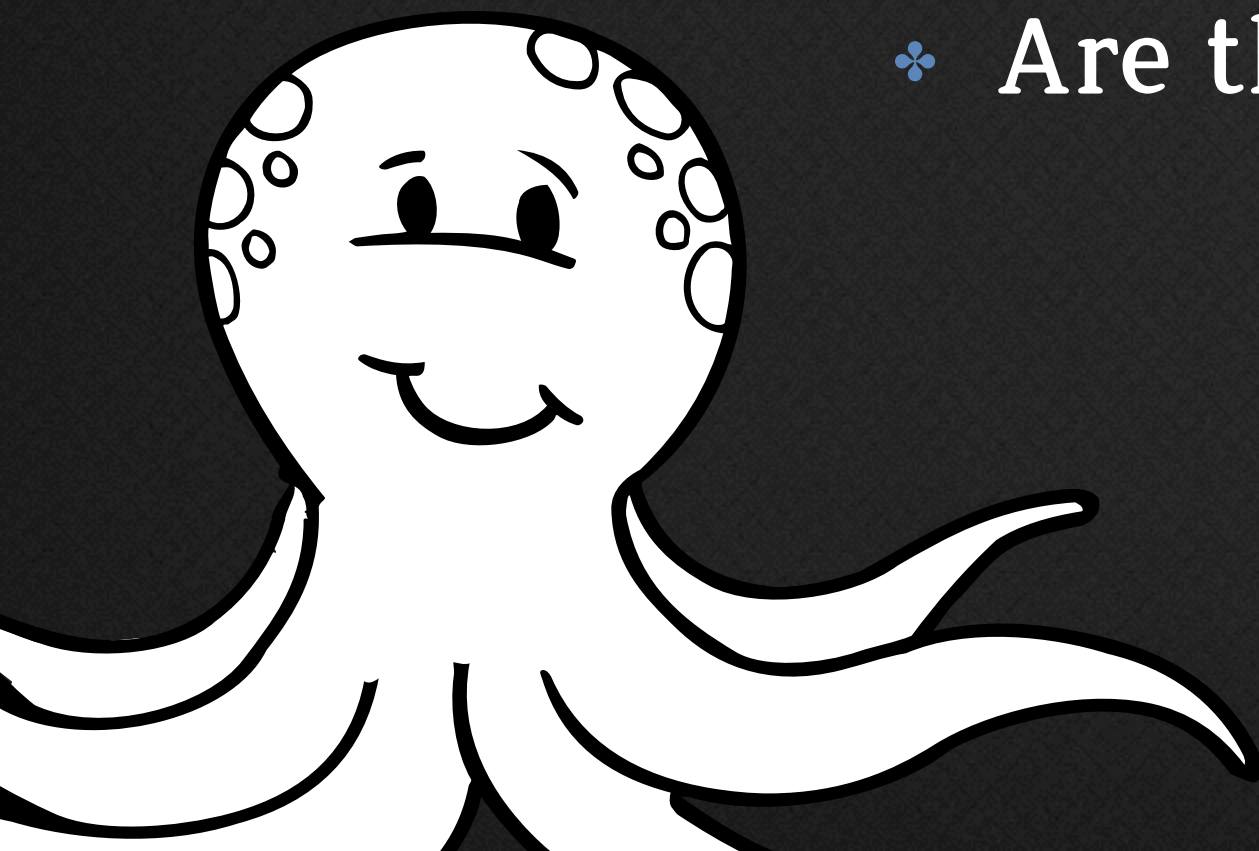
Thing people should share?

A follow up piece?

UNDERSTAND YOUR AUDIENCE

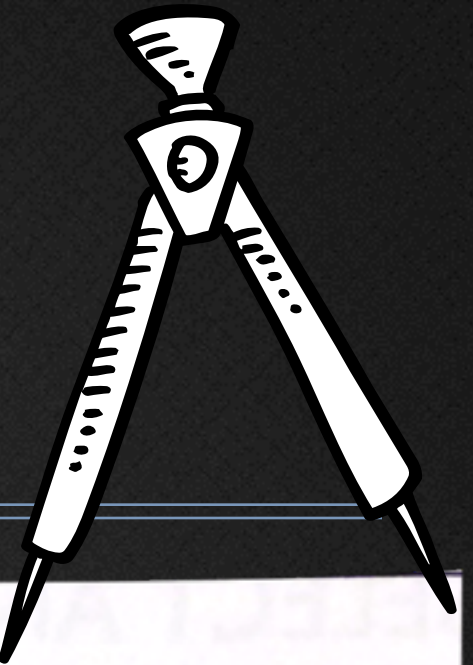


- ❖ Who's going to be reading or viewing your content?
- ❖ Can you research who they are and learn more about them?
- ❖ Psychographics matter more than demographics
 - ❖ Are they analytical? Creative? Your boss? Employees?

