



designing for



S O C I A L



## aimee brasseur

Aimee is a graphic designer and brand ambassador for Michigan State University who considers herself fortunate to sell the most life-changing product on the planet - education. Her portfolio includes the Breslin Center concourse banners and murals, the award-winning MSU Viewbook and Admissions acceptance package, and the identity systems used by Campus. She appreciates green in all its tints and shades, loves to laugh, and is slightly terrified of those peel-and-pop crescent roll containers.

Type: [brasseu7@msu.edu](mailto:brasseu7@msu.edu)



## mike davis

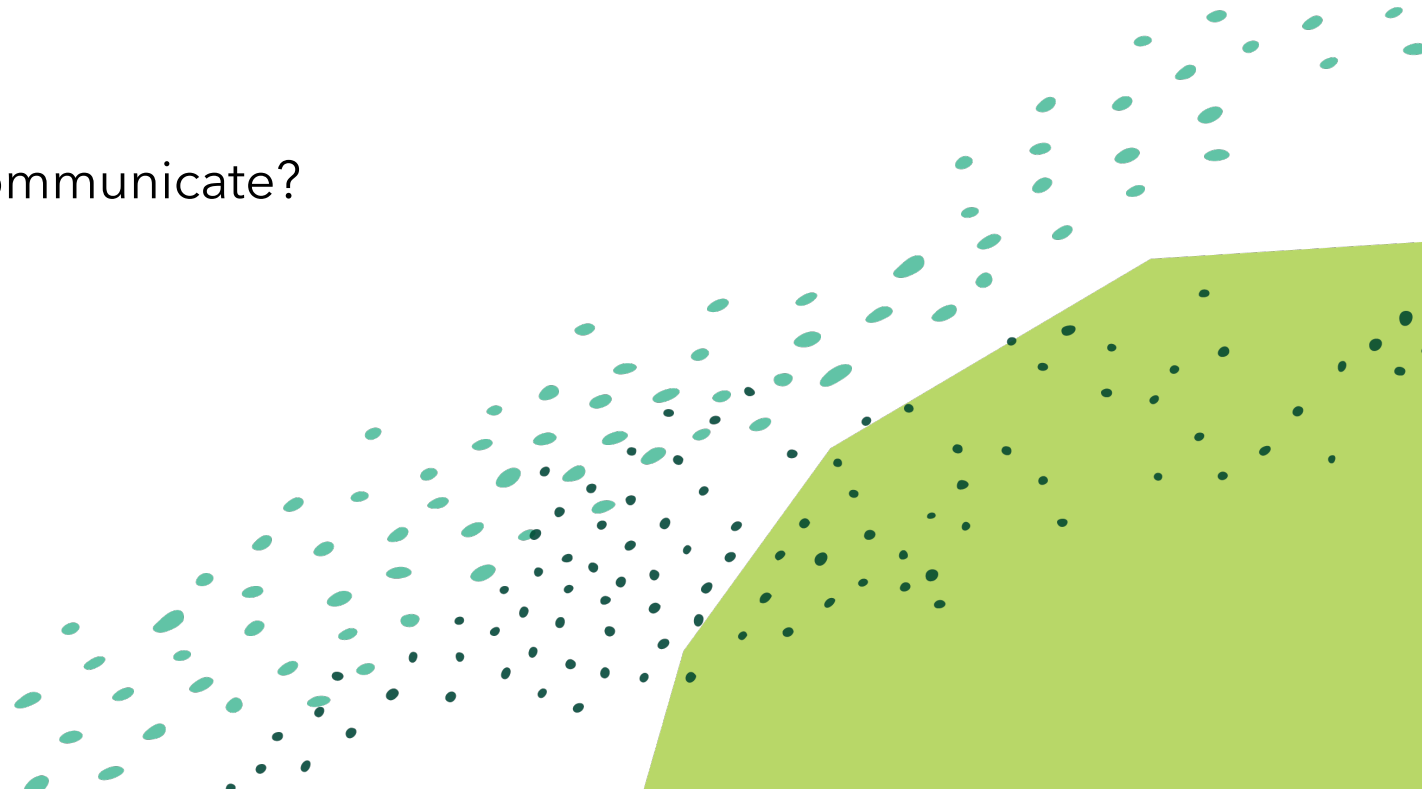
Mike is a graphic artist at Communication and Information Technology. He provides design support to both UOE and MSU partners. Davis believes that design and the web are constantly changing, and that creative design and thoughtful solutions can communicate, inform, and inspire. He has a B.F.A. from Michigan State University in graphic design. Before joining UOE, Davis worked at Wharton Center for the Performing Arts.

Type: [davisgom@msu.edu](mailto:davisgom@msu.edu)

# know the WHY

**Why** are you making this graphic?

- What's your goal?
- Who's your audience?
- What are you attempting to communicate?
  - Draft post text
  - Draft graphic text





# what's the TONE?

For most people, your audience or message will drive your thinking on the tone.

But **how** does the tone change the graphic?



*Hey, Spartans!*

**Air hugs,  
physical distance  
& "Go Green!"**

Together, we will  
get through this.



← **6+ FEET** →  
PHYSICAL DISTANCE

MAKE ROOM  
for  
*Sparty*  
MAKE ROOM  
for **EACH OTHER**



*Stay safe,  
Spartans!*

Together, we will  
get through this.



CAMPUS HEALTH  
& SAFETY  
DEPENDS ON  
*all of us.*



**Approachable**  
campaign tone

**Formal** campaign tone

SPARTANS  
STAY 6 FEET  
APART **SO**  
**THEY CAN STICK  
TOGETHER.**



TOGETHER  
WE WILL.

SPARTANS  
HAVE ALWAYS  
WORN HELMETS.  
**TODAY, THEY  
WEAR MASKS.**



TOGETHER  
WE WILL.

SOMETIMES,  
HELPING TO  
SAVE THE WORLD  
CAN BE AS SIMPLE  
AS **WASHING  
YOUR HANDS.**



TOGETHER  
WE WILL.

## How the tone changes the graphic:



SERIOUS MESSAGES

PROSPECTIVE STUDENT  
WELCOME EVENT

COMMENCEMENT INFO

CULTURAL HOLIDAY  
CALENDAR EVENT

basic art that uses the core brand colors

make it fun and colorful, drive the hype

brand-focused, you may want a commencement image for immediate recognition, info could be in the post text while the graphic is used as the thumb-stopping content

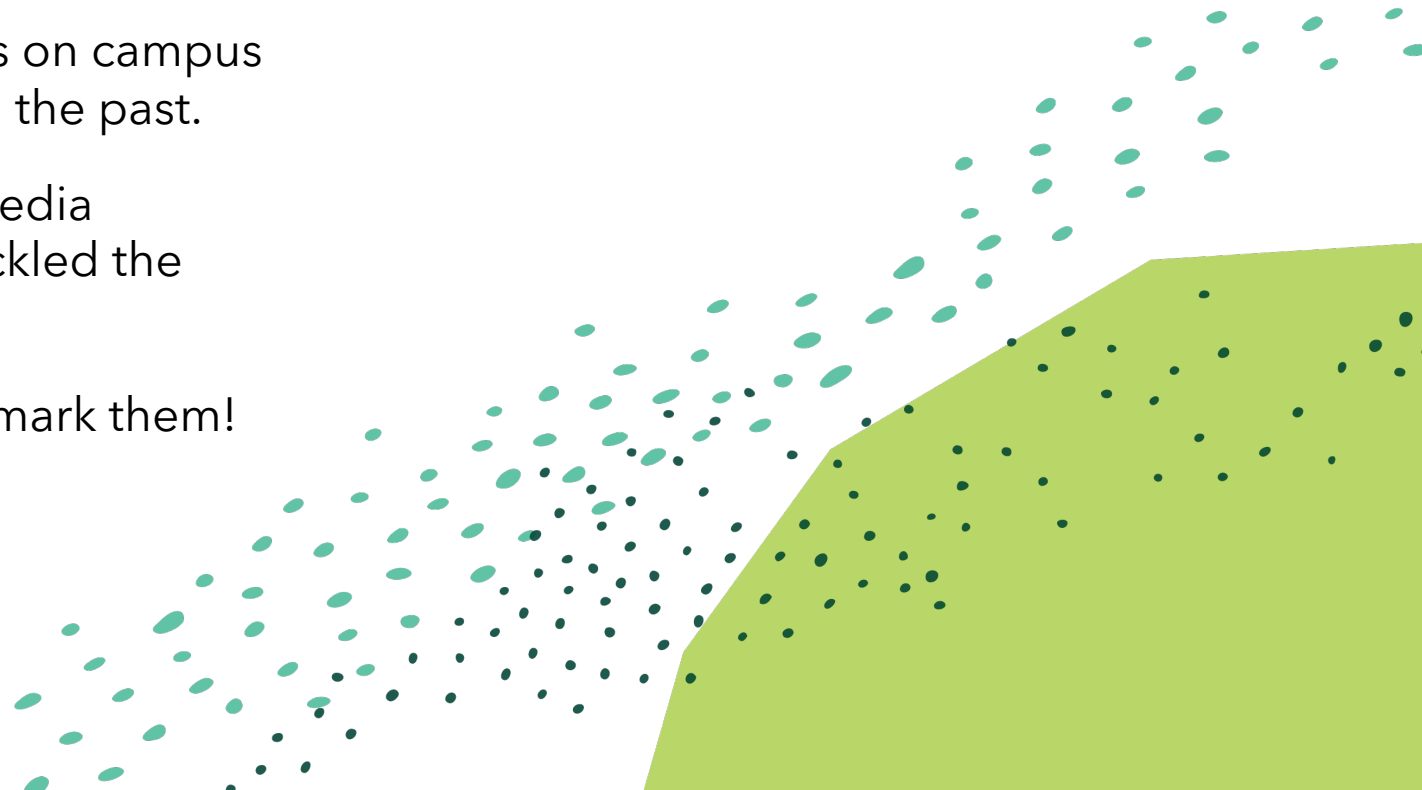
do your research on the celebration and align color/typography/messaging/visuals with the event you're celebrating

what's the

# WHAT?

## What are you making?

- My first step for most projects is **research**
  - Explore how other departments on campus have marketed similar events in the past.
  - Search peer institution social media accounts to see how they've tackled the graphics on similar subjects
  - Find your inspo sites and bookmark them!