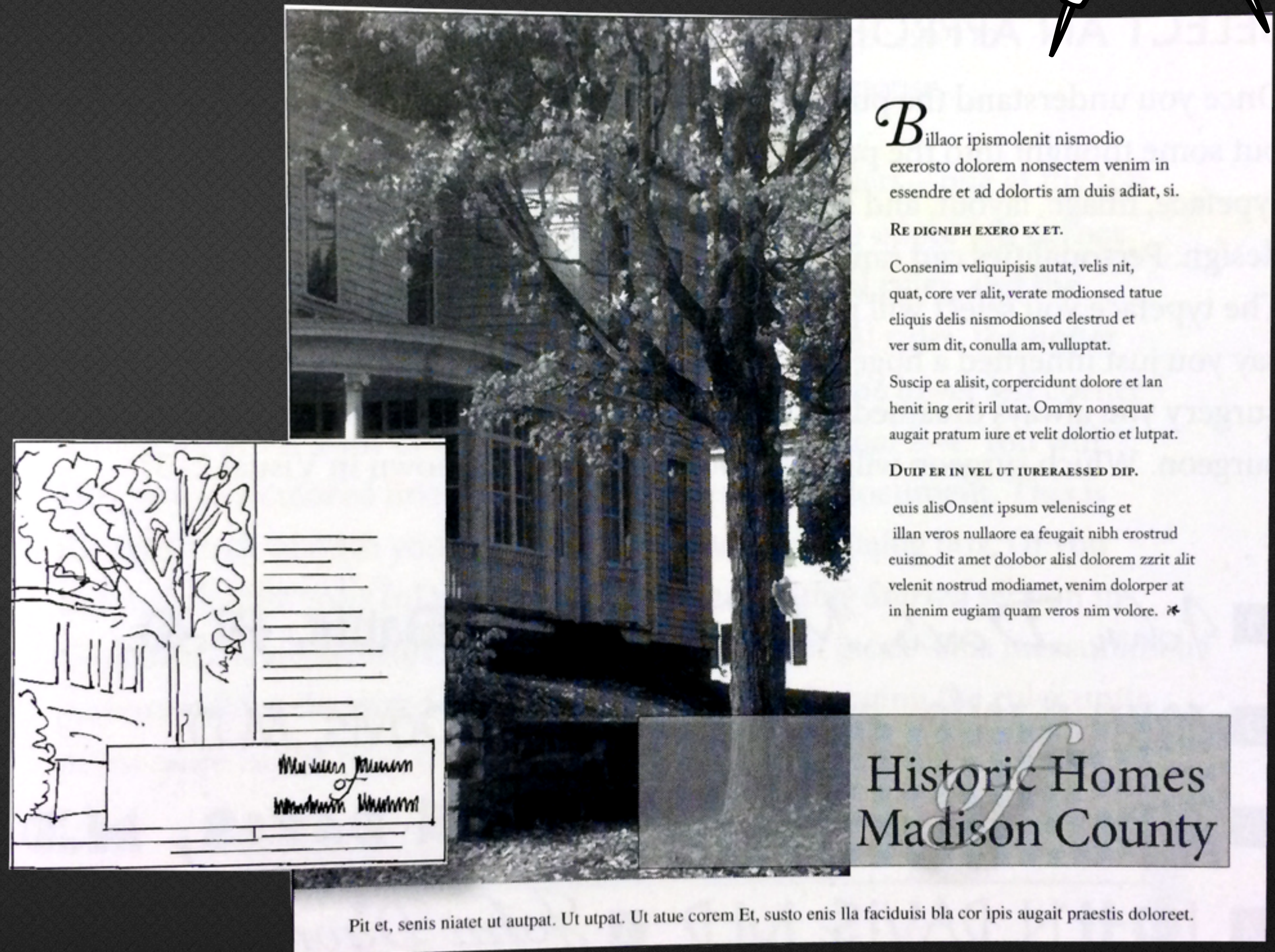




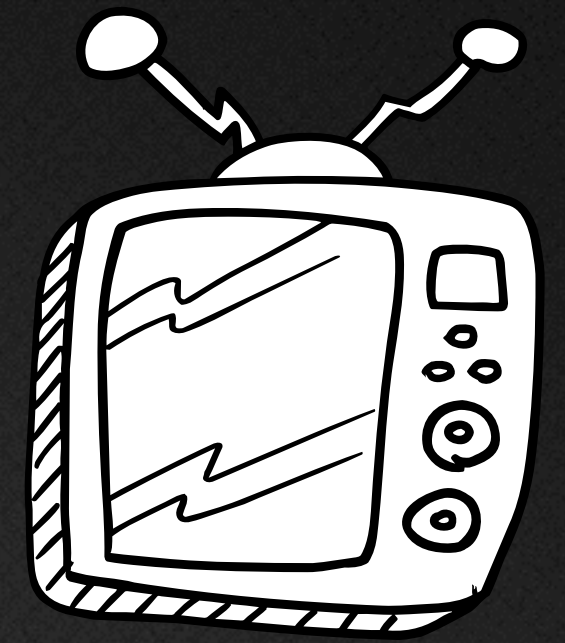
SKETCH TIME



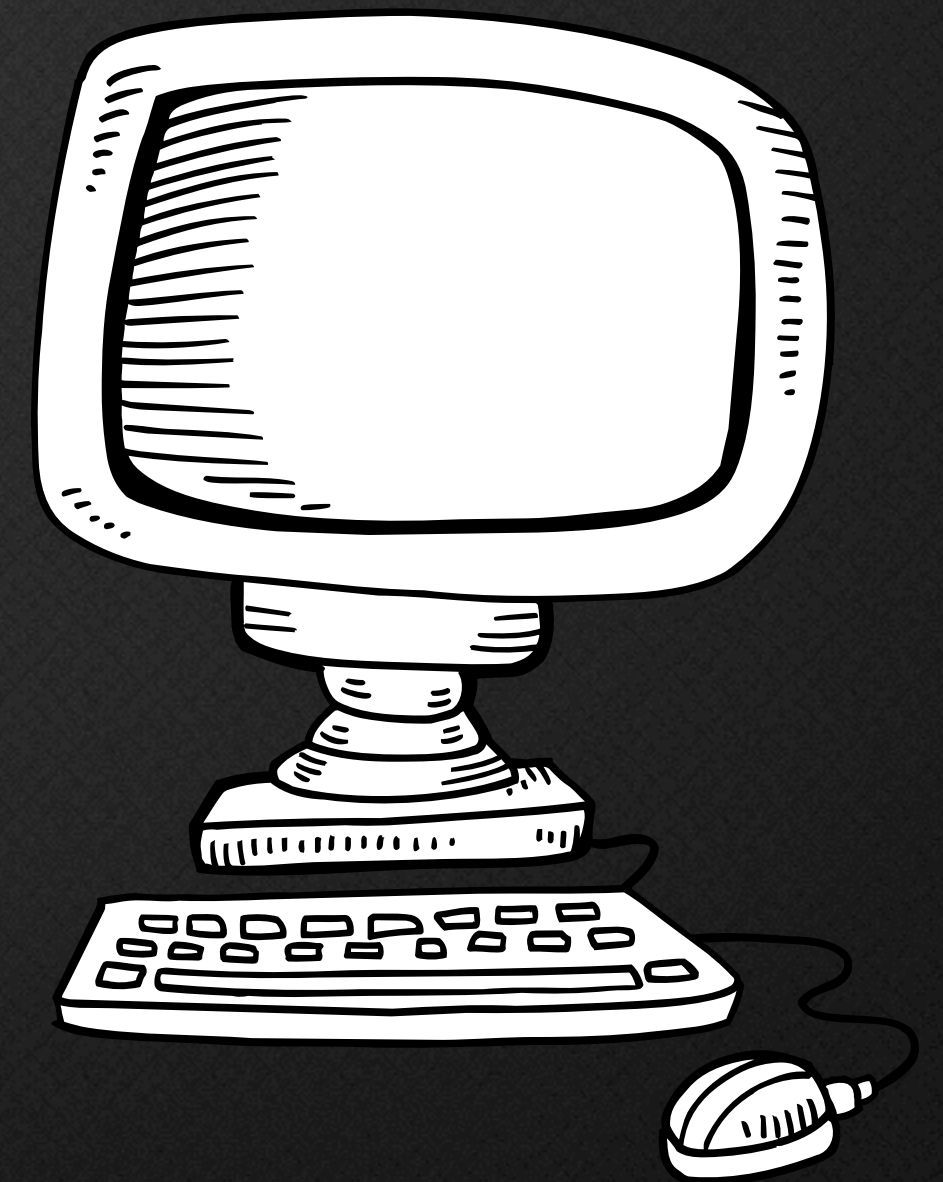
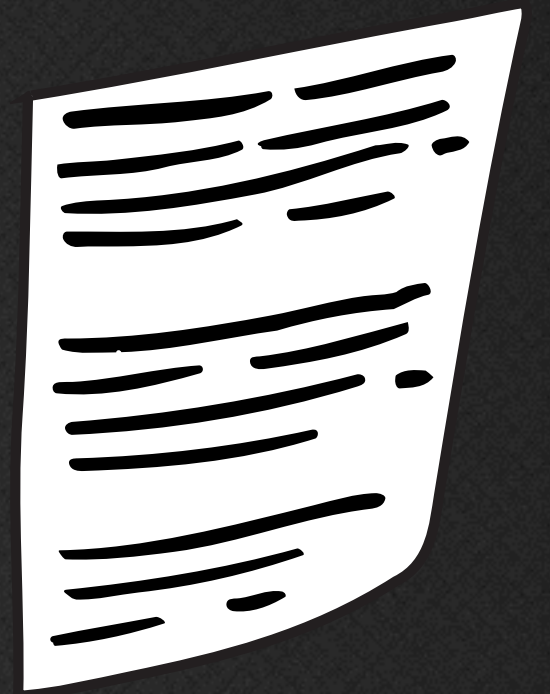
- ❖ Using Pencil and Paper will help you create ideas very quickly
- ❖ Also helps you eliminate bad ideas and do not spend time creating bad design
- ❖ You don't need to be Michelangelo to doodle some very useful



SKETCH TIME – QUESTIONS YOU SHOULD ANSWER



- ❖ How many times this content that I am creating will be REUSED?
- ❖ What media will this content be on? (Paper, projector, web, video)
- ❖ How Big is my media (Pixels or inches)
- ❖ How many colours? (B&W, RGB, CMYK)
- ❖ How long should this content last?
(yearly report or a sale that ends in one week)
- ❖ How many people will view/watch this content?



TECHNIQUES



❖ DEFINE YOUR HIERARCHY

- ❖ Begin this process by looking at your content at a macro level;
 - ❖ consider all of the required copy, calls-to-action, links, and any other written or visual elements that need to be included in the final deliverable.
- ❖ Evaluate how they each compare in terms of their importance and ability to help you accomplish your goal.
- ❖ Then, let your information hierarchy be your guide to simple, elegant and more effective design.



Distinctions & Hierarchy



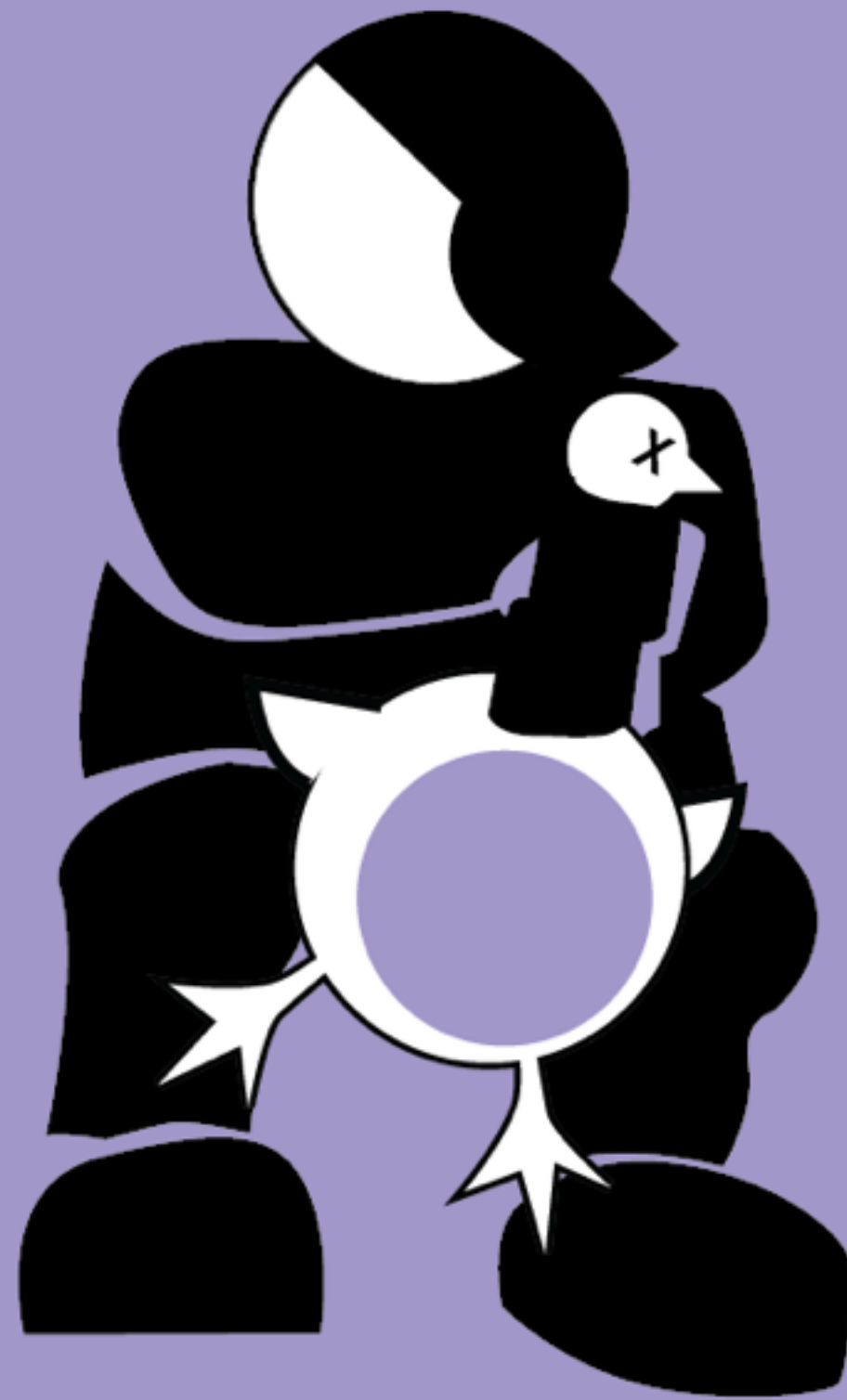
No Visual Hierarchy



RESPECT SIMPLICITY

- ❖ When making your design decisions, always keep in mind that the goal of design is to support the function or purpose of your content with form. For non-designers, the best way to ensure that you do this is to simply try not to do too much.
- ❖ Avoid actively trying to make your design unnecessarily ornamental. The content should always be the focus, not the design.





DON'T FORGET
THE ONLY UNPROTECTED SEX YOU
SHOULD HAVE IS WITH YOURSELF

Conservator: the Invisible Hero

Are we putting in enough publicity? Conservation means for the environment, right? Should we stand out? If so, how much? For what purpose? Why? Our job security? Individuality? How? Why?

Below are four examples of the various types of public outreach available for the conservation professional. These examples are to provide a self-evaluation of one own way to promote outreach and generate new opportunities to influence and stand out. It is also important to acknowledge the multiple platforms of social media to promote the discipline.

Promote Your Discipline!

Conservation is promoted from a restoration with poor results.
 PRI's The World (2012) interviews Joyce Hill Stoner

on a recent event in which an elderly woman attempted to touch up a weathered fresco without training in Spain. The interview promotes the discipline of conservation in relation to the incident, and acknowledges a month free of charge clinic from the Winterthur Museum in the United States for assessment.



Photo permitted by: Centro de Estudios Borjanos
 PRI's The World
<http://www.theworld.org/>
 2012/08/amateur-restoration-botches-jesus-fresco-in-spain/
 Conservator talks about Oddy Test to visitors.

"[...] it seems to be a 19th century painting and it looks like she tried to clean it first and then started repainting it. When a professional conservator does a treatment, he or she limits the treatment to just the lost parts."

Our voices matter online too!



Tweet, Watch, Search, Share, +1, Pin, Post!



An early collaboration on the prototype adjustable tension stretchers.
 Photo credited to: Jia-sun Tsang

Research and Develop!

Innovative and inventing in conservation has potential to provide a global outreach.

At the Smithsonian Museum Conservation Institute Jia-sun Tsang Ines Madruga, Rick Pelasara, and Robert Pattern (2012) modernize stretchers for paintings on canvas. There are various devices since the mid-18th century that have been used to expand the corners of stretches: traditional wooden wedges, modern ICA spring stretchers, and expansion bolt stretchers. Improper use of the devices could harm works of art through excess stress at the corners and other related risks.

Through research and development, a prototype stretcher has been engineered made from aluminium and Delrin®, an engineering thermoplastic, to adjust tension precisely in a separate direction and location, while providing even tension, stability, and correct planar distortions (J. Tsang, *pers comm.*, 2012).

Research and development promotes not only individuality but creativity and new techniques and technology for our field.



Photo credited to: Oxfordshire Museum Service



Photo credited to: Oxfordshire Museum Service

Public Outreach!

Stronger and active ties in community outreach establishes a presence.

The Museums Resource Centre (MRC) of Oxfordshire in England is all about on public outreach. During the National Science Week and National Archaeology Fortnight, visitors engage museum objects and conservation information with conservation representatives from institution. The Conservation staff not only explain on how to look at objects of a collection, but advise people on how to look after their own possessions, like taking care of wedding heirlooms and the care of medals and awards. Their most recent attendance at BanburyUK to promote their conservation work on World War One metals and textiles in memory of a day. In addition, two days out of the year are devoted to an open house at the Museum Resource Centre, in which public visitors can converse about the about their current conservation projects and including the conservation work behind currently displayed objects in their local museums (S. Morton, *pers. comm.*, 2012).