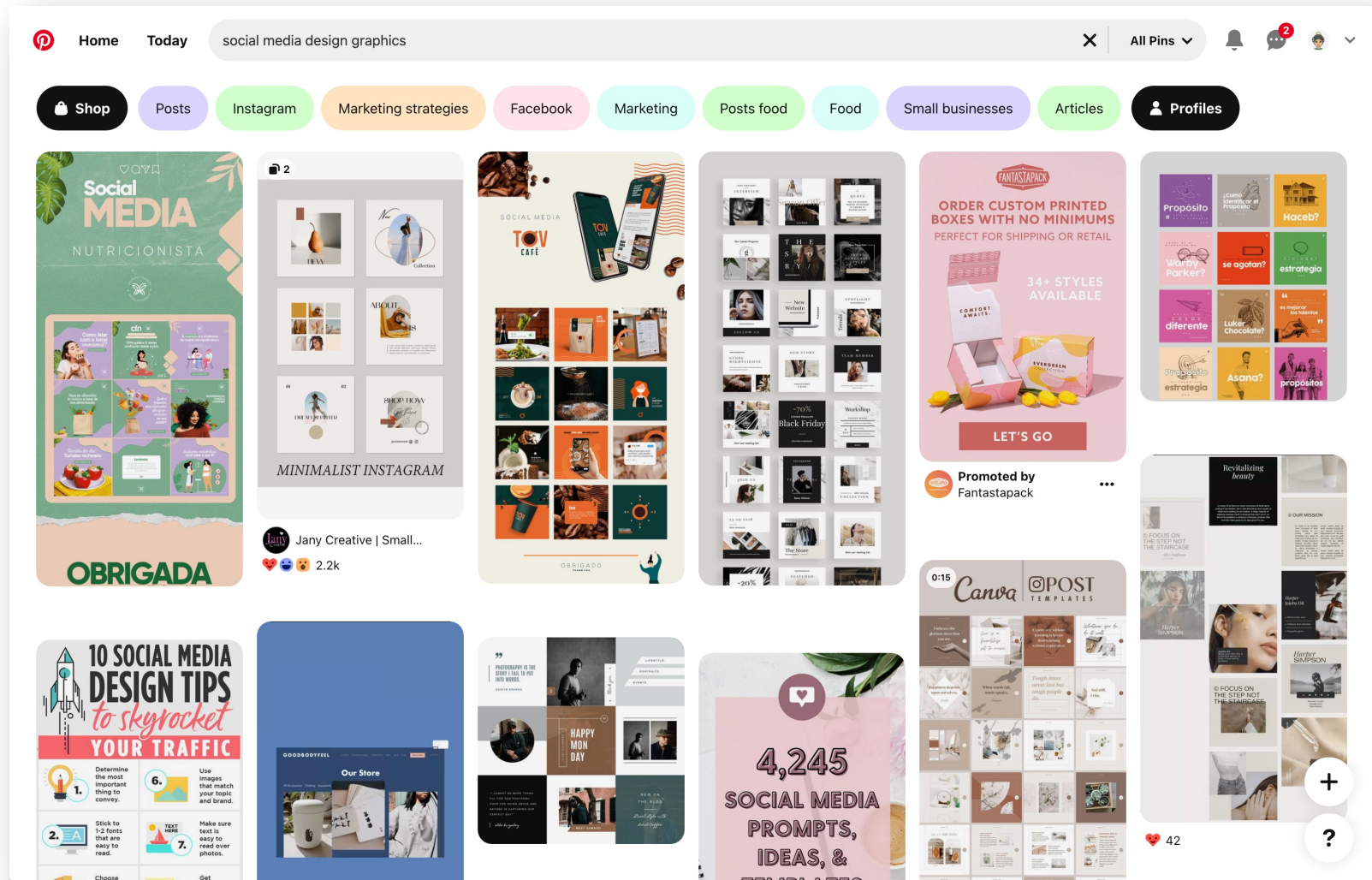
**Never** underestimate  
the power of a carefully  
worded Google search.

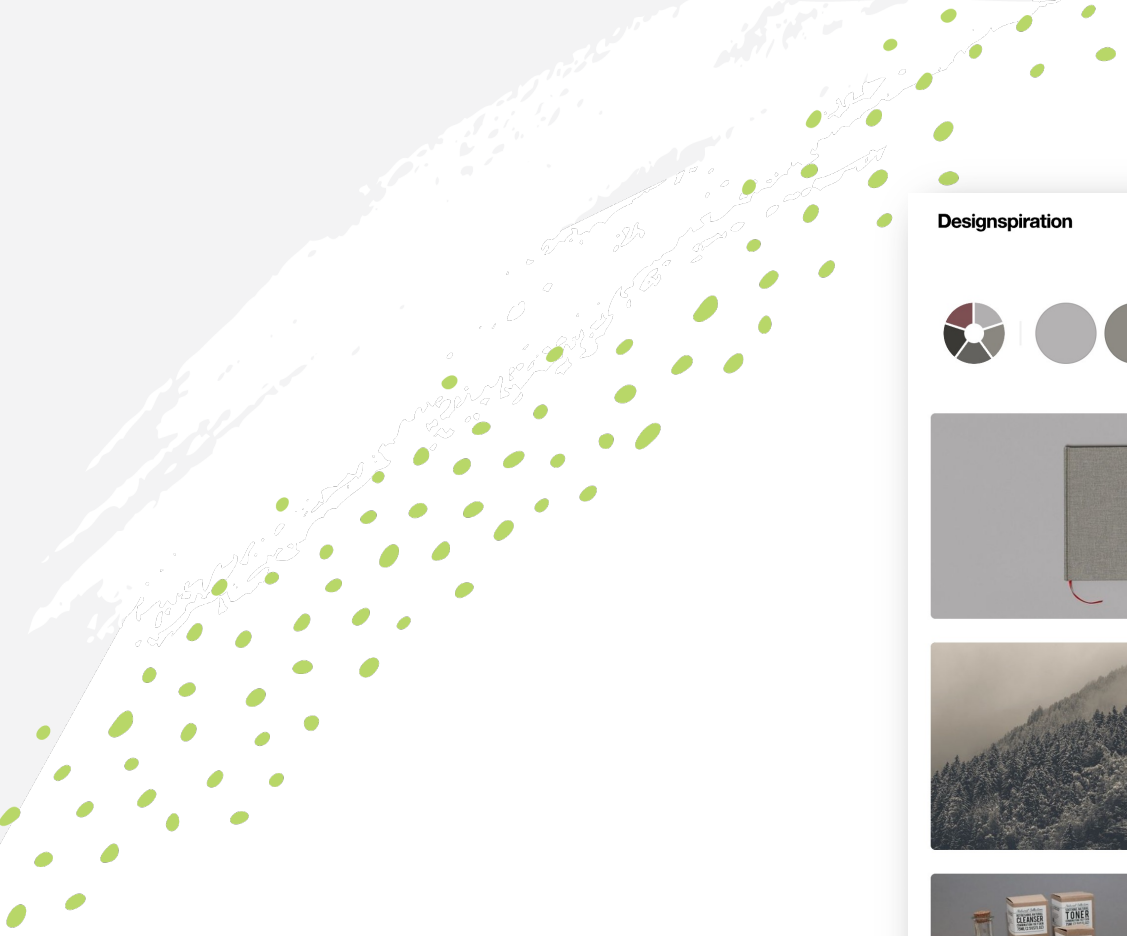
- social media inspiration
- social media inspiration - Google Search
- social media inspiration **design**
- social media inspirational **quotes**
- social media **post** inspiration
- social media **ads** inspiration
- social media **marketing** inspiration
- social media **graphic** inspiration
- social media **video** inspiration
- social media **banner** inspiration
- social media **marketing** inspirational **quotes**



# Pinterest.com

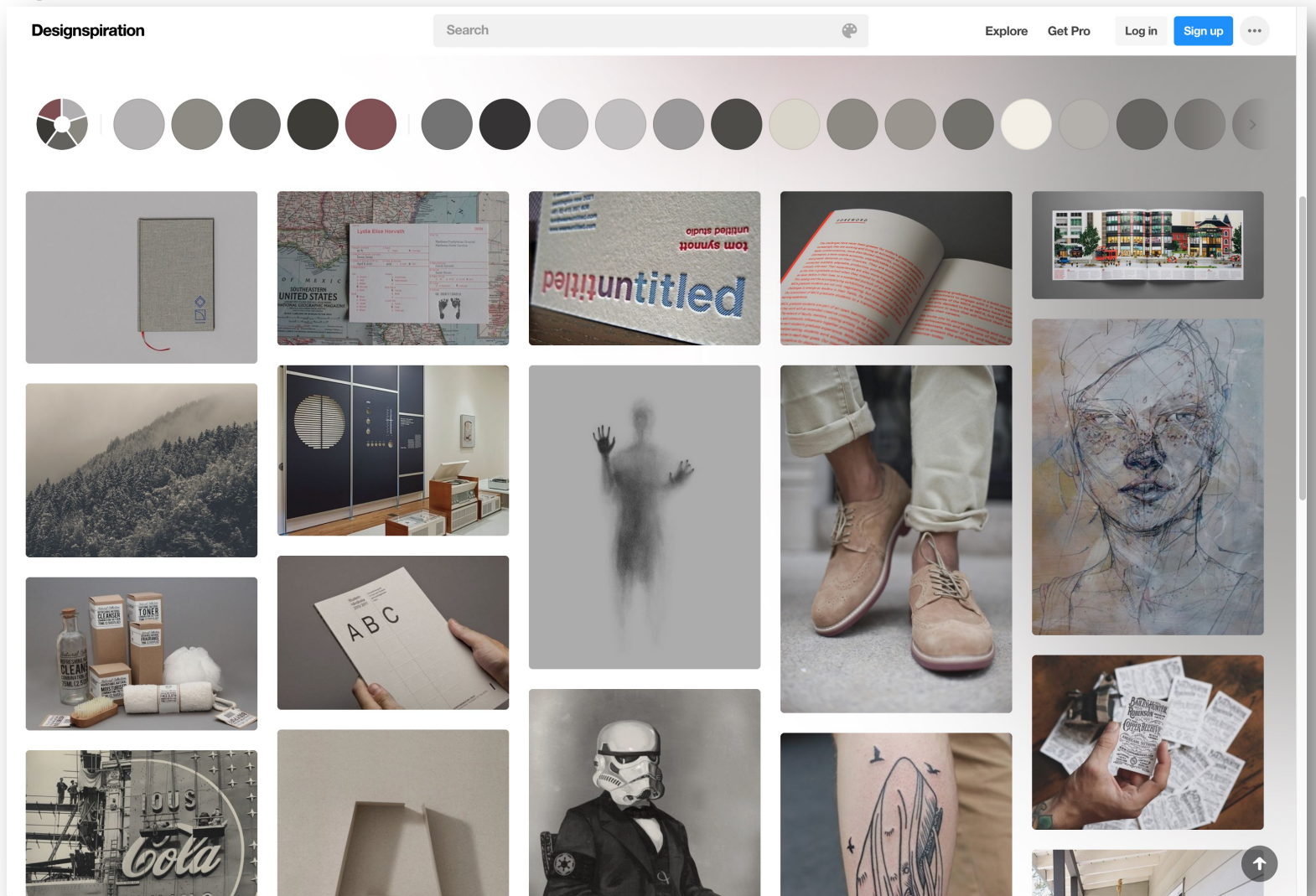
- Strong search function
- Mobile app = idea curation on the go
- Ability to curate ideas to be saved on project boards for future reference
- Boards can be made private
- Posts offer the ability to click off-site to purchase products/templates





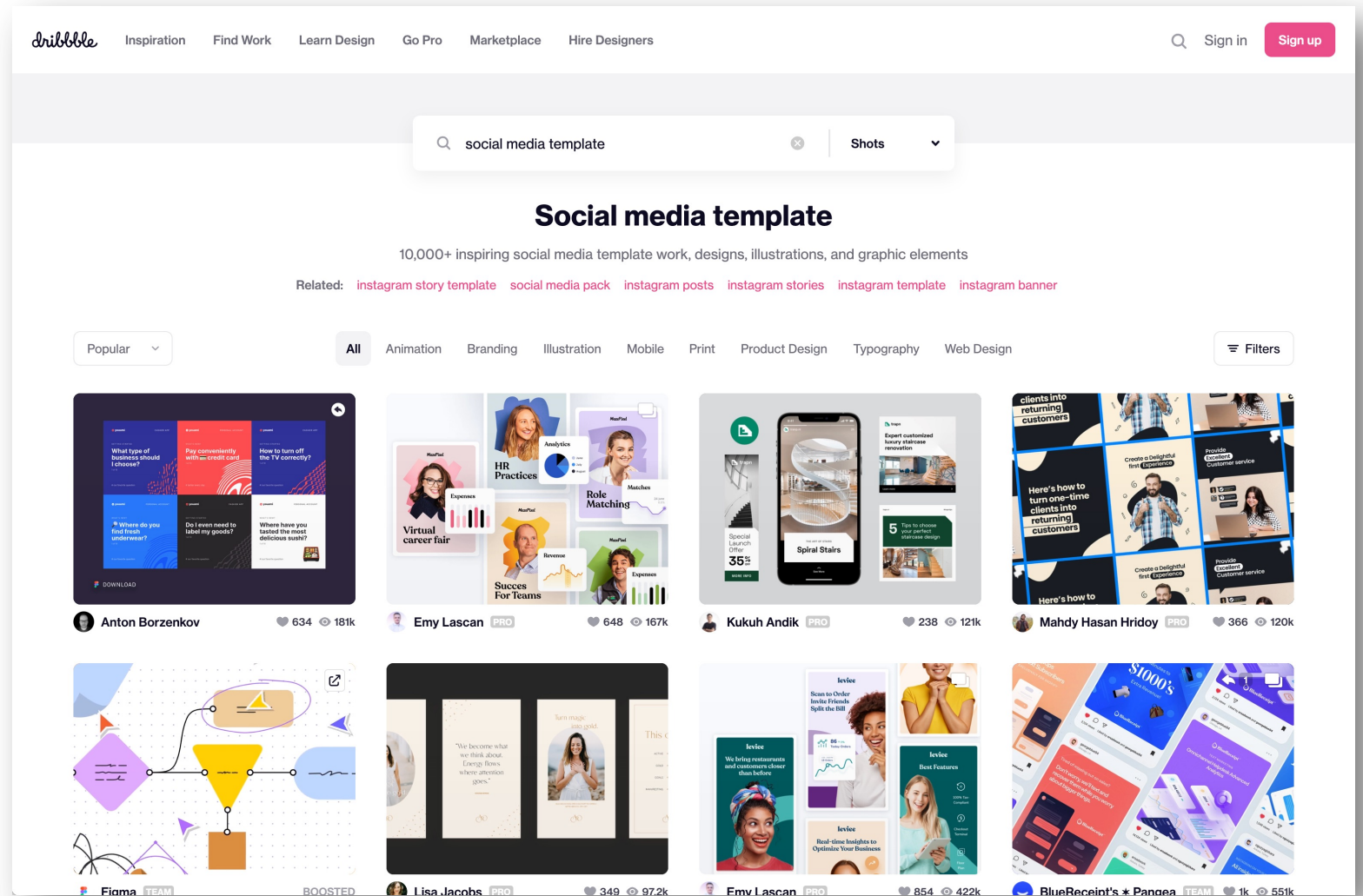
# Designspiration.com

- Similar to Pinterest
- Has a fun search by color feature
- Less practical, purely inspirational



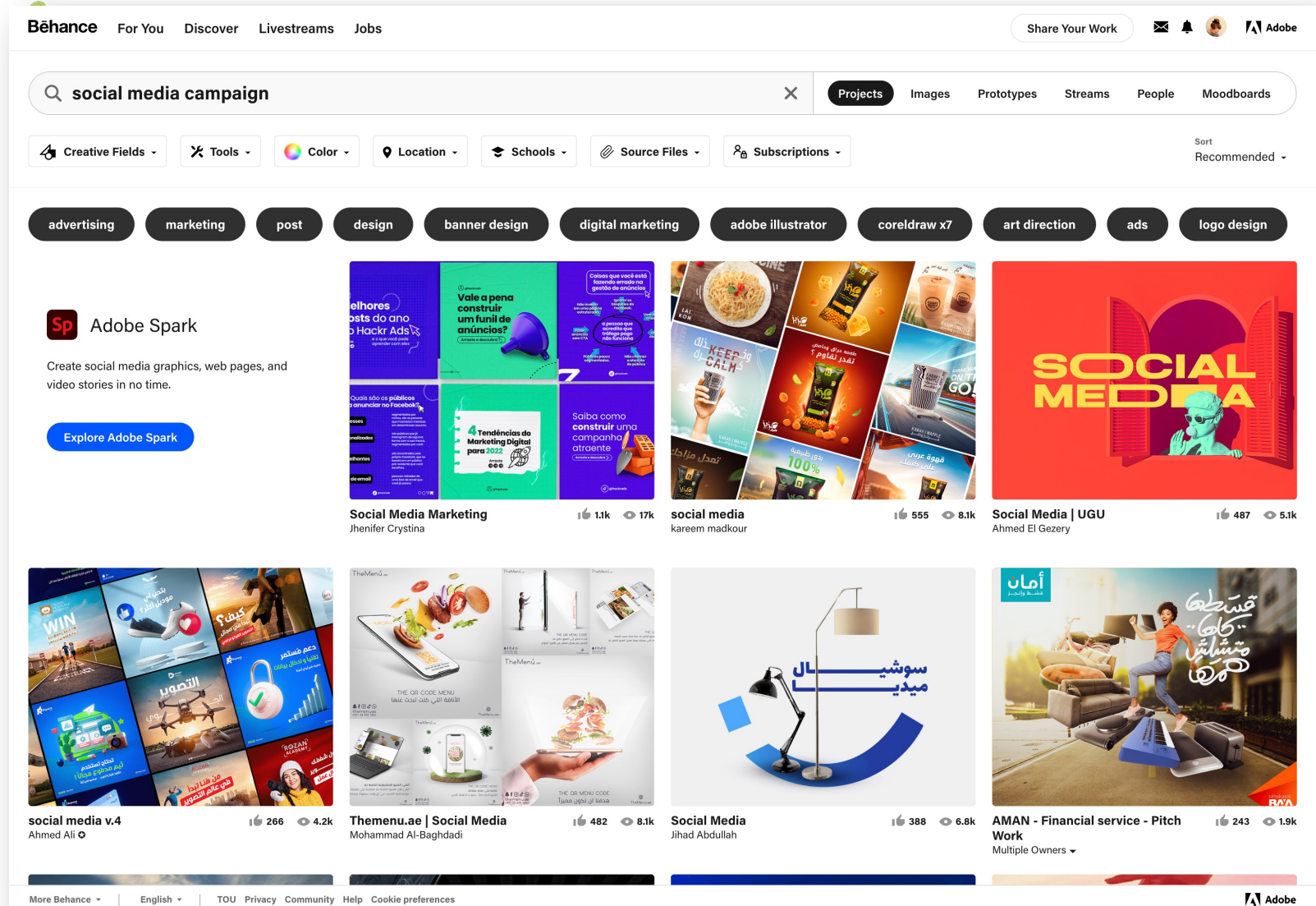
# Dribbble.com

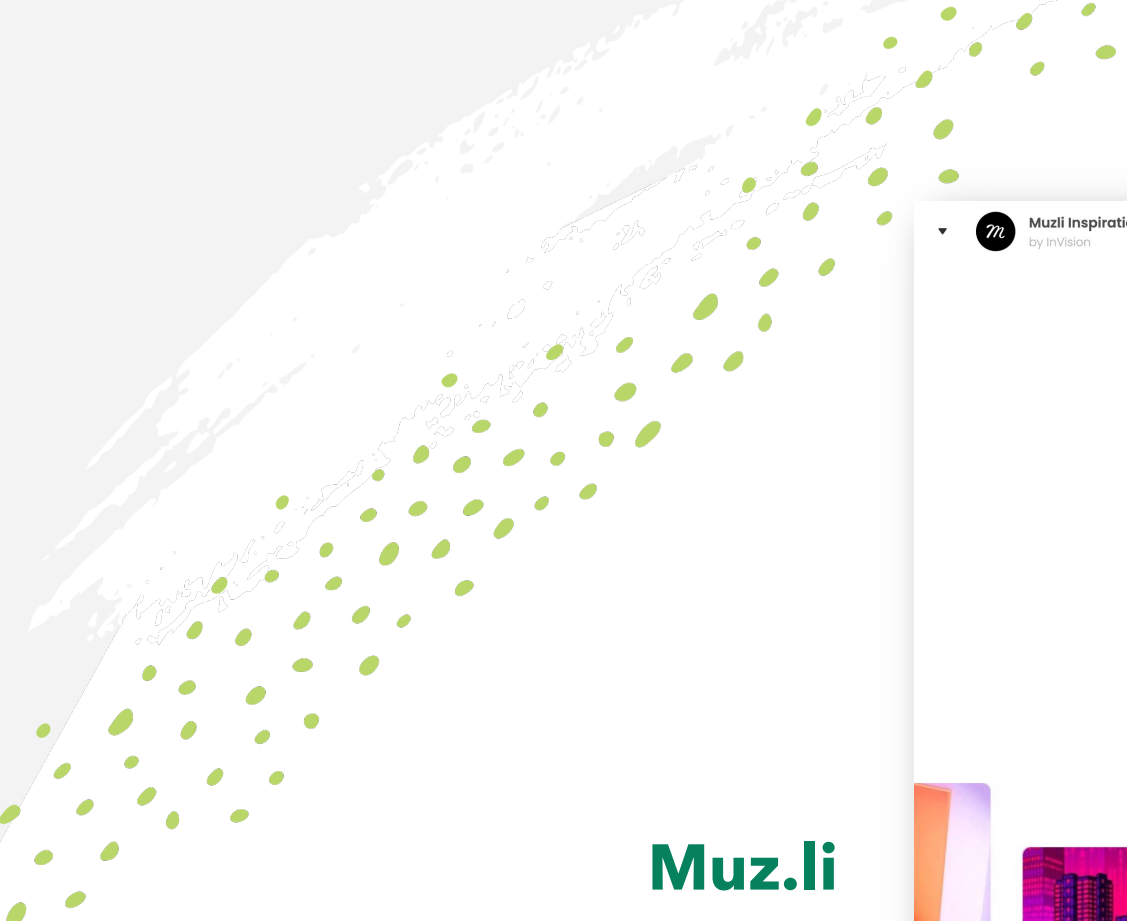
- Anyone can look through the site
- Sign-up for an account to save ideas (invitation from a member needed to post your own work)



# Behance.net

- Now owned by Adobe. It's a social tool for the creative community!
- Strong search function
- Ability to curate ideas to be saved on moodboards for future reference
- Boards can be made private
- International presence!





## Muz.li

- Owned by InVision (collab software)
- “Muzli combines automated curation with human discovery, to uncover the best design inspiration and news that you won’t find with a web search.”

The screenshot shows the Muzli Inspiration website. At the top left is the logo 'Muzli Inspiration by InVision'. The top right contains navigation links: 'Blog', 'About', 'Contact', 'Subscribe', 'Muzli for Safari', 'Mobile App', and a blue 'Get Muzli' button. The main heading is 'Designers' Secret Source' in a large, black serif font. Below it is the subtext: 'The best design inspiration - expertly curated for you.' and a line of text: 'Muzli is a new-tab browser plugin and mobile app that instantly delivers relevant design stories and inspiration. [Learn more](#)'. A blue button with a play icon and the text 'Get Muzli For Chrome' is positioned below the subtext. The bottom section features a grid of ten diverse design-related images, including a stylized woman's face, 3D characters on a couch, a glowing blue abstract shape, a landscape with a rainbow, a colorful toy car, a 'paradigm' diagram, a portrait of a man, and a green Spotify cassette player.