Photo credited to: Oxfordshire Museum Service



Photo permitted by: University of Glasgow
http://www.gla.ac.uk/schools/ccs/studentlife/studentnews/headline_233688_en.html

Details

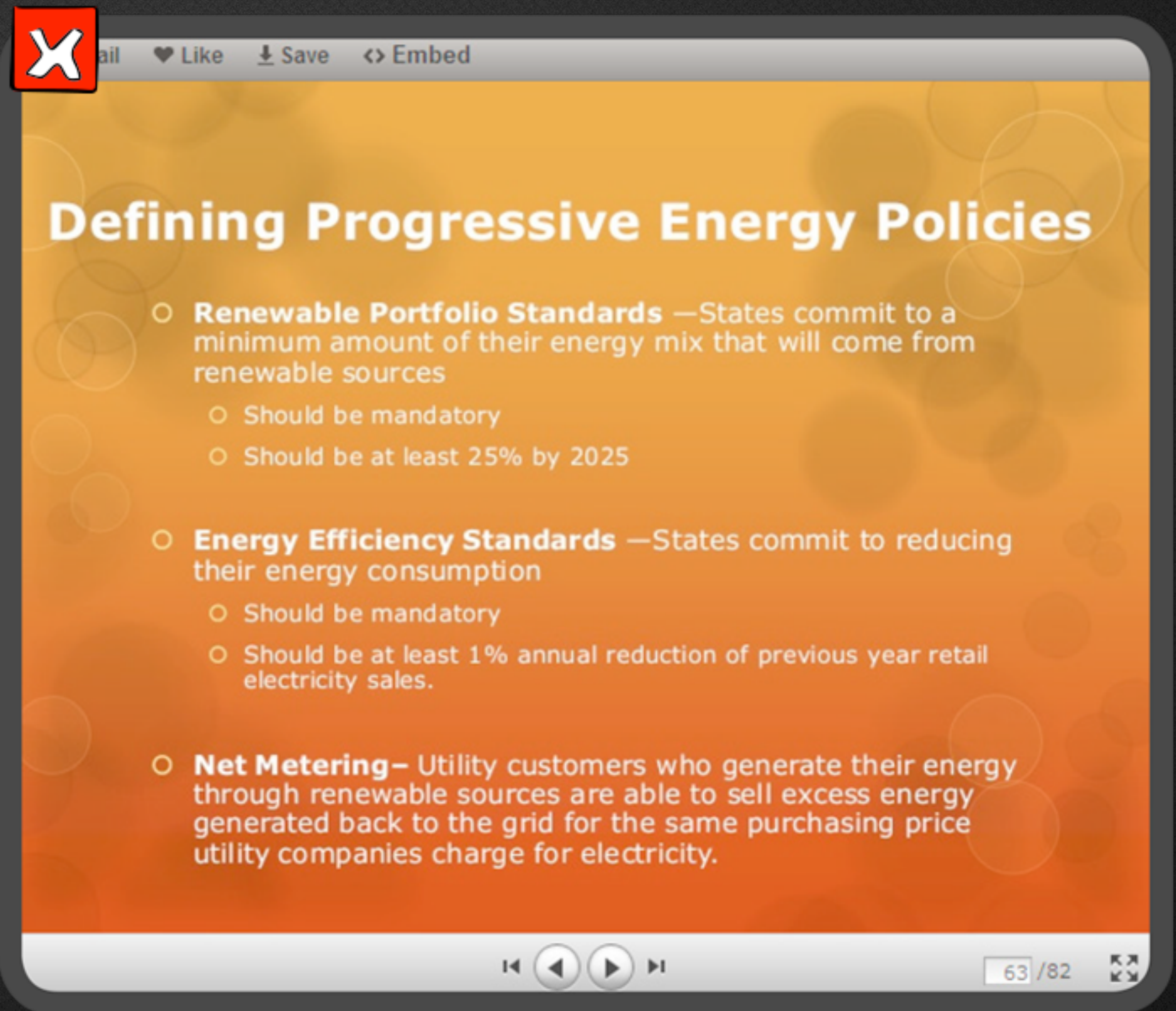
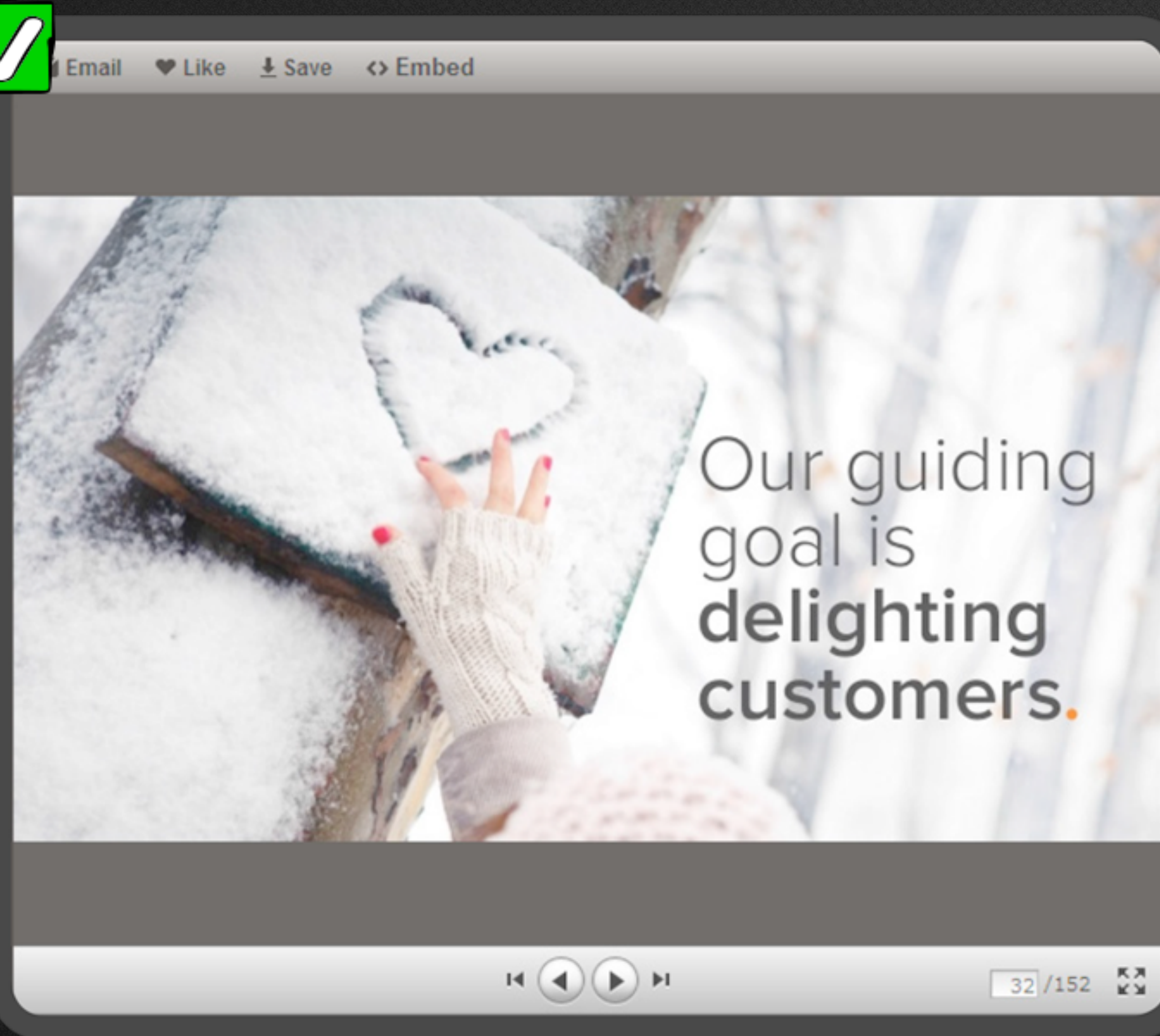
The news media plays an important role to deliver the message.

BBC News provides a short video document of the Textile Conservation Centre at Glasgow University and their project with a rare gown that details the life of a student in 19th century. The documenters expose the process and length of time required for treatment. Conservation student Julie Benner highlights how the gown has so much intricate details up close, and this applies to objects encountered on exhibition an audience's own observation and examination.



KEEP IT LEGIBLE

- ❖ Avoid poor contrast (light type on light background)
- ❖ Keep your message concise
- ❖ Use visuals to express emotions when possible

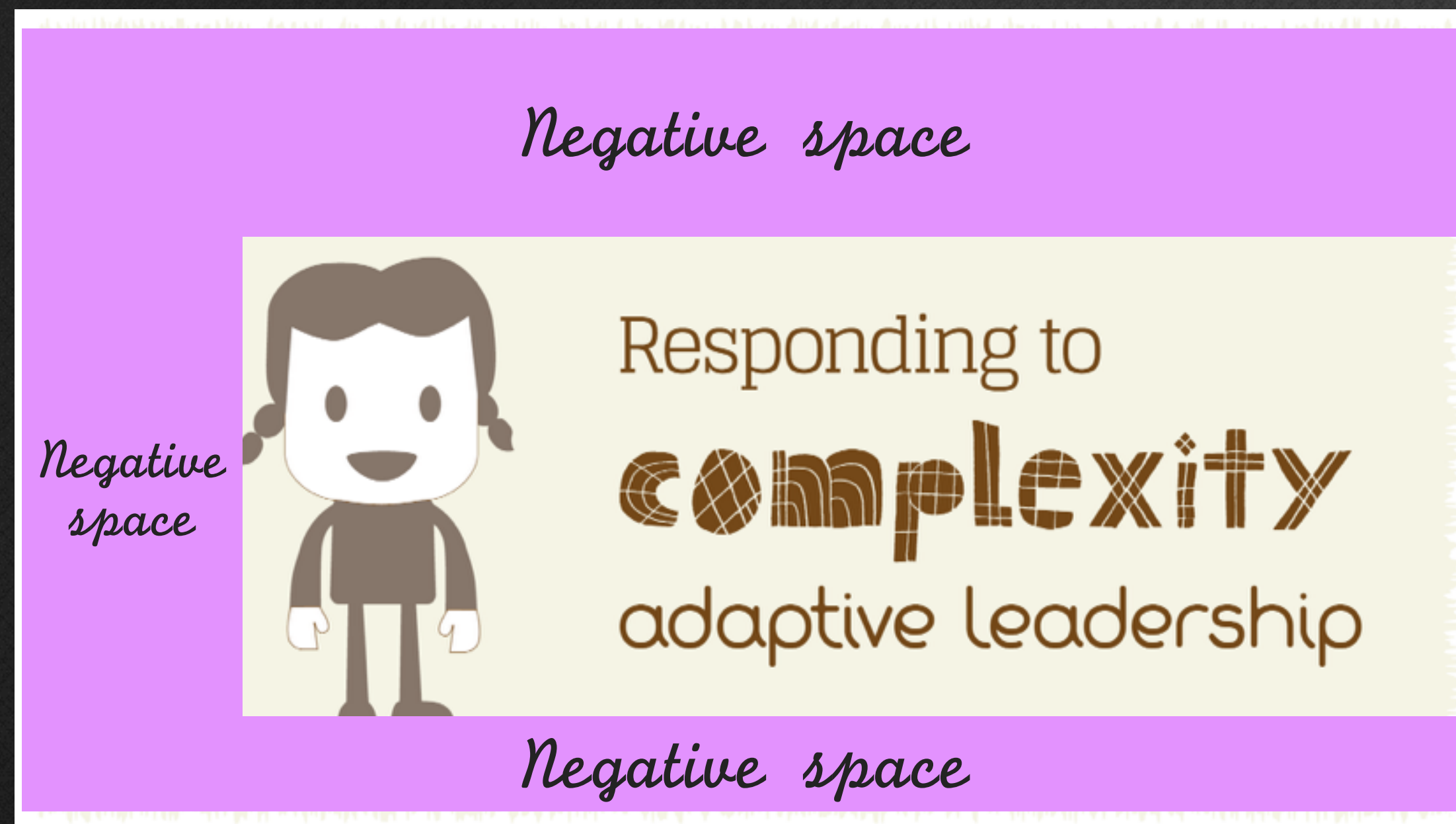




THAT WAS A SCARY MOVIE

PROVIDE ADEQUATE SPACING

- ❖ Negative space (space not occupied by any visual or written elements) is okay. In fact, it can be great. By allowing yourself a bit more breathing room, you ensure that the design appears clean and clear.