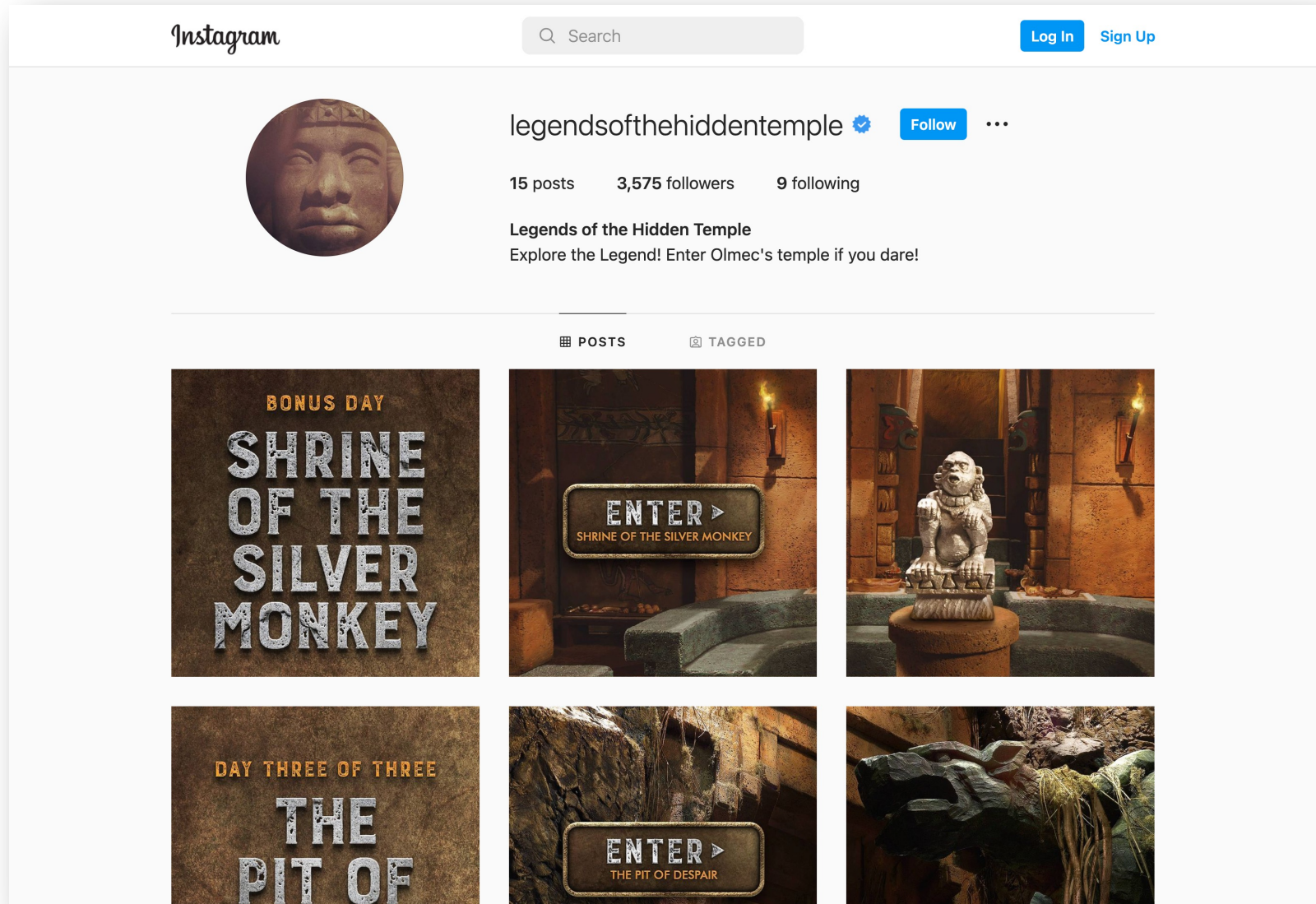
## Stock sites

- Strong search function
- Most offer ways to search between content types (photos, illustrations, video, etc.)
- Ability to curate ideas to be saved on boards for future reference
- Boards are private but can be shared with others on the project
- You can buy the art!

The screenshot shows the iStock by Getty Images search results page for the query "women in science". The interface includes a top navigation bar with categories like Video, Photos, Illustrations, and Music, along with user options for Pricing, Video editor, Boards, and a user profile for Aimee. A left sidebar offers various filters: Refine, Sort by (Best match, Newest, Most popular), Only from iStock, License type (All, Creative, Editorial), Orientation (Horizontal, Vertical, Square, Panoramic horizontal, Panoramic vertical), Number of people (No people, One person, Two people, Group of people), and Age. The main content area displays the search results for "women in science", showing 37,867 illustrations. It features a search bar, filter tabs for All, Essentials (Lowest price), and Signature (Best quality), and a grid of search suggestions. The results are a collection of colorful illustrations related to women in science, including a purple banner for "INTERNATIONAL DAY WOMEN AND GIRLS IN SCIENCE", a woman in a lab coat, and various scientific symbols.

## Ideas in the wild

- Bookmark the things YOU find fun to engage with on other social sites
- Allow yourself to consider the potential for a series of posts or a campaign to help drive engagement
- Never underestimate the power of nostalgia or content relatable to your audience based on age

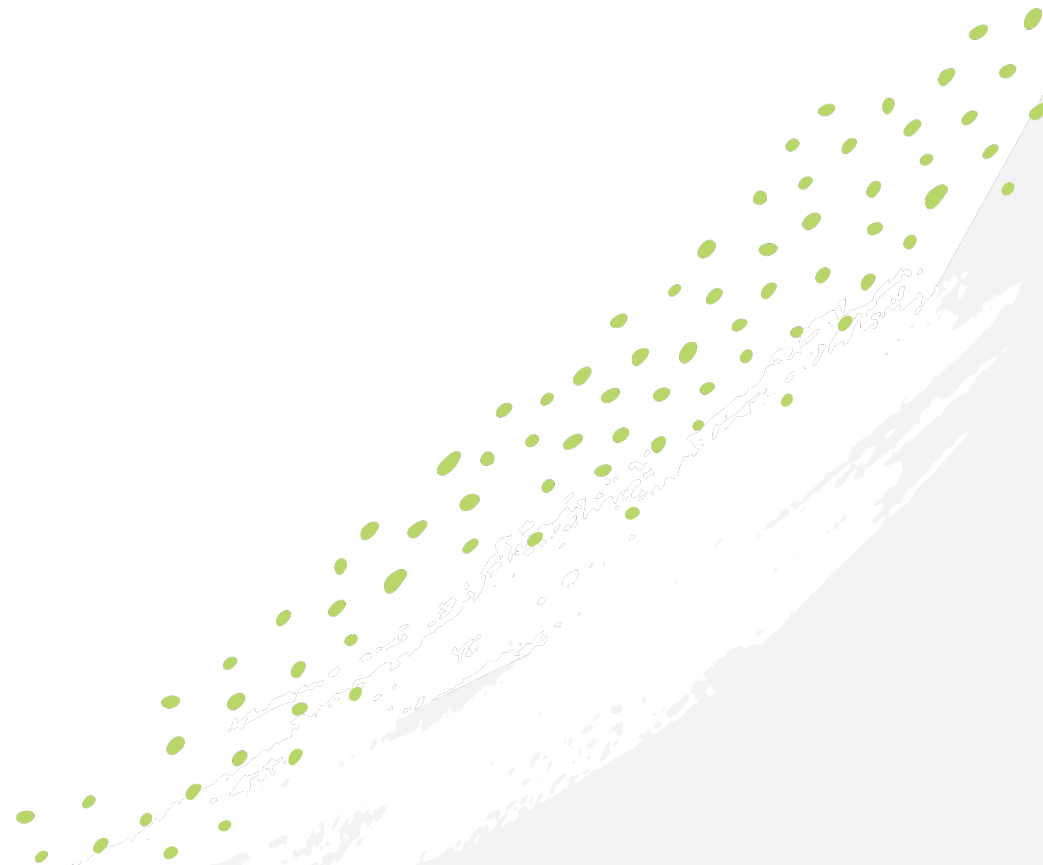


The screenshot shows the Instagram profile for 'legendsofthehiddentemple'. The profile picture is a circular image of a stone face. The bio reads: 'Legends of the Hidden Temple' and 'Explore the Legend! Enter Olmec's temple if you dare!'. The profile has 15 posts, 3,575 followers, and is following 9 accounts. Below the bio, there are two tabs: 'POSTS' and 'TAGGED'. The 'POSTS' tab is active, showing a grid of six promotional images for the game. The first image is a title card for 'BONUS DAY SHRINE OF THE SILVER MONKEY'. The second image shows a dark, stone interior with a sign that says 'ENTER >' and 'SHRINE OF THE SILVER MONKEY'. The third image shows a stone statue of a monkey on a pedestal. The fourth image is a title card for 'DAY THREE OF THREE THE PIT OF'. The fifth image shows a dark, stone interior with a sign that says 'ENTER >' and 'THE PIT OF DESPAIR'. The sixth image shows a large, dark, stone structure with roots hanging from it.

## But **WHAT** are you making?

You've allowed the inspirational juices to get your gears going, now you need to think through the product **YOU** are going to create.

- Does the tone or purpose of the graphic require it to include brand assets?
- Is this a photo? Does it include a text overlay?
- Is this an illustration?
- Are you able to make this a video?
- What about a GIF? Or stop motion animation?
- Is it playful enough to lean on a Meme?







what not to do with your

WHAT...

Even if design isn't your forte,  
there are some basic rules that  
will help make sure your  
messages will be understood.





Liked by kkellymsu and 2,142 others  
michiganstateu Happy Lunar New Year, Spartans!




Liked by laurahillaker and 217 others  
I'm in the mood

for a giveaway! ✨  
Two of you will receive a \$25 gift certificate to use on an order of your choice!

## WHAT to avoid...

Do your best to avoid situations where the post text and the graphic text are the same.



 **Congressman Jamaal Bowman**   
@RepBowman

Today I had the honor of standing with @VP as she announced the Biden-Harris Action Plan for Building Better School Infrastructure, which brings us one step closer to achieving our Green New Deal for Public Schools.

We're just getting started. Let's keep fighting for our kids.

**Statement on Biden-Harris Clean Schools Initiative**

"Our schools are the heartbeat of our communities and should become the epicenter of climate action as our nation tackles the climate crisis. Every dollar that goes towards making public school infrastructure more green allows us to protect the health of our kids and the world while supporting job security with good-paying union work, all while allowing our nation to lead on climate action. Last year I introduced the Green New Deal for Public Schools. This bill, if passed and signed into law, would invest \$1.4 trillion into public schools over 10 years, fund the creation of over 1 million jobs per year, and eliminate 78 million metric tons of CO2 annually - the equivalent of taking 17 million cars off the road. This level of investment would turn every school into a safe, healthy, and comfortable learning environment and a teaching lab for the green energy transition, unleashing the brilliant potential of every student to help build a better world. That is the power our schools can have when we center them in climate discussions. I am very excited about the programs Vice President Harris announced today to help us get closer to realizing that power, and was grateful to be present at the launch event in Washington, DC. This plan is a meaningful step towards addressing the severe neglect of our public education system, and will promote renewable energy and efficiency, clean air and water, climate resilience and much more. I look forward to the day when every public school can access this kind of support, and will continue fighting to make that a reality. That means advocating for funding such as the \$100 billion that the Reopen and Rebuild America School Act would authorize, and the \$1.4 trillion the Green New Deal for Public Schools would provide for public K-12 schools across the country. We are on the right track and I know that with a consistent focus on our schools and climate, we can lead the world into a cleaner, more equitable future."