Responding to

complexity

adaptive leadership

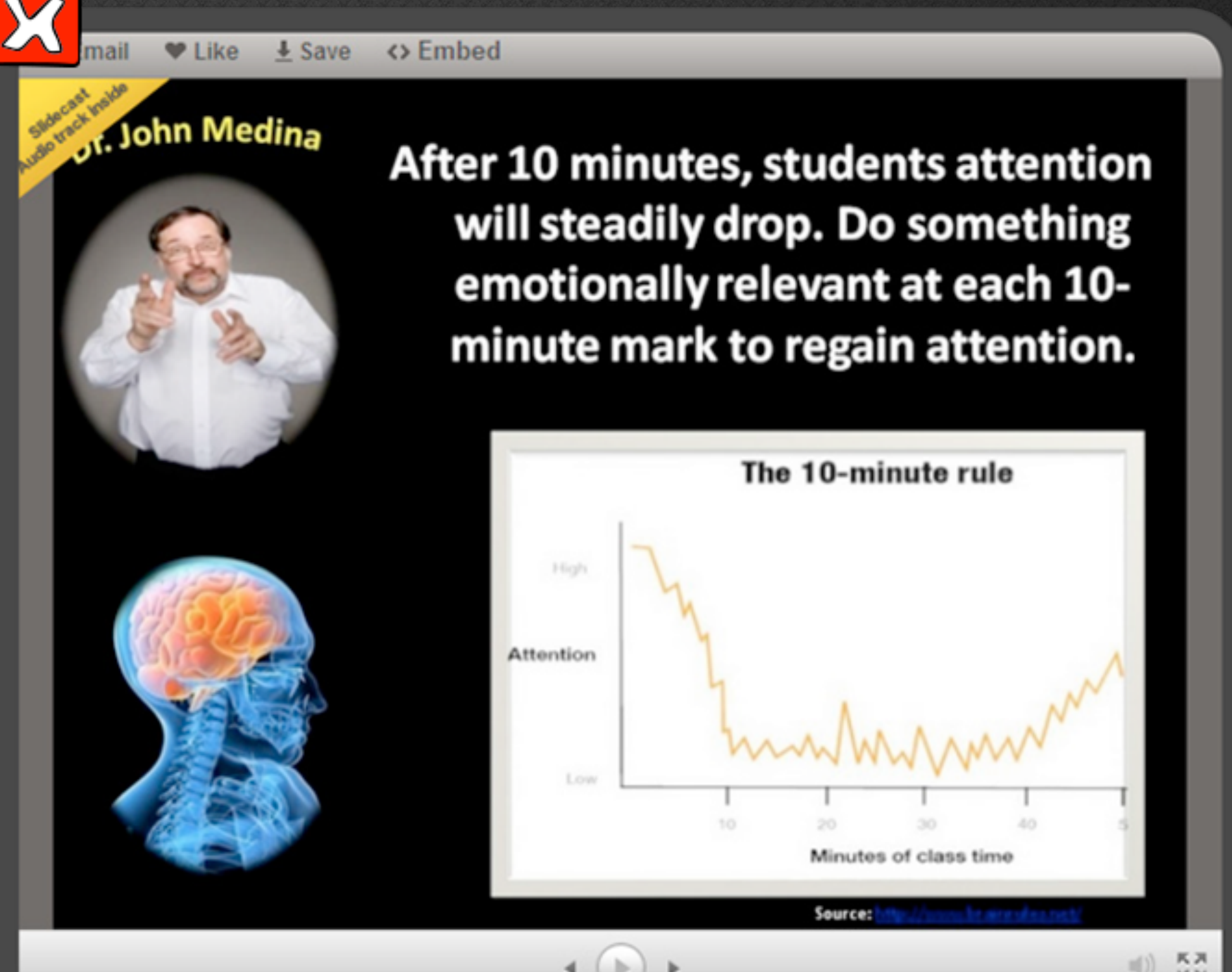
A holistic view of
leadership

Individuals, organizational,
philosophy, culture, processes

ALIGN ELEMENTS

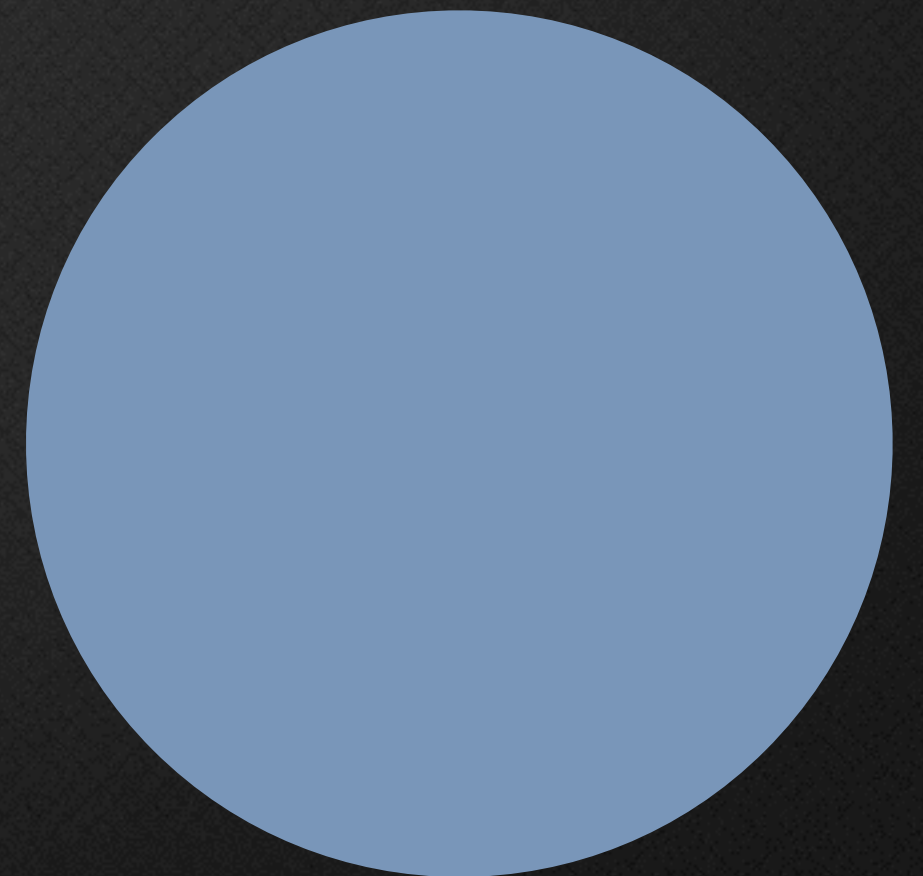
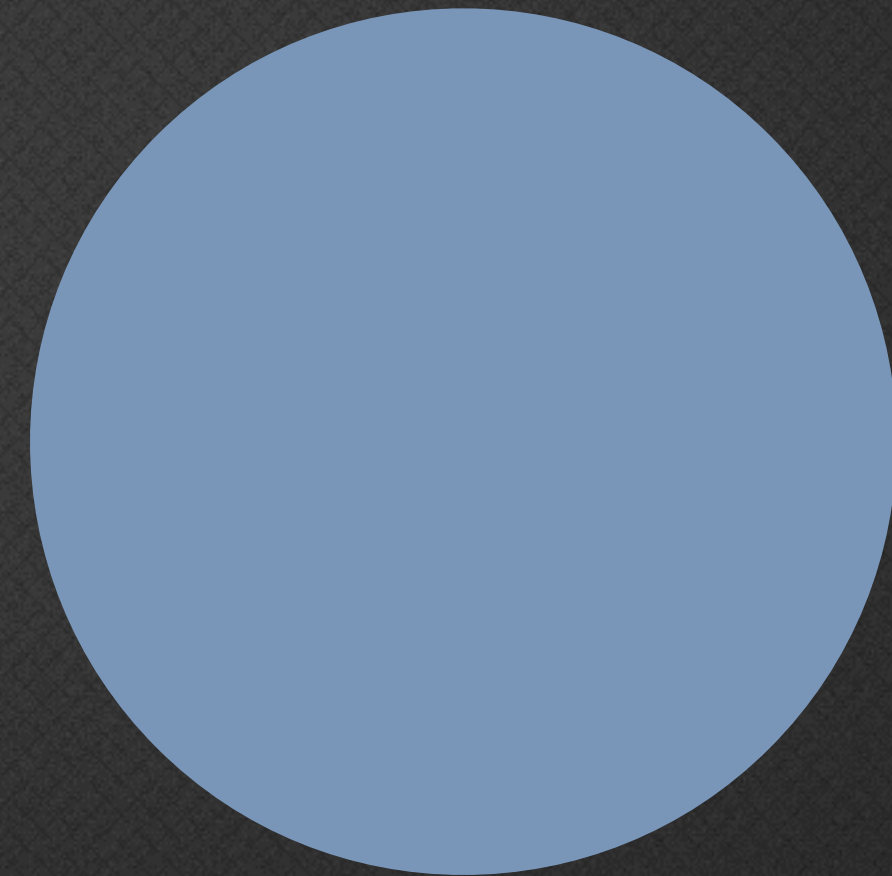
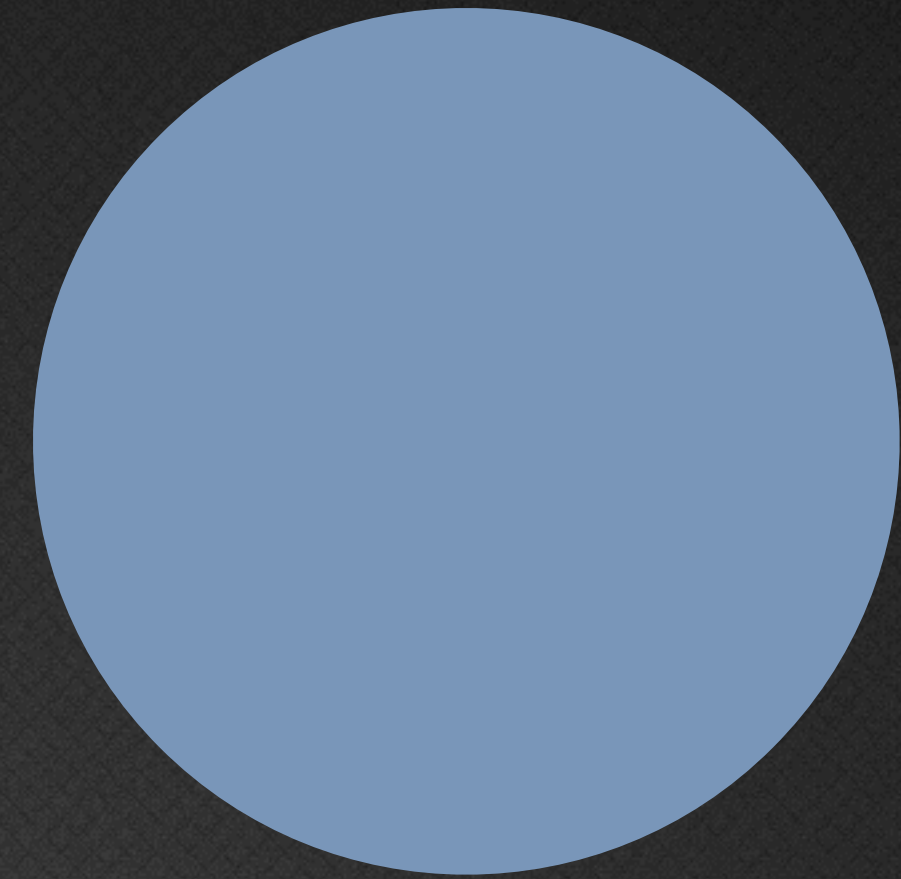
- ❖ There are times when more advanced designers will consciously arrange certain elements so that they sit outside of the standard grid system. The purpose of this is to create a tension point, calling attention to the visual element that is disrupting the linear alignment.