  
**Congressman  
Jamaal Bowman**

7:19 PM · Apr 4, 2022 · Twitter for iPhone

1 Sit in the Izzone 2 Visit Broad Art Museum 3 Try every flavor at the MSU Dairy Store 4 Run the MSU Museum Dinosaur Dash 5K 5 Learn the fight song 6 Climb to the top of Beaumont Tower 7 Sign up for an exercise class 8 Paint your face for a football game 9 Take a photo with the Spartan statue 10 Bike the River Trail 11 Join a student group 12 Eat at every dining hall 13 Attend Midnight Madness 14 Go for a walk in Baker Woodlot 15 Kayak the Red Cedar 16 Participate in Sparty Watch 17 Take a class for fun 18 Sing "MSU Shadows" 19 Sit under the stars at the planetarium 20 See a show at Wharton 21 Study abroad 22 Ice skate at Munn 23 Volunteer with the Student Food Bank 24 Shop the Student Organic Farm stand 25 Smell the flowers in Beal Garden 26 Study at the library 27 Grab lunch from the food truck 28 Paint the Rock 29 Explore the Haunted Aud 30 Order MSU Bakers cookies 31 Take a selfie with Sparty 32 Follow the marching band to the stadium 33 Walk through Sleepy Hollow 34 Get lost in the world's largest library comic book collection 35 Create something in a maker space 36 Pet Zeke 37 Learn how to sail at the MSU Sailing Center 38 Hold exotic insects at the Bug House 39 Go on an Alternative Spring Break 40 Attend at least one game for each sport 41 Instagram a squirrel 42 Yell "Go Green!" 43 Check out the stained glass at the Alumni Chapel 44 Conduct research 45 Watch a show at the Summer Circle Theater 46 Experience the Global Festival 47 Take a walk among the 22,000 trees that cover campus 48 Feed the ducks 49 Watch a movie at Wells 50 Make friends for life

#SpartanBucketList



## WHAT to avoid...

Use your post text strategically and avoid cramming text into your graphics.

**MSU SPRING 2021**  
UPDATED CALENDAR

**JAN 4:** Early Detection Program opens  
**JAN 11:** Semester begins  
**JAN 19:** Classes begin online  
**JAN 25:** In-person classes

**Reminders before coming to campus:**

Enroll in the Early Detection Program if you will be on campus for any reason this semester and receive at least one negative test before stepping on campus.

Complete the health screening form for every day you will be on campus.

**MSU SPRING 2021**  
UPDATED CALENDAR

**JAN 4:**  
Early Detection Program opens

**JAN 11:**  
Semester begins

**JAN 19:**  
Classes begin online

**JAN 25:**  
In-person classes

LOCO

THE NAME CLUB PRESENTS

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“Grow Up Your Business”

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30% OFF

www.website.com

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YOUR KIDS DESERVE THE BEST EDUCATION

## WHAT to avoid...

Pay attention to the hierarchy of information in your graphics and be mindful of how your eye is flowing over the layout.

PROMOÇÃO  
**BETO GARRERO**  
COM A GRUPEM

**Carnaval em Salvador**  
Fera Palace Hotel - Salvador

INDICE TRIPADVISOR  
★★★★★

A PARTIR DE  
**12x R\$ 284,00** TOTAL DE R\$ 3.408,00 SOMENTE  
HOSPEDAGEM, 5 DIAS E 4 NOTES.

HOSPEDAGEM DE 22 DE FEV. A 26 DE FEV. DE 2020. PREÇO POR PESSOA EM APTO. DUPLO.

**Viagem!**

**PROMOÇÕES INCRÍVEIS**

PNEU ARO 16  
NA LOJA A BASE DE TROCA - A PARTIR DE

**R\$ 209,99**  
(CADA)

**GOODYEAR**

Todas as promoções são válidas até a data  
estipulada ou enquanto durarem os estoques.  
Promoção não acumulativa.  
Vendas autorizadas de até 4 pneus por CPF.

PREMIERTIRES  
WWW.PREMIERTIRES.COM.BR

**dia das  
crianças  
recheado de  
prêmios!**

\*maiores informações na descrição

A LaBurger juntamente com  
a Colors Cell, preparam uma  
promoção incrível no qual  
o ganhador receberá:

Kit Acessório  
para celular

Descontos em  
hamburgueses

## WHAT to avoid...

Keep mobile users in mind and avoid using text that is too small to be read on smaller devices.



 **Cinnabon** @Cinnabon · 28m  
RIP Carrie Fisher, you'll always have the best buns in the galaxy.

 **Clorox**   
@Clorox

New emojis are alright but where's the bleach.



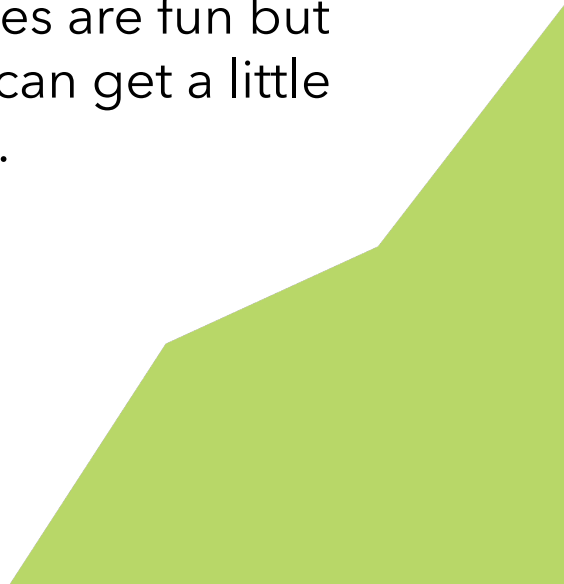


RETWEETS **634** FAVORITES **228**



# WHAT to avoid...

Memes are fun but they can get a little scary.






**Baseline**

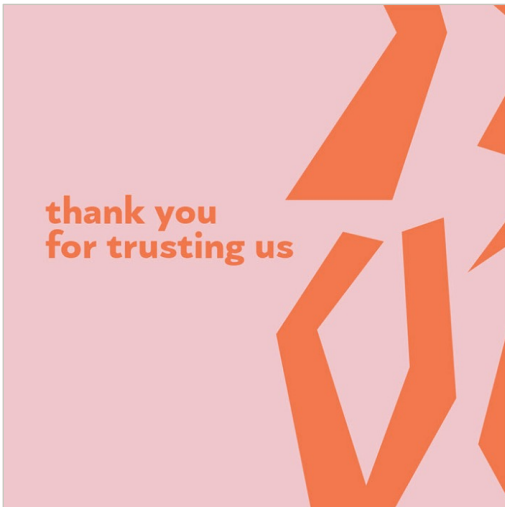
**WE'RE HIRING!**

Visit our career website to see all open positions



## WHAT to avoid...

Pay attention to color contrast, alt text options, and other ways to be inclusive of others.



**DN KN'** Dunkin'  @dunkindonuts



Time for an afternoon Dunkin' run

[#NationalDonutDay](#)

2:27 PM · Jun 4, 2021 · Twitter Web App





using the new  
**BRAND**

Your audience or message will drive your thinking on the tone of your graphic but how do you know when to weave in the new brand assets?

**Hint:** it's never a bad idea to weave in brand. But how much will be dependent upon the reasons you're making the graphic.





## **KNOW** your options

Familiarize yourself with the brand site and the content available for download.

[www.brand.msu.edu](http://www.brand.msu.edu)

# Visual Expression

---

Our visual expression makes the MSU brand more memorable and meaningful.

A consistent visual identity creates a distinctive look that becomes recognizable and credible when repeated in communications over time.

MSU's visual identity focuses on four key areas:

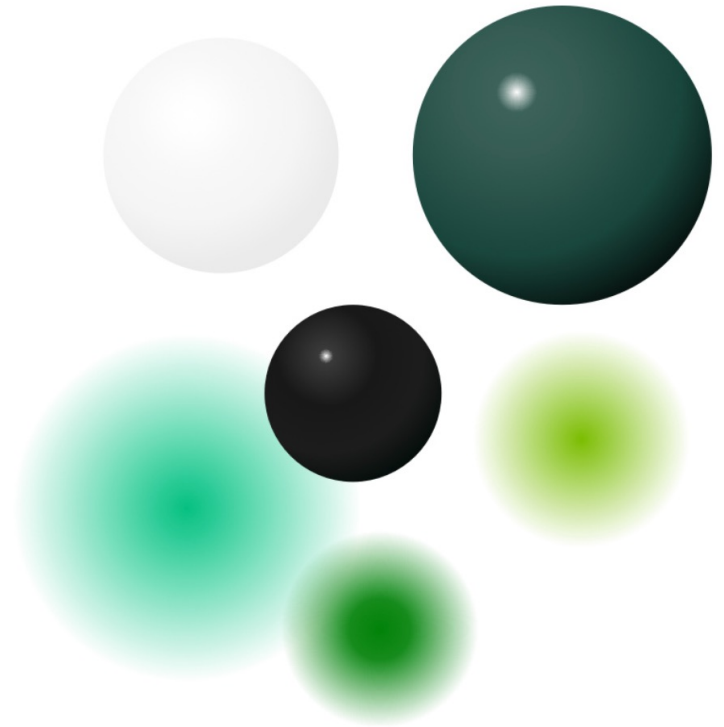
- Typography
- Color
- Graphic elements
- Photographic style

These design components may be used flexibly. Choose and use the elements that work best for your audiences and communications.



## **SIMPLE** ways to weave in brand:

- Use the brand colors.



## **SIMPLE** ways to weave in brand:

- Use the brand colors.
- Stick to the brand fonts.

**SPARTANS WILL.**

SPARTANS  
SPARTANS  
SPARTANS

Typeset in 7 pt. font: Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

SPARTANS  
SPARTANS  
SPARTANS

Typeset in 7 pt. font: Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

LIBERATOR — light/medium/heavy (4 styles available)

LIBERATOR font should not be use for body copy

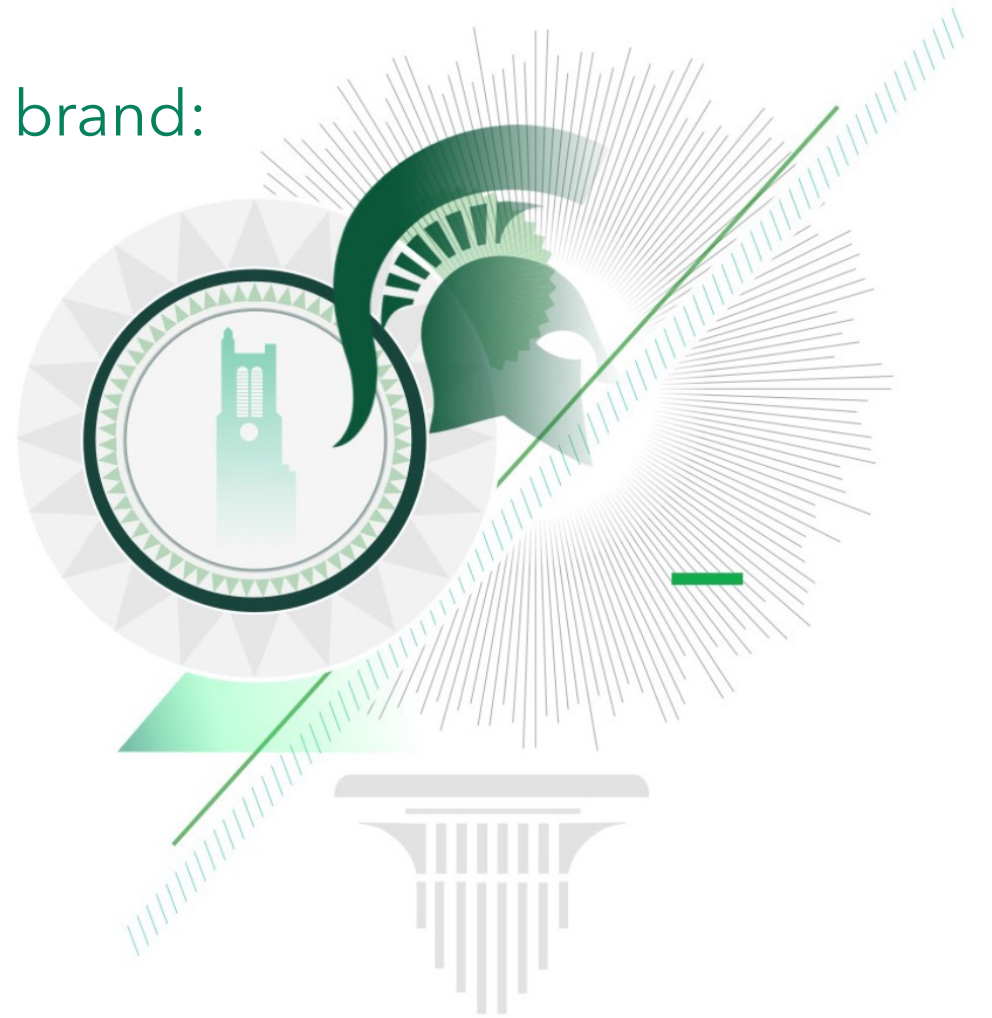
gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

ARIAL — regular/bold/black (5 styles available)

GOTHAM NARROW — thin/book/bold

## **SIMPLE** ways to weave in brand:

- Use the brand colors.
- Stick to the brand fonts.
- Mix in some of the new graphic elements.





## **SIMPLE** ways to weave in brand:

- Use the brand colors.
- Stick to the brand fonts.
- Mix in some of the new graphic elements.
- Include one of the logos or your unit's official signature.



**MICHIGAN STATE**  
**UNIVERSITY**



Department of Pediatrics  
College of Osteopathic Medicine  
**MICHIGAN STATE UNIVERSITY**



**MICHIGAN STATE**  
**UNIVERSITY**

## **SIMPLE** ways to weave in brand:

- Use the brand colors.
- Stick to the brand fonts.
- Mix in some of the new graphic elements.
- Include one of the logos or your unit's official signature.
- Align your photography with the style of the new brand campaign.





One **REALLY** simple way to  
weave in brand on social?

Use the brand tag!

Place it in the corner of your  
graphic as a way to include  
the helmet and an element  
from the new brand  
campaign.






“KEEP TRYING.  
KEEP FIGHTING.  
AND I AM HERE  
TO TELL YOU  
ONE DAY  
YOU WILL.



ROSE COOPER  
2012 MSU GRAD & SENIOR CLASS SPEAKER

**Michigan State University** July 1 at 1:53 PM · 🌐

MSU researchers are developing computer algorithms capable of detecting early warning signs of Alzheimer's disease, thanks to support from a \$3.9M [National Institutes of Health \(NIH\)](#) grant.



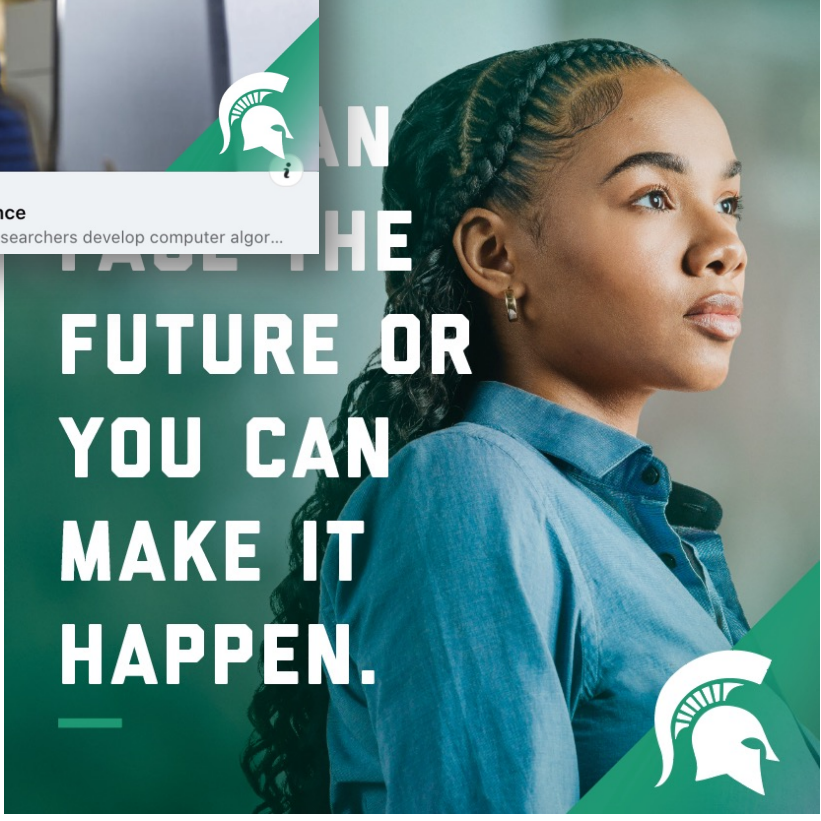
MSUTODAY.MSU.EDU  
**Screening for dementia with artificial intelligence**  
The NIH has pledged nearly \$4 million to help MSU researchers develop computer algor...

**Michigan State University** Yesterday at 9:00 AM · 🌐


An MSU researcher developed four blueberry varieties, two of which are the most widely planted Northern highbush blueberry varieties in the world.



MSUTODAY.MSU.EDU  
**Building a better blueberry**  
A Spartan plant breeder perfects one of summer's finest fruits for global consumption.



FACE THE  
FUTURE OR  
YOU CAN  
MAKE IT  
HAPPEN.







## How to know when to go beyond **SIMPLE**:

- Is it a top-tier marketing effort for your unit?
- Will it be visible on a national scale?
- Are you being encouraged by leadership to align with the Excellence brand campaign more fully or weave in aspects of the Generation Will campaign through Admissions?



but... I'm not a trained  
**DESIGNER**

Now **WHAT?** (This is a tough spot.)

Step 1: find a design program or app that fits your need/skill level

Step 2: seek out templates and stock content

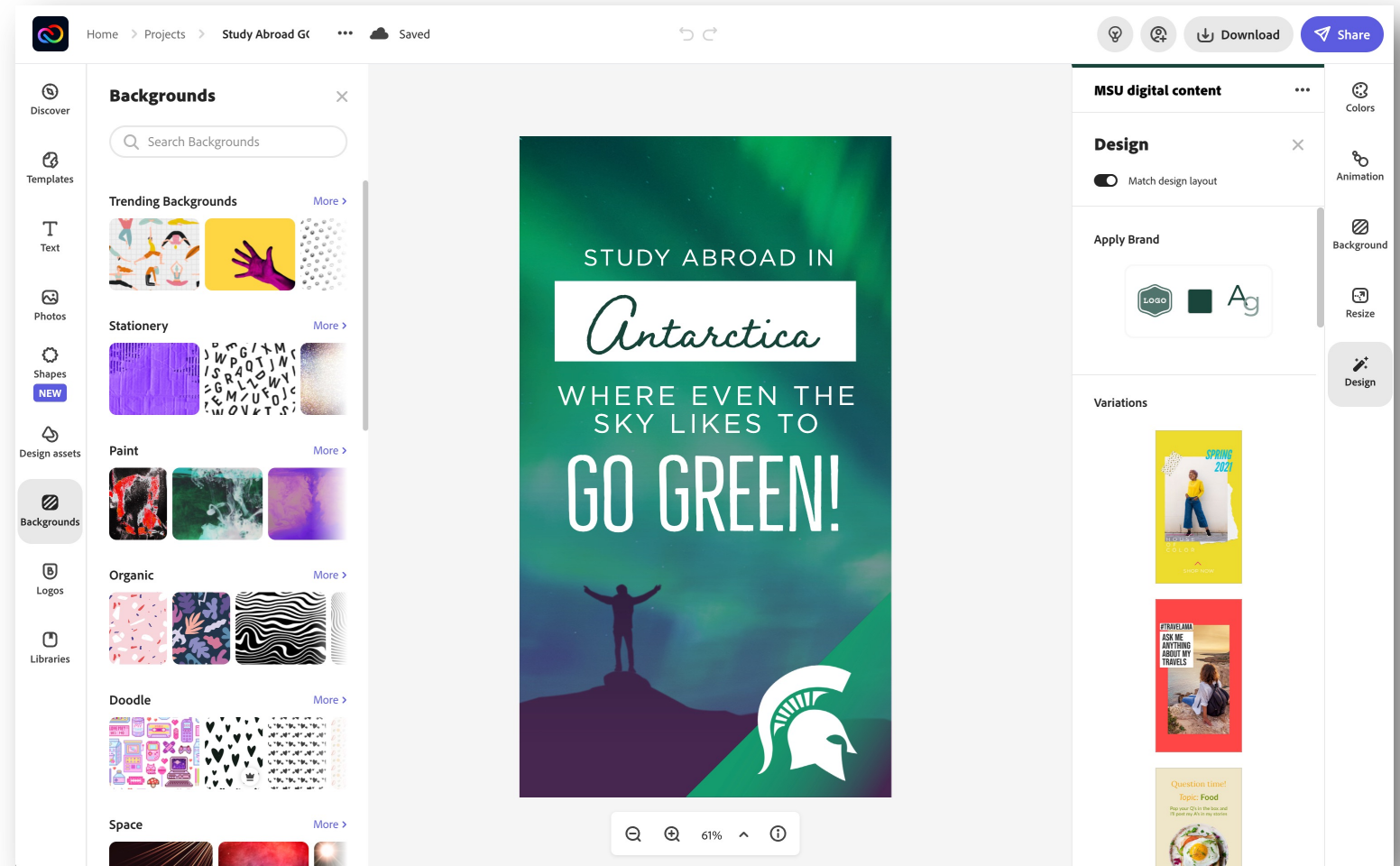
Canva

- Pro pricing: 12.99/mo.
- Platforms: Mac, PC, iOS, Android
- PROS:
  - 610,000+ templates
  - 100+ million stock photos/videos/audio/graphics
  - Space for 100 brand kits
  - Removes image backgrounds
- CONS:
  - Not as many fonts as others

The screenshot shows the Canva website interface. At the top, there is a navigation bar with the Canva logo, links for Home, Design, Templates, Features, Learn, and Plans, and buttons for Log in and Sign up. Below the navigation is a large banner for 'Free templates' with a search bar and a description: 'Explore thousands of beautiful free templates. With Canva's drag and drop feature, you can customize your design for any occasion in just a few clicks.' Underneath the banner is a 'Browse by category' section with seven categories: Posters, Logos, Presentations (16:9), Videos, Flyers, Cards (Landscape), and Zoom Virtual Backgrou. Below this is a 'New in Canva' section featuring several new template designs, including a 'BIG SALE' poster, a 'Let's Talk About' article, a 'HOW TO ACHIEVE SUCCESS' guide, a 'DAILY MOTIVATION' quote, and a 'Founder CEO' profile card.