- ❖ Alignment will ensure your design is clean, without creating any unnecessary tension or focal points.



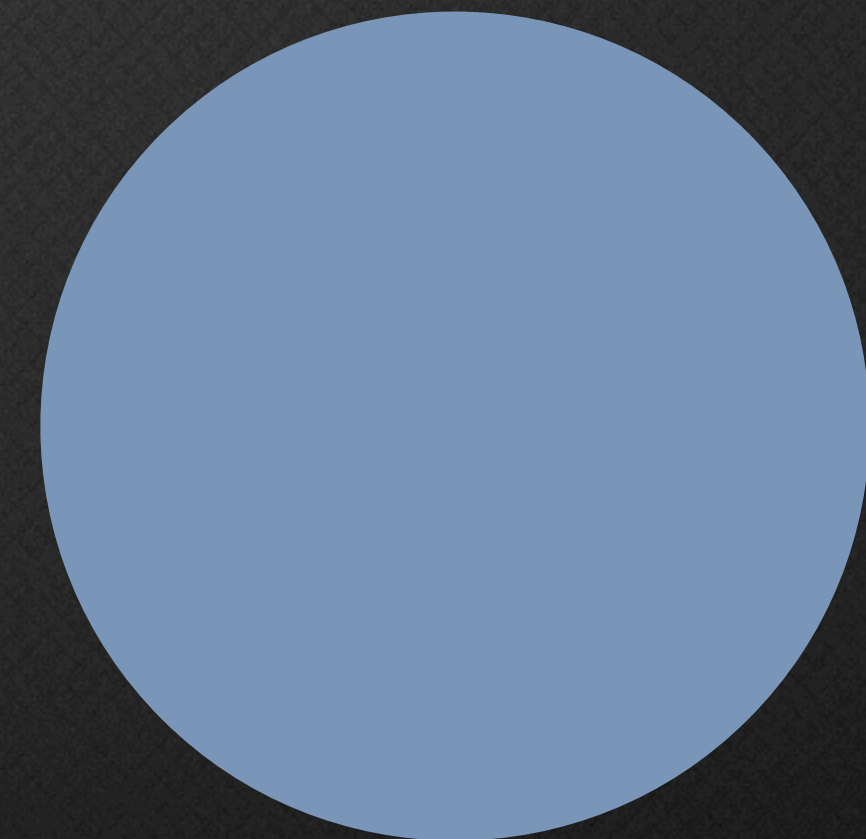
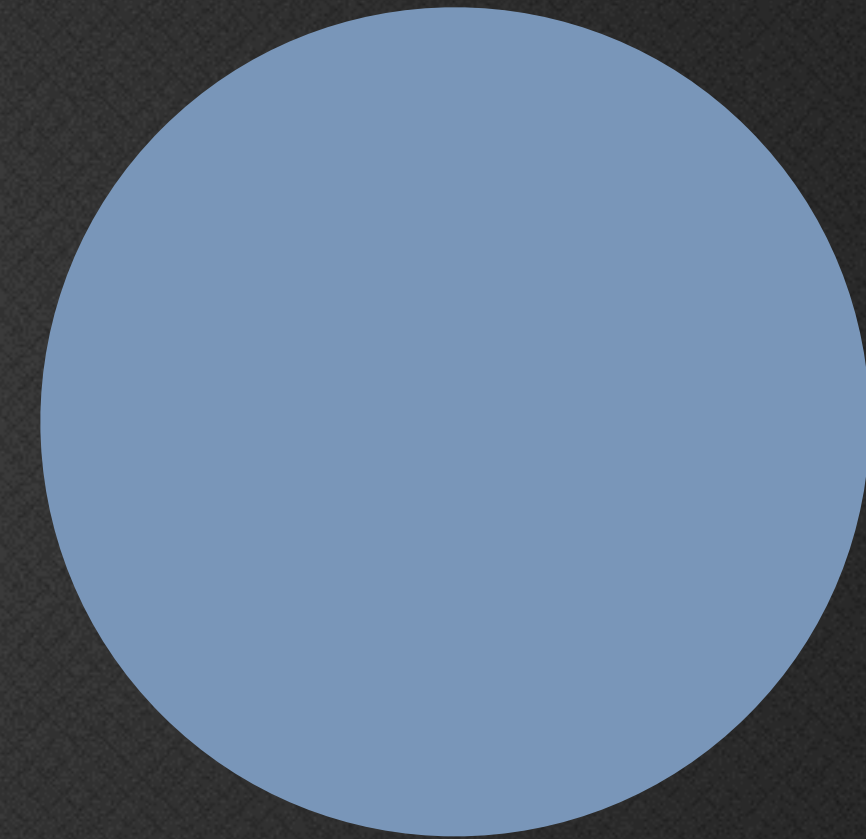
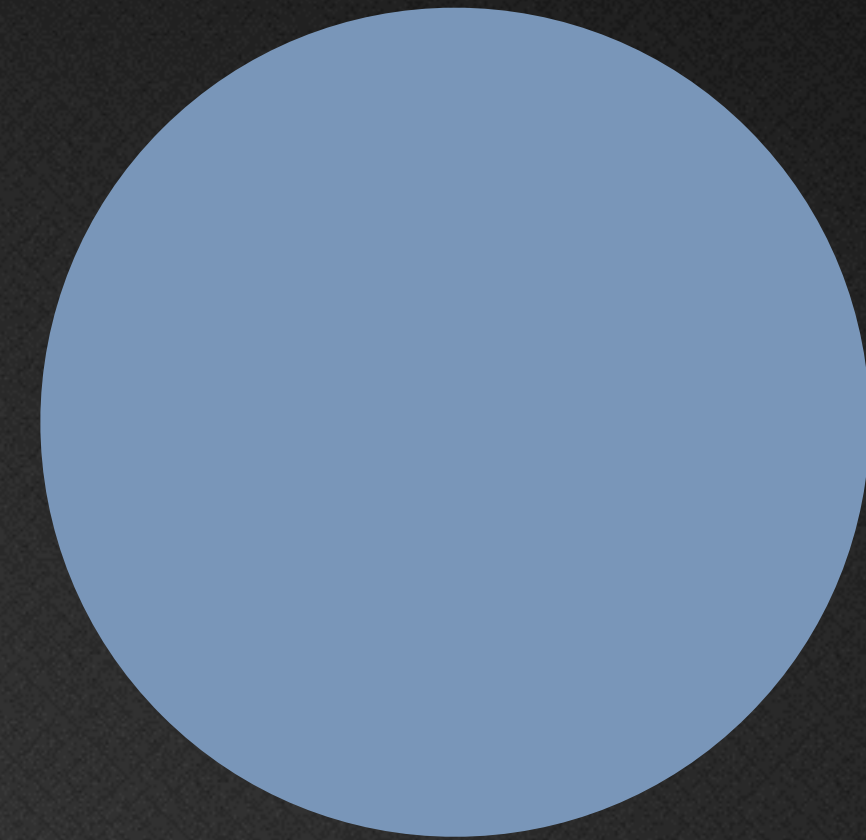
ALIGNMENT HELPS VISUAL FLOW AND PROFESSIONALISM

- ❖ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eget nulla blandit nibh venenatis pulvinar gravida id lectus. Donec vel quam neque. Aenean iaculis sem ac orci imperdiet consectetur. Praesent at lorem vel neque sagittis lacinia ut at tortor. Fusce nunc enim, consectetur ac mi vehicula, aliquam bibendum purus. Aliquam et est eget lacus sodales lacinia. Mauris tempus aliquam rutrum. Sed quis venenatis ante. Nam in consectetur erat, quis tempus orci. Donec pellentesque tristique ante nec pulvinar. Nunc fringilla ligula non sollicitudin bibendum.