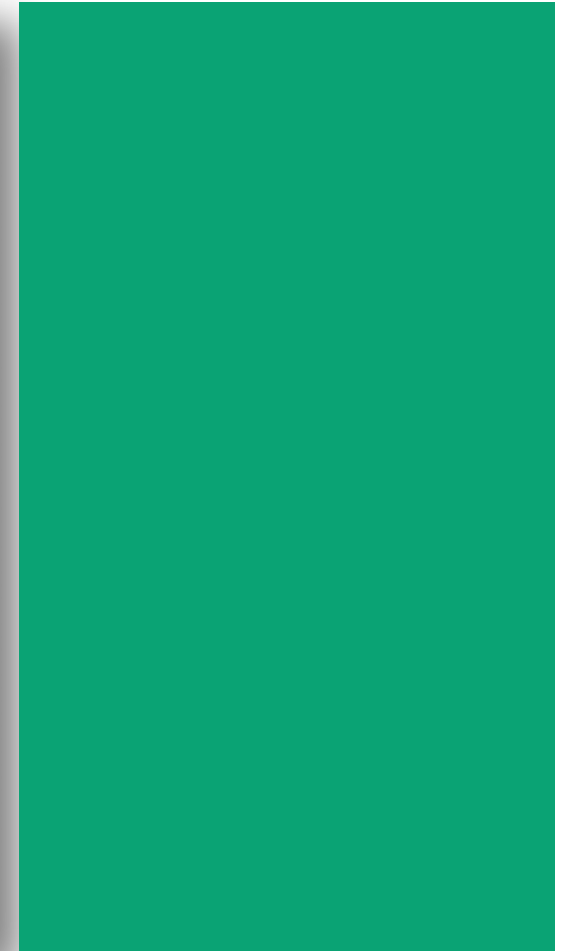
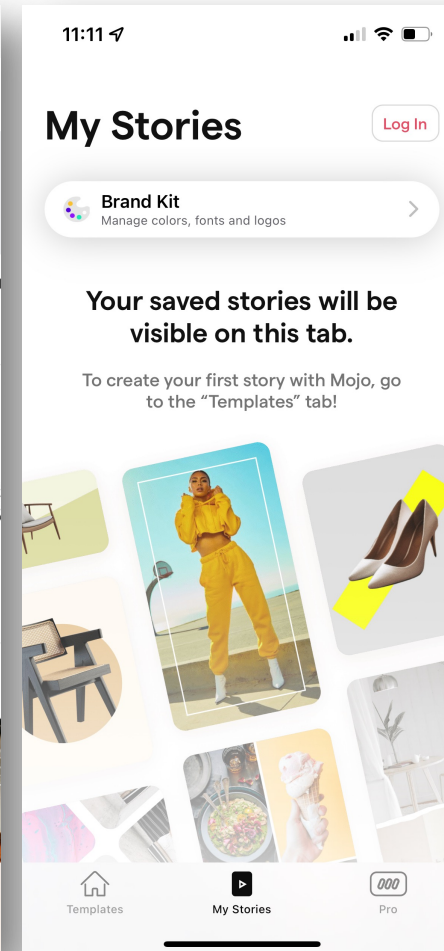
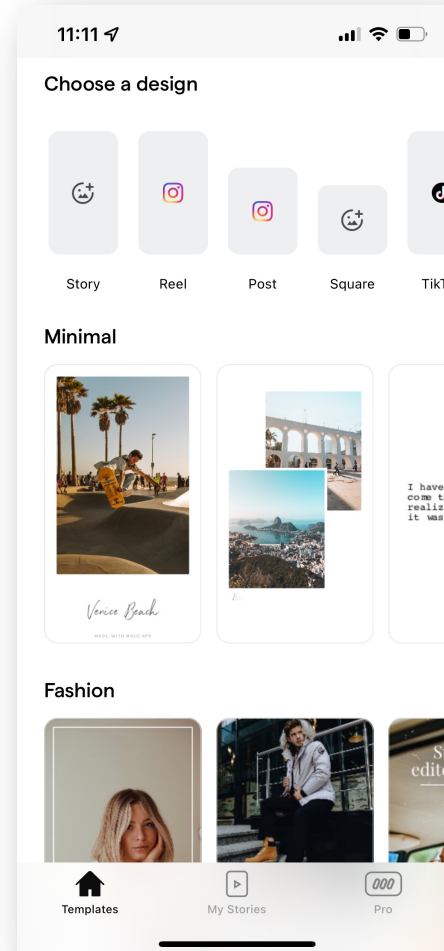
# Adobe CC Express

- Premium: 9.99/mo.
- Platforms: web app, mobile app
- PROS:
  - “thousands” of templates
  - 160+ million stock images
  - 20,000+ Adobe fonts
  - Reflow content into different social formats
- CONS:
  - Web version can run slow
  - Only 1 brand kit
  - A little clunky




# Mojo

- Pro: 9.99/mo.
- Platforms: mobile-only
- PROS:
  - 400+ templates
  - Millions of stock images/videos
  - Fast image clipping
  - Animated infographics/text
  - Intuitive/easy to use
- CONS:
  - Mobile app size could be hard for some users
  - Not as many in-app templates as other options





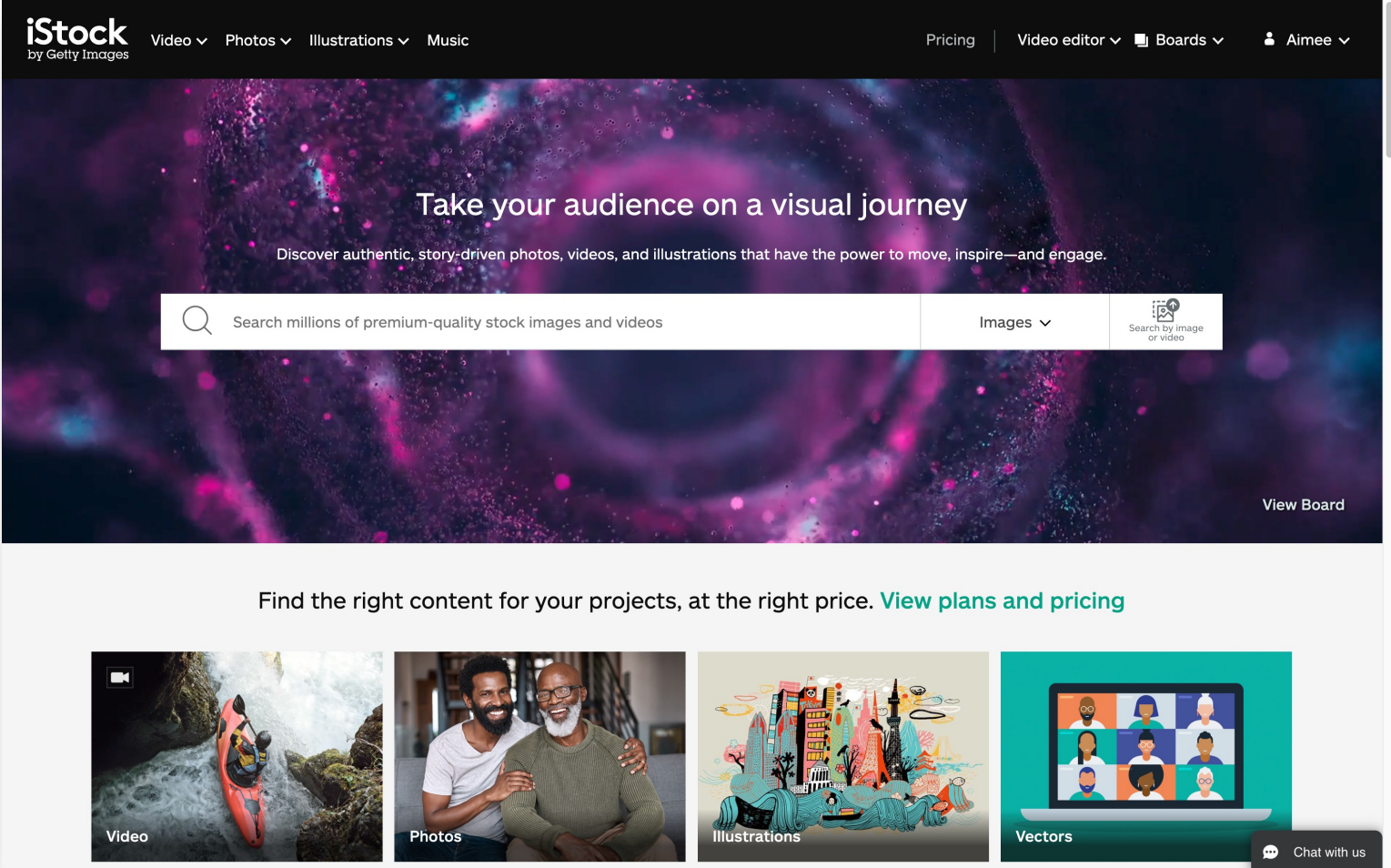
## Template **tips**:

- Go in with a plan – know your “why”, the tone, and text before you start looking.
  - Consider how you might adjust color or type to work in an element of the brand.
  - Think through how you would adjust the template to meet accessibility standards.
  - Seek out a template that takes the visual hierarchy of information into consideration.
- 