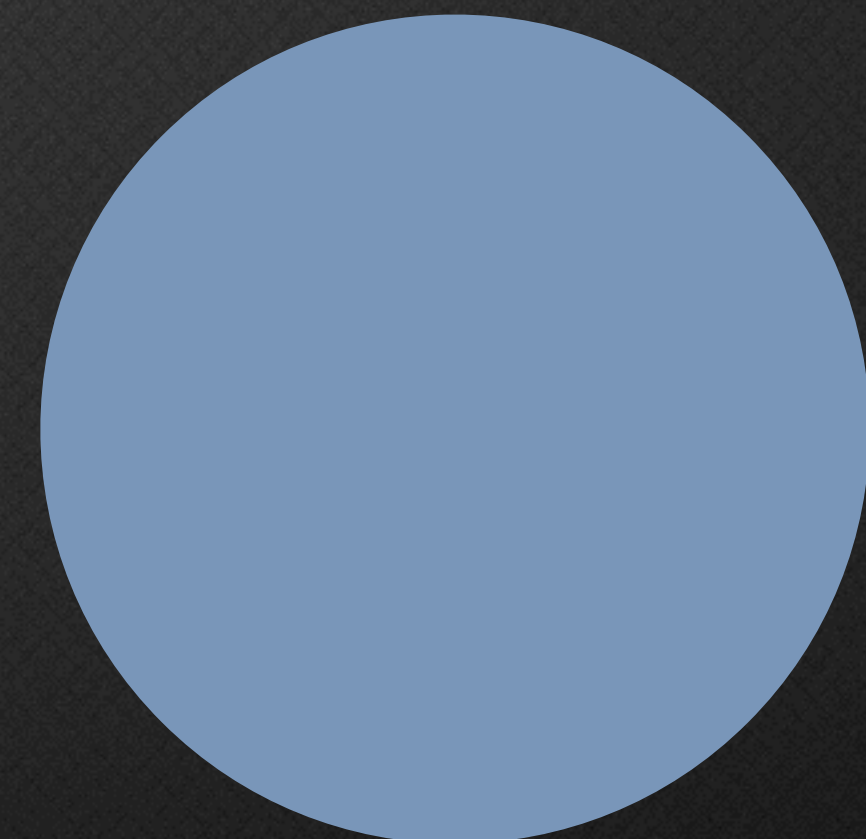
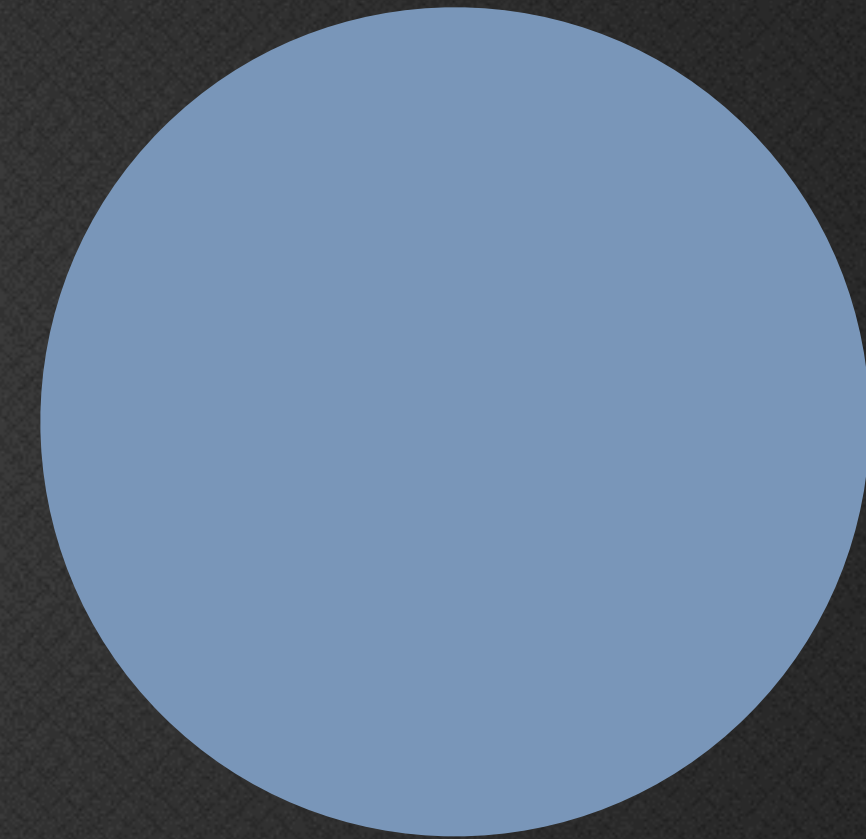
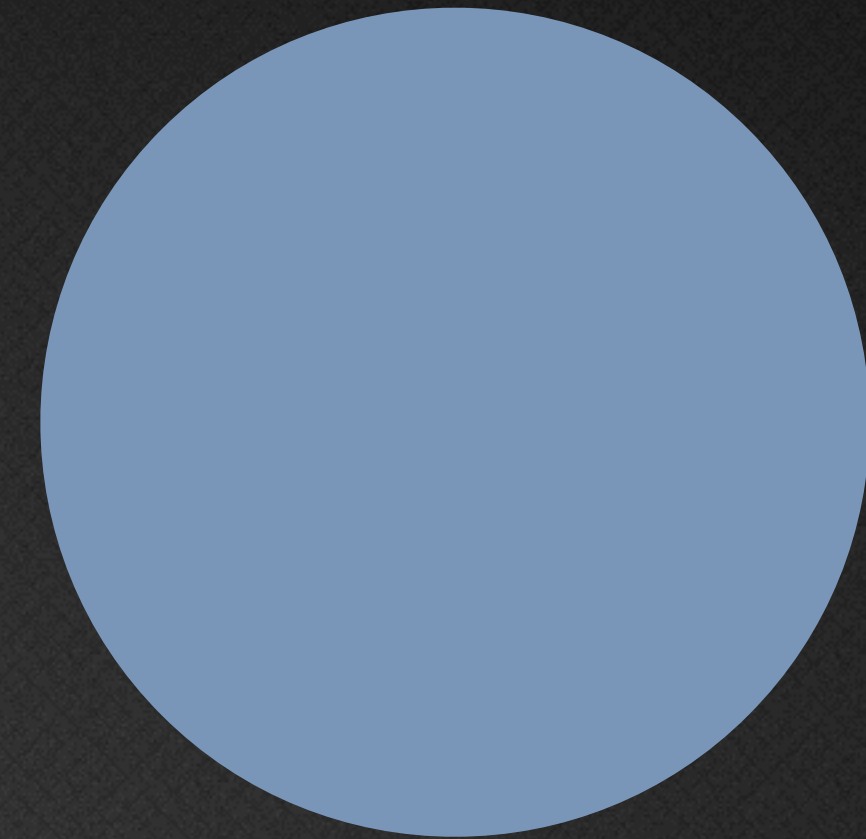
ALIGNMENT HELPS VISUAL FLOW AND PROFESSIONALISM

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ALIGNMENT HELPS VISUAL FLOW AND PROFESSIONALISM

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COORDINATE COLOURS

- ✦ Choosing colors that align with the tone you're going for will create a sense of harmony in your design. Likewise, an excessive use of both warm and cool colors will create a muddled, confusing appearance.

I 
NY

I 
Marketing

COLOUR = FEELINGS

“Warm” Colours

Use warm colours in your design to reflect passion, happiness, enthusiasm and energy.



“Cool” Colours

Use cool colours in your designs to give a sense of calm or professionalism.



BE SMART

LIFE HAS NO REWIND BUTTON

WWW.TALKCAMPUS.COM

COOL, CALM, ANALYTICAL, FRIENDLY,
NEUTRAL, DEEPER SUBJECT.



VANDALISM

PLAY WITH FIRE EQUIPMENT
AND EVERYONE GETS BURNED

WWW.TALKCAMPUS.COM

INTENSE, CAUTION, FIRE, HEAT,
WARNING, STAND OUT.

THE BULLETIN BOARD

LOCAL FOOD CONTRIBUTIONS - \$\$\$ FOOD DRIVES & FUNDRAISING EVENTS

- RibFest held on September 9, 2013—collected 1049 pounds of food and \$1,490.00 dollars during the event.
 - Mormons—Church of Latter Day Saints in partnership with:
 1. Metro at Barry Street
 2. Metro at Gardiners Road
 3. No Frills on Division Street
 4. Loblaws at Midland Avenue
 5. Food Basics at the Frontenac Mall
 6. ValueMart on Gore Road
- collected 5,950 lbs. of food and \$757.47 in cash donations from a fundraiser held September 14/13.
- Woman's Expo event at Centre 70 on September 20th, 2013 collected \$300.00 for the food bank
 - Devon's food drive raised approximately 1,975 lbs of food and \$446.00 dollars—more to come.
 - Mariana Abeid-McDougall from Achiever Fitness organized the first Amazing Food and Fitness Race on September 28th weekend. She and her participants raised \$1,800.00 for the food bank.
 - Steve Tripp and the Kingston Urban Coalition once again have donated two full cages of fresh apples for our service users.

GREEN THUMBS UP !!!

Frontenac Institution Farm Garden
Since July 2013 our gardeners have provided the food bank with - **ARE YOU READY???**
34,030 POUNDS OF FRESH PRODUCE !
Thumbs up to them all and may those thumbs be forever green!!!

Partners in Mission Food Bank

140 Hickson Avenue
Kingston, On K7K 2N6

Hours of Operation:

Monday to Friday 8:30 am — 4:30 pm
Closed: 12:00 pm — 1:00 pm
Closed evenings, weekends and all holidays

Telephone Number (613) 544-4534

Sandy's Email: foodbank@kingston.net
Vicki's Email: foodbnk2@kingston.net
Linda's Email: crookl@kingston.net
Tony's Email: madert@kingston.net
Sheelagh's Email: ryansh@kingston.net

We're on the Web
www.kingstonfoodbank.ca

STILL LOOKING

Do you have any suggestions or comments? Would you like to contribute a story or a column? Pass all your ideas along to Linda in the front office.

According to Linda ~ NO-ONE TELLS A STORY BETTER THAN A KID ! ~

These come from a church affiliated elementary school — THEY ARE PRICELESS—ENJOY !

Pay special attention to the wording and spelling. All the words remained as the children spelled them.

- In the first book of Guinnessis, God got tired of creating the world so he took the Sabbath off.
- Adam and Eve were created from an apple tree. Noah's wife was Joan of Ark and the animals came on in pears.
- Lot's wife was a pillar of salt during the day and a ball of fire at night.
- The Jews were a proud people and throughout history they had trouble with unsympathetic Genitals.
- Sampson was a strongman who let himself be led astray by a Jezebel like Delilah.
- Sampson slayed the Philistines with the Axe of the Apostles.
- Moses led the Jews to the Red Sea where they made unleavened bread which is bread without any ingredients.
- The Egyptians were all drowned in the dessert. Afterwards, Moses went up to Mount Cyanide to get the Ten Commandments.
- The first commandment was when Eve told Adam to eat the apple.
- The seventh commandment is thou shalt not admit adultery.
- Moses died before he ever reached Canada. Then Joshua led the Hebrews in the Battle of Geritol.
- The greatest miricle in the Bible is when Joshua told his son to stand still and he obeyed him.
- David was a Hebrew king who was skilled at playing the liar. He fought the Finkelsteins, a race of people who lived in biblical times.

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We're on the Web
Www.kingstonfoodbank.

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Create
From a Color

From an Image
Themes
Community
Pulse BETA
Links

Select a Rule

Analogous
Monochromatic
Triad
Complementary
Compound
Shades
Custom



Title:

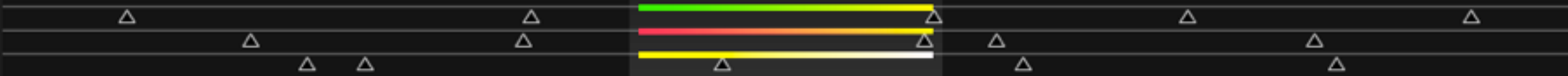
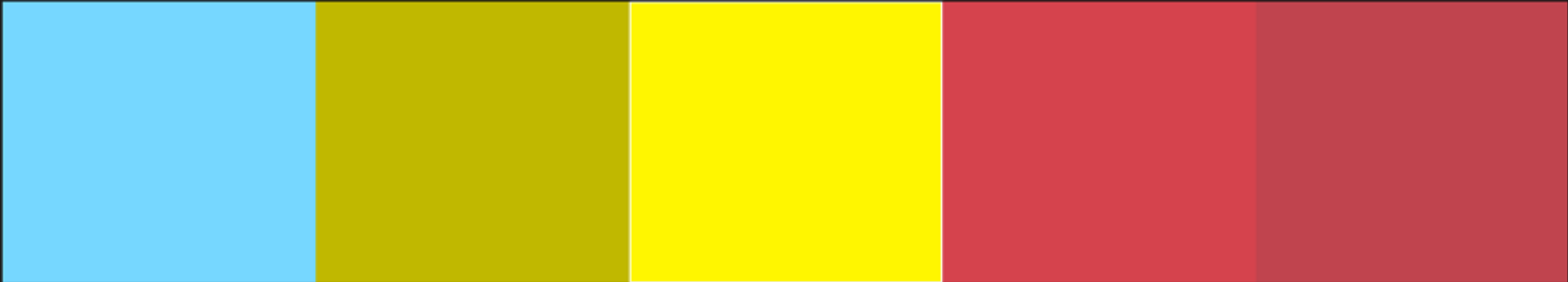
Public

Tags:

Private

Please sign in to save your theme.

Base Color



HSV
RGB
CMYK
LAB
HEX

HSV
RGB
CMYK
LAB
HEX

HSV
RGB
CMYK
LAB
HEX

HSV
RGB
CMYK
LAB
HEX

HSV
RGB
CMYK
LAB
HEX

DO NOT OVERUSE DROP SHADOWS

- ❖ The purpose of a drop shadow is to add distinction to visual or written information by creating depth and bringing the affected information to the forefront. Effects are great when used with purpose, but don't use them just for the sake of using them.

REFLEX

DROP SHADOW

DROP SHADOW

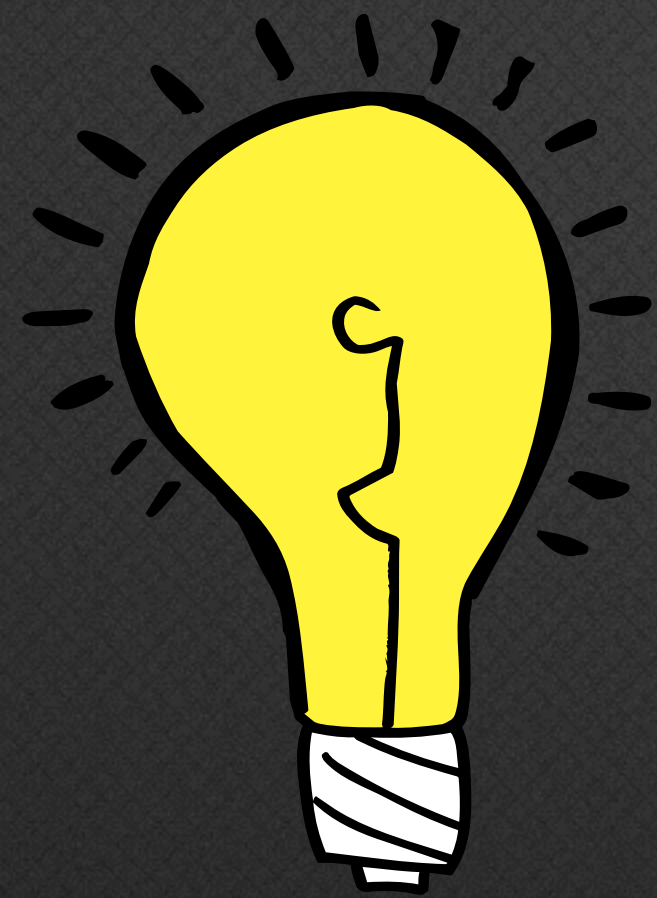
DROP SHADOW

DROP SHADOW

DROP SHADOW

DROFLEX

**DROP SHADOWS
OVER USE SHALL
NOT YOU**



STRIVE FOR CONSISTENCY

- ❖ Simply put, if two or more design elements serve the same function, make sure they look and act the same. On a very high level, the same aesthetic, tone, and messaging should permeate all facets of the brand. On a more granular level, all visual or written elements within an communications piece serving the same function should have the same look and feel.

Visual Content Creation Check List

So you've designed something, but you're not sure you've followed the 10 Commandments? Use this printable checklist to mark what you've done right so you can go back and fix what you missed. Once all checkboxes are marked complete, you're ready to publish!

1. Understand your content's purpose

I know the answer to these questions:

Why are we creating this?

What need will this fulfill?

Where will we publish this?

Who are we creating this for?

When are we creating this?

How will we measure the results?

Yes ☐ No ☐

2. Establish a hierarchy

I made a list of all the key messages this piece of content should convey to the viewer.

I prioritized them based on importance by assigning them values (1-10).

Once the design was complete, I determined the final product visually conveyed the same order of importance.

Yes ☐ No ☐

3. Respect simplicity

My design is not too ornate or flashy.

I've eliminated all images and graphics that do not support the content's purpose.

My design makes the content easier to consume

Yes ☐ No ☐

4. Keep it legible

The colour of text is not too light or dark on top of the background colour I chose.

I can read everything; no images or other object in my design obscure the text in some way.

I don't have too much text crammed into a small space.

Yes ☐ No ☐

5. Provide adequate spacing

I have equal margins around my content

All elements within my design are not too close to one another.

The negative (white) space in my design helps draw attention to the most important pieces of information I established in my hierarchy (e.g. titles or headings)

Yes ☐ No ☐

6. Align elements

All of the elements are positioned in a balanced relation to one another.

Any elements that sit side by side are placed on the same line.

If I've disrupted linear alignment. It's for the purpose of drawing attention to a key piece of information established in my hierarchy.

Yes ☐ No ☐

7. Coordinate your colours

I considered what feeling I want the viewer to feel when choosing my color scheme.

I was mindful of the connotations associated with the colours I chose.

I coordinated colours with any photos I included in my design.

Yes ☐ No ☐

8. Do not overuse drop shadows

I've applied the drop shadow effect sparingly

I've applied a drop shadow only to pieces of information that deserve to be given depth and distinction.

Every drop shadow applied was done with purpose.

Yes ☐ No ☐

9. Strive for consistency

My colour scheme is consistent throughout the entire piece of content.

All visual or written elements that serve the same function have the same look and feel.

Margins, titles, headers, links, calls-to-actions, and images are formatted the same as their counterparts

Yes ☐ No ☐

10. Harmonize visual and verbal

My images complement my words and vice versa.

I've considered illustrating a concept to eliminate the need for words.

My words and visuals do a better job telling a story when used together than either could do alone.

Yes ☐ No ☐

Visual Content Creation Check List

So you've designed something, but you're not sure you've followed the 10 Commandments? Use this printable checklist to mark what you've done right so you can go back and fix what you missed. Once all checkboxes are marked complete, you're ready to publish!

1. Understand your content's purpose

- I know the answer to these questions:

- | | | |
|---------------------------------|--------------------------------|------------------------------------|
| - Why are we creating this? | - What need will this fulfill? | - Where will we publish this? |
| - Who are we creating this for? | - When are we creating this? | - How will we measure the results? |

Yes ☐ No ☐

2. Establish a hierarchy

- I made a list of all the key messages this piece of content should convey to the viewer.
- I prioritized them based on importance by assigning them values (1-10).
- Once the design was complete, I determined the final product visually conveyed the same order of importance.

Yes ☐ No ☐

3. Respect simplicity

- My design is not too ornate or flashy.
- I've eliminated all images and graphics that do not support the content's purpose.
- My design makes the content easier to consume

Yes ☐ No ☐

4. Keep it legible

- The colour of text is not too light or dark on top of the background colour I chose.
- I can read everything; no images or other object in my design obscure the text in some way.
- I don't have too much text crammed into a small space.

Yes ☐ No ☐

STRIVE FOR CONSISTENCY

After Words

Volunteer Newsletter
Volume 2, Issue 3

To provide nourishment and hope to those we serve and an opportunity for our community to share.

FoodRide

Hey Megan, wanna' go for a bike ride?"

That simple question was the beginning of a 10,000 kilometer trek to build food security awareness in Canada – an issue Canadians know little about.

Lakehead University students from Thunder Bay cycle across Canada to raise money for university and community food.

On July 17, 2013 two students from Lakehead University in Thunder Bay, Megan Clark and Adrian Arts, accompanied by Tomasz Wierciach and Emily Clarke came cycling into Kingston as part of an initiative called "FoodRide" – a cross-country bike trek organized to raise food and money for university and community food banks. The national food security fundraiser which set off in Victoria, British Columbia on April 25, 2013 will culminate in St. John's, Newfoundland September 8, 2013 – 135 days later and 610 hours in the saddle. Their goal is to raise \$50,000.00 and host 22 food drives in major cities across Canada.

Loblaws at Princess was the location for the Kingston drive and a total of \$953.00 and 78 lbs. of food was collected for the Partners in Mission food bank and the Queens Alma Mater Society Food Centre. Campus and community food banks will receive all monetary and food donations within each city visited.

Although their ride did not take them through our northern regions, the money raised on their website will be distributed amongst the three food banks in the North West Territories.

"FoodRide" will highlight the important work done by food banks across our nation, while building the strength of local and national communities to provide food security, an issue Canadians know very little about.

UPCOMING EVENTS

- Thanksgiving Food Drives
- Halloween
- Night time Santa Claus parade – November 23 – 5:00
- Single Bell Walk – December 13 – 6:00
- Release of 2nd Partners in Mission Christmas CD
- Christmas Party – Date to follow
- Christmas Season Closing less to follow

Clark said she agreed to the cross-Canada trek after "a lot of pestering on the part of Adrian."

The pair have volunteered at the Lakehead University Student Union Food Bank for the past three years.

Adrian Art, Megan Clark, Emily Clarke and Tom Wierciach for their dedication and strong legs.

Queens University Guest Services for the rooms.

Anne-Marie, Gulad, Michelle and Melody from AMS and the student union – thanks for helping with the organization of the event.

A huge thanks to CyclePath Kingston bike shop... for giving the bikes the "spa treatment".

SANDY CELEBRATES HIS 20TH YEAR !!

NO! - he hasn't just turned twenty - but in July he celebrated his twentieth year with the food bank.

Just who is Sandy Singers?

"Born in Scotland, Sandy moved to Canada with his family when he was three years old. He grew up in the Toronto area where he was heavily involved in music. Sandy remained in the music scene after moving to eastern Ontario in 1980, first to Iamworth, then Kingston and now in Gananoque.

Their music is designed to motivate people to become involved.

Sandy began his employment with the food bank in 1993 as our Warehouse Manager and driver. In 2001 he took on the position of coordinator, which eventually developed into an Executive Directors position. He has been the driving force behind the food bank ever since. (Sandy, it seems can't stay out of the drivers seat).

So what makes Sandy tick?

Sandy is a hands on individual - and hands on it began. Ironically, Sandy did not go through school to prepare for a position in social services. After high school he attended George Brown College where he studied "horology". What might you ask is horology? Turns out it's the study of the art and science of measuring time, leading to a specialization in the understanding, repair and restoration, of clocks, watches and other related timepieces. Unfortunately with the introduction of digital time pieces this course became more of a personal interest endeavor for Sandy. After completion he continued his education at Huron College where he studied carpentry, a skill which has served him well over the years.

Sandy, the lead vocalist, began to miss making music and the band's camaraderie, so it was only a matter of time before the reunion became a reality. "It's a homecoming" said Singers. "We're really excited about playing again."

Band leaders Singers and Rick Panagan, who plays sax, are thrilled to be joined by Janet MacRae on trumpet, Alec Barkin on bass, Ilana Cullen on sax, Mike Sokell on drums and newcomers Alain McCann on keyboards and Matt Ray on guitar.

organizing fund raisers and making personal appearances in support of the Partners in Mission. Dealing with kids or politicians Sandy manages to transcend all boundaries, keeping the focus on the food bank and those in need.

Whether motivating a crowd to just get up and dance or encouraging the community to donate to a just and worthy cause takes personality. It takes a special talent to create incentive and enthusiasm. Sandy definitely possesses that natural ability.

Sandy has many faces and sports many hats. He is a husband, father of two girls, a gifted singer and writer, the face of the food bank, community representative, avid golfer, vintage car enthusiast, advocate for those need and a well rounded individual who chooses to work in the not for profit sector, simply because it is the right thing to do.

The meaningful work gives Sandy a sense of fulfillment. "I wouldn't be happy in a job in the profit world," he said. "We're doing things here to help people out. I'm very proud to work here. I really enjoy the people a lot. Our volunteers are phenomenal and staff are great. I'm meeting people in the community constantly. I really enjoy that part of it, encountering all different kinds of people from all walks of life and economic levels. In this position, I'm always thinking about innovation and sustaining."

Sandy's vision

Sandy is considering where the food bank is heading in the future. No one really knows for sure - but it is evident even to a layman that finding now and sustainable sources of fresh food in the future is priority one and this has been on Sandy's list for quite a while.

FAMILIAR FACES AND NEW PLACES

ANOTHER HOP, SKIP, SHARE, CHARITY EVENT

DEVON COBB'S
6th ANNUAL THANKSGIVING DRIVE
Friday September 27th, 2013 ~ 6:00 to 8:00 PM

TARGET THE FOOD BANK SCORES A BULLS EYE !!

In the short time since the opening of the new TARGET store at the Cataragui Town Centre they have donated a whopping 14,306 lbs of groceries and product to the food bank. The donations made, provide our service users with a variety of products that we don't normally receive here in large quantities. From soup to nuts and everything in between, it sure helps add variety to our grocery orders. Thanks to TARGET for donations to date and here's to a solid partnership for the future.

uniongas

The Telus Corporation has matched dollar for dollar donations made by their staff on behalf of the Partners in Mission Food Bank. A total of \$1040.00 was raised in August and presented to the Partners in Mission Food Bank by a company representative.

Carla Yuan and a group of volunteers from the Kingston Billing Support Office on Venture Drive in Kingston volunteered at the food bank in August and brought with them a generous donation of \$1000.00. Our thanks to their agency for the support both financial and personal.

It is encouraging indeed to have new business come on board. Their contributions to our service users are invaluable and all their support is greatly appreciated.

TELUS

SOUTH AFRICANS ON URBAN SAFARI

IT'S A LONG WAY FROM "SECUNDA" TO KINGSTON

At the end of July we had a delightful visit by two travelers from South Africa. Vi Stork brought her friend Diane Arney and two South African travelers, Laura and Dirk Davis from the town of Secunda in Mpumalanga Province to see how our food bank was organized.

Laura is involved with the "Secunda Food Bank" and "The Boutique Clothing Bank" both non denominational agencies run by the Welfare Association of South Africa. Dirk and Laura were very impressed by the way the food bank here was operating.

The fact that they took the time out of their holiday to drop by here to see if they could find some answers that may provide relief for those in need in South Africa reinforces my already enormous respect for those of you that volunteer your time on a regular basis to help others.

We forget how small the world has become and how similar our problems are until we meet with others who though many miles away are trying to cope with similar problems.

We hope they had a delightful holiday and that perhaps some time in the future they will be able to visit us again. It is encouraging to know that although we are from different cultures we are one in our efforts to help those in need.

They took numerous pictures and information back to Secunda in the hope that they will be able to revamp the food bank there into a more efficient program.

We hope they had a delightful holiday and that perhaps some time in the future they will be able to visit us again. It is encouraging to know that although we are from different cultures we are one in our efforts to help those in need.

20TH YEAR ~ continued

Always the innovator he said future plans could offer exciting new sustainability methods. "We're good collecting and distributing non-perishable items, and we're able to provide fresh produce during the growing season," he said. "But the rest of the year, there's not enough fresh food available. We're diligently looking into having the ability to provide sustainable food sources all year around."

Sandy recently approached members of the Biology Department at Queens University to discuss the viability of developing an Aquaponics system for use at the food bank. This process involves partnering raising of fish and hydroponically grown vegetables. Sandy is currently working with Queens trying to find a fit for the food bank within this program.

It could be life changing for many people - especially our service users.

So after 20 years with the Partners in Mission Food Bank - "What's in the future for Sandy?"

"I'm not going anywhere," he said. "I hadn't planned on staying 20 years, but I'm happy here."

I've resigned myself to being here until they give me my gold watch."

Let's hope they give him - the "non-digital" kind.

"Golf Town" in recognition and "YES" ~ celebration of his twenty years of service with Catholic Health International and the Partners in Mission Food Bank. Here's hoping he will step up to the "tee" for another twenty!!

AQUAPONICS THE WAVE OF THE FUTURE

Queens University in conjunction with the Partners in Mission food bank have been discussing the viability of developing an aquaponics facility on the food bank premises designed specifically to raise sustainable produce for the service users here at the food bank. Some professors are in the experimental stages but would like to do something on a far larger level.

"They'd like to develop aquaponics as a business. On our end, we'd like to produce food year round and possibly be able to sustain the project by marketing produce as well."

Sandy thinks that the timeframe to get this project running is about two years. This is high-level innovation and could be earth shattering in a positive way for food bank programs around the world.

The Kingston project would be the first food bank to use this ground breaking and innovative strategy. More information to come in the future—we hope.

AQUAPONICS FOR DUMMIES

Nitrogen Cycle

Fish wastes contain nitrogen in the form of Ammonia (NH3)

Plants consume nitrates and leave the water clean to return to the fish tank

Bacteria convert fish wastes to nitrates which are used by plants for fertilizer

WASTE

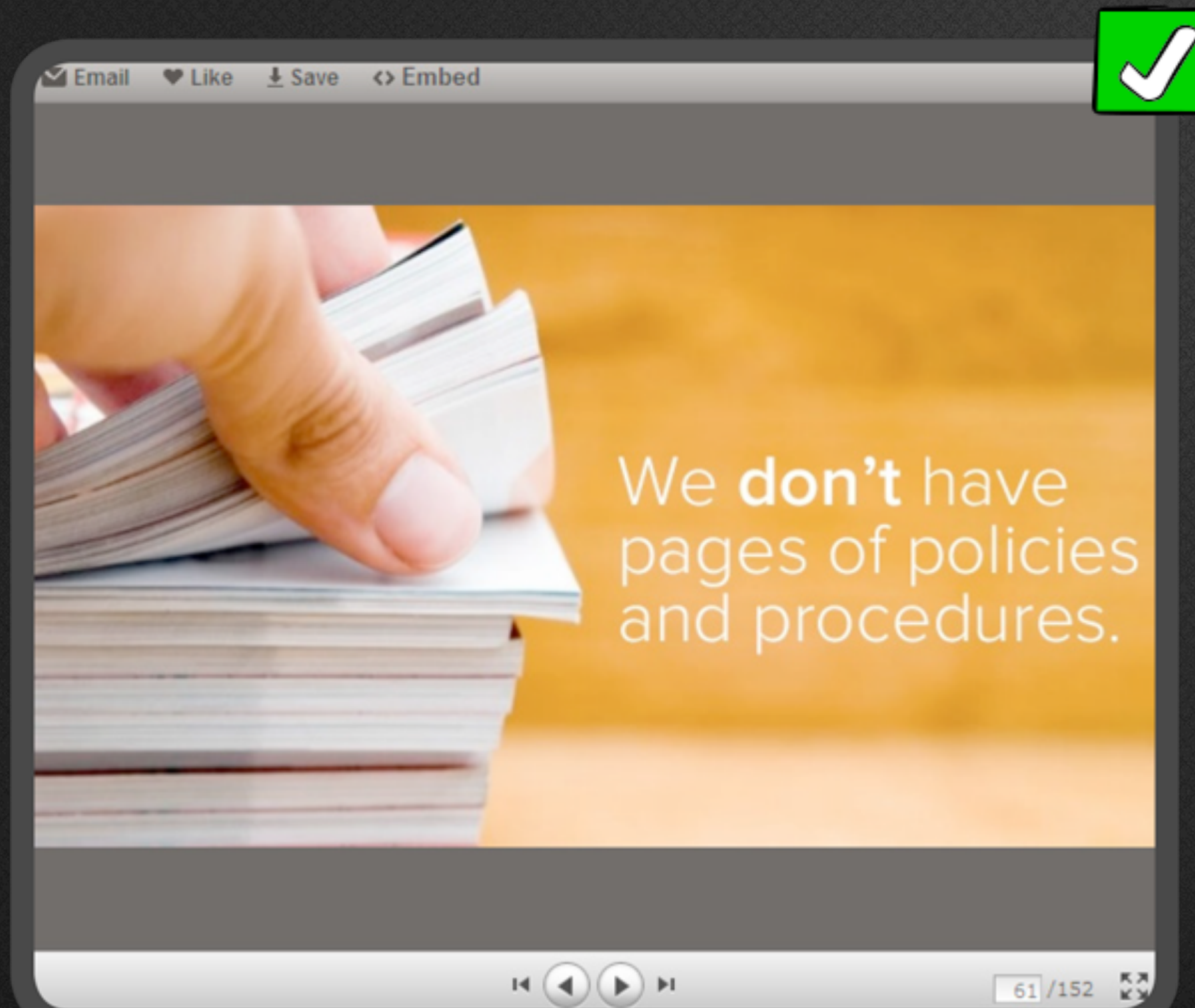
CLEAN WATER

NITRATES

The Partners in Mission board chair person Laurie Newport, presented Sandy with a beautiful cake and a gift certificate to one of Sandy's most favorite places ~

HARMONIZE VISUAL AND VERBAL

- ✦ Identify where visual elements could completely replace large selections of copy to tell the same story in a significantly more memorable, less time consuming way.



PRACTICE





WHAT YOU CAN DO NOW

- ❖ Go to my academic shares folder and you will find the ‘Visual Content Creation Check List’
- ❖ Use this before, during and after any project that requires you to create something engaging to an audience.
- ❖ Sketch your ideas and use Pencil and Paper

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Yes ☐ No ☐

5. Provide adequate spacing

- I have equal margins around my content
- All elements within my design are not too close to one another.
- The negative (white) space in my design helps draw attention to the most important pieces of information I established in my hierarchy (e.g. titles or headings)

Yes ☐ No ☐

6. Align elements

- All of the elements are positioned in a balanced relation to one another.
- Any elements that sit side by side are placed on the same line.
- If I've disrupted linear alignment, it's for the purpose of drawing attention to a key piece of information established in my hierarchy.

Yes ☐ No ☐

7. Coordinate your colours

- I considered what feeling I want the viewer to feel when choosing my color scheme.
- I was mindful of the connotations associated with the colours I chose.
- I coordinated colours with any photos I included in my design.

Yes ☐ No ☐

8. Do not overuse drop shadows

- I've applied the drop shadow effect sparingly
- I've applied a drop shadow only to pieces of information that deserve to be given depth and distinction.
- Every drop shadow applied was done with purpose.

Yes ☐ No ☐

9. Strive for consistency

- My colour scheme is consistent throughout the entire piece of content.
- All visual or written elements that serve the same function have the same look and feel.
- Margins, titles, headers, links, calls-to-actions, and images are formatted the same as their counterparts

Yes ☐ No ☐

10. Harmonize visual and verbal

- My images complement my words and vice versa.
- I've considered illustrating a concept to eliminate the need for words.
- My words and visuals do a better job telling a story when used together than either could do alone.

Yes ☐ No ☐