STEP 2: templates and stock content

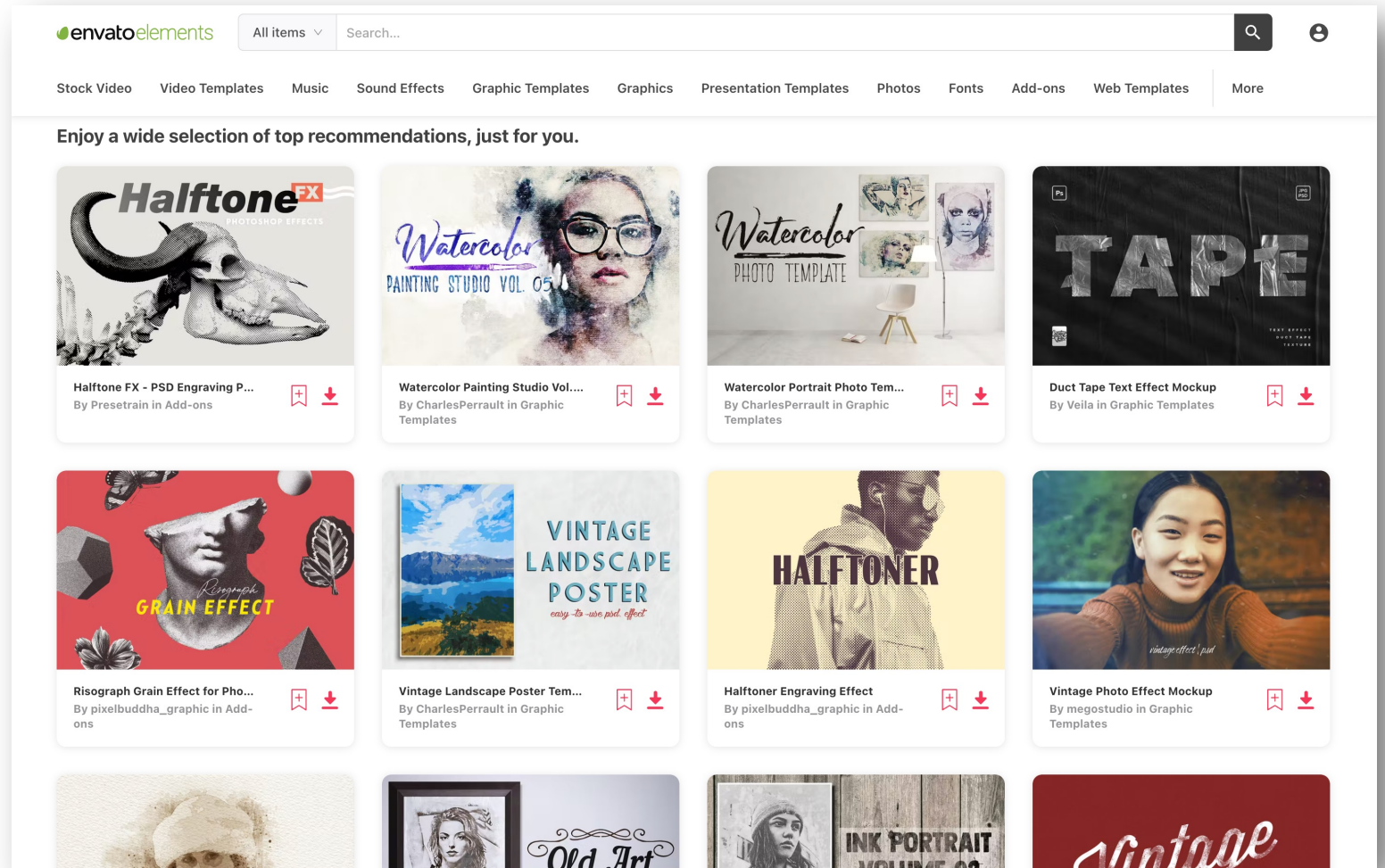
iStock

- You'll need to know your file types and understand what files will open in your chosen design program.
- PROS:
  - Fair licensing terms
  - Two ways to handle pricing: subscription or credit packs
  - Variety of content
  - Filtered image search
  - Boards for storing ideas
- CONS:
  - Few templates for Canva



# Envato Elements

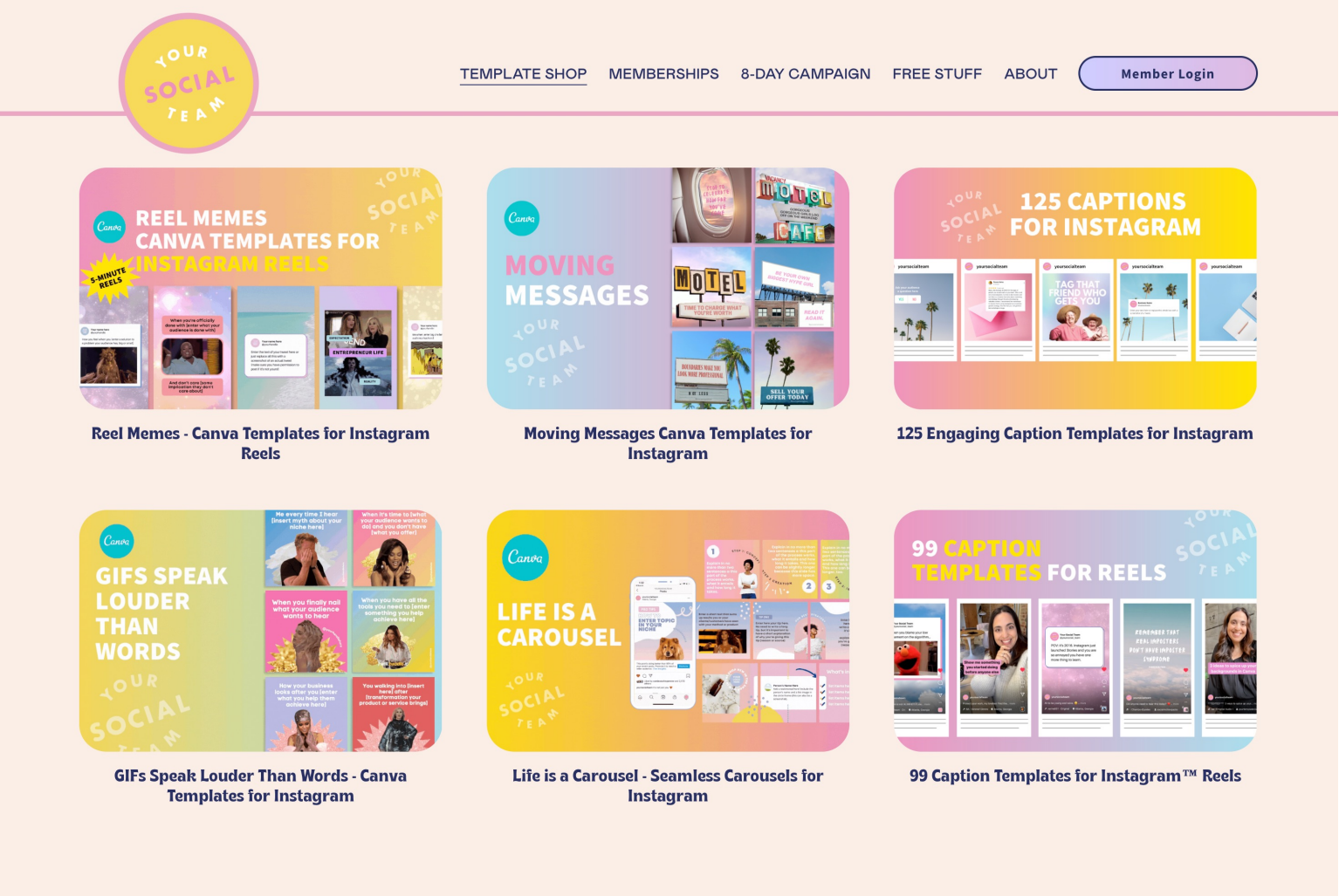
- You'll need to know your file types and understand what files will open in your chosen design program.
- PROS:
  - Offers ALL KINDS of assets
  - Includes hundreds of plug-in tools for other apps
  - Collections to store ideas
- CONS:
  - Licensing terms = the hook
  - Subscription can be pricey
  - Few templates for Canva





# Other social content creators

- Example: yoursocial.team
- PROS:
  - Provides Canva templates
  - Style best for Millennial audiences
- CONS:
  - A little pricey but could be worth it if you utilize them regularly.



A decorative graphic in the top-left corner of the slide. It features a light gray map of a region, possibly the Pacific Northwest, with numerous small green dots scattered across it, suggesting a data visualization or a network of points.

## Other ways to **get or create** content:

- Repost user-generated content
- Amplify content made by others
- Lean on your analog skills! Put that smartphone to use and photograph content you've made by hand.





**GATE**  
Gifted and Talented Education  
MICHIGAN STATE UNIVERSITY

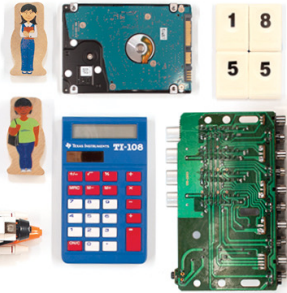
2021-2022  
PROGRAM GUIDE

**MSU**

**GATE**



Apply online at  
**gifted.msu.edu**



1 8  
5 5

# GATE Summer Information Meeting

Sunday, March 21, 2021  
Online - 12-2 pm

R.S.V.P. at  
[gifted.msu.edu/GATEsummerinfo2021](http://gifted.msu.edu/GATEsummerinfo2021)





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# VISIT LEARN DISCOVER

Discover all the learning venues and resources that MSU has to offer for preK-12 and college students.

[visitlearn.msu.edu](http://visitlearn.msu.edu)



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now, let's talk about...

# ACCESSIBILITY

on social media

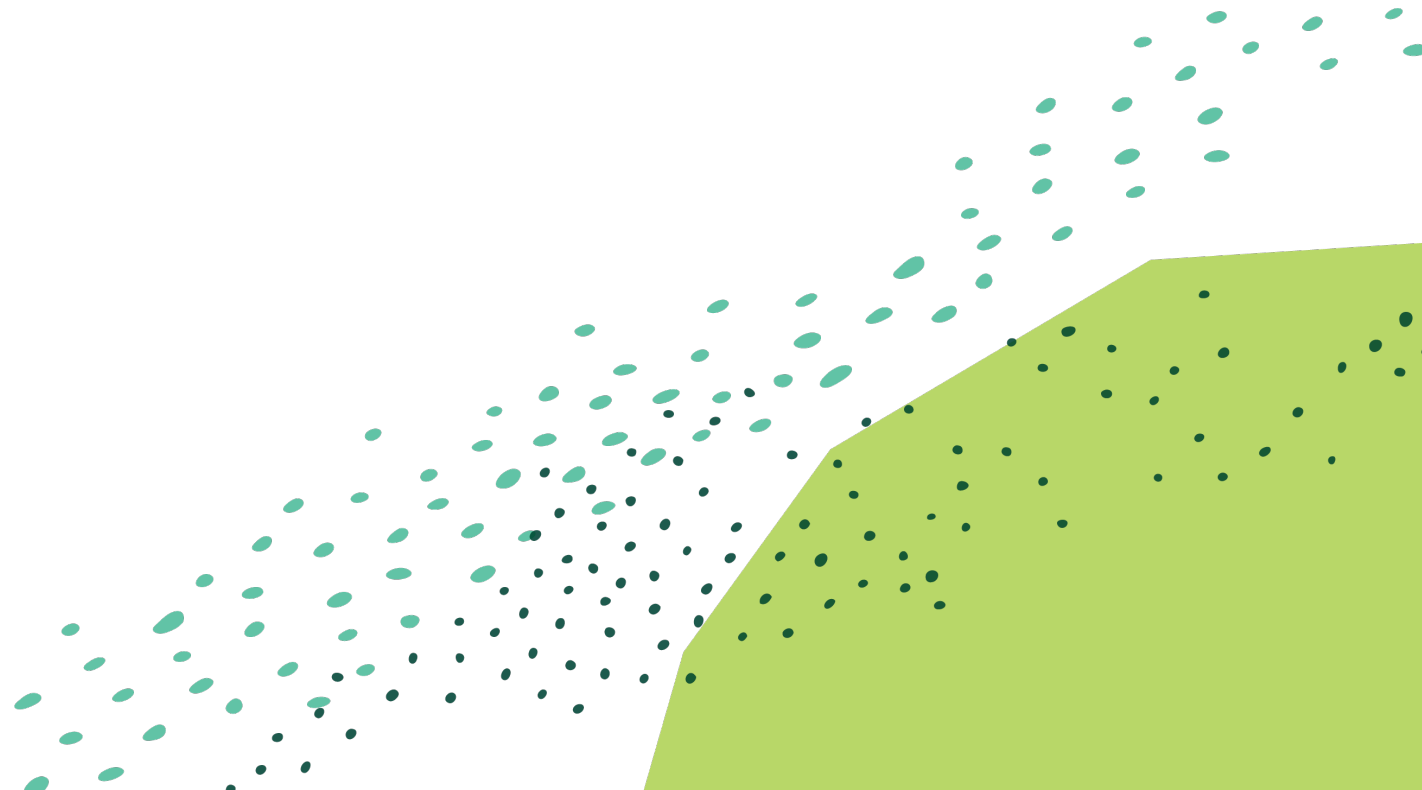
# what's A11Y?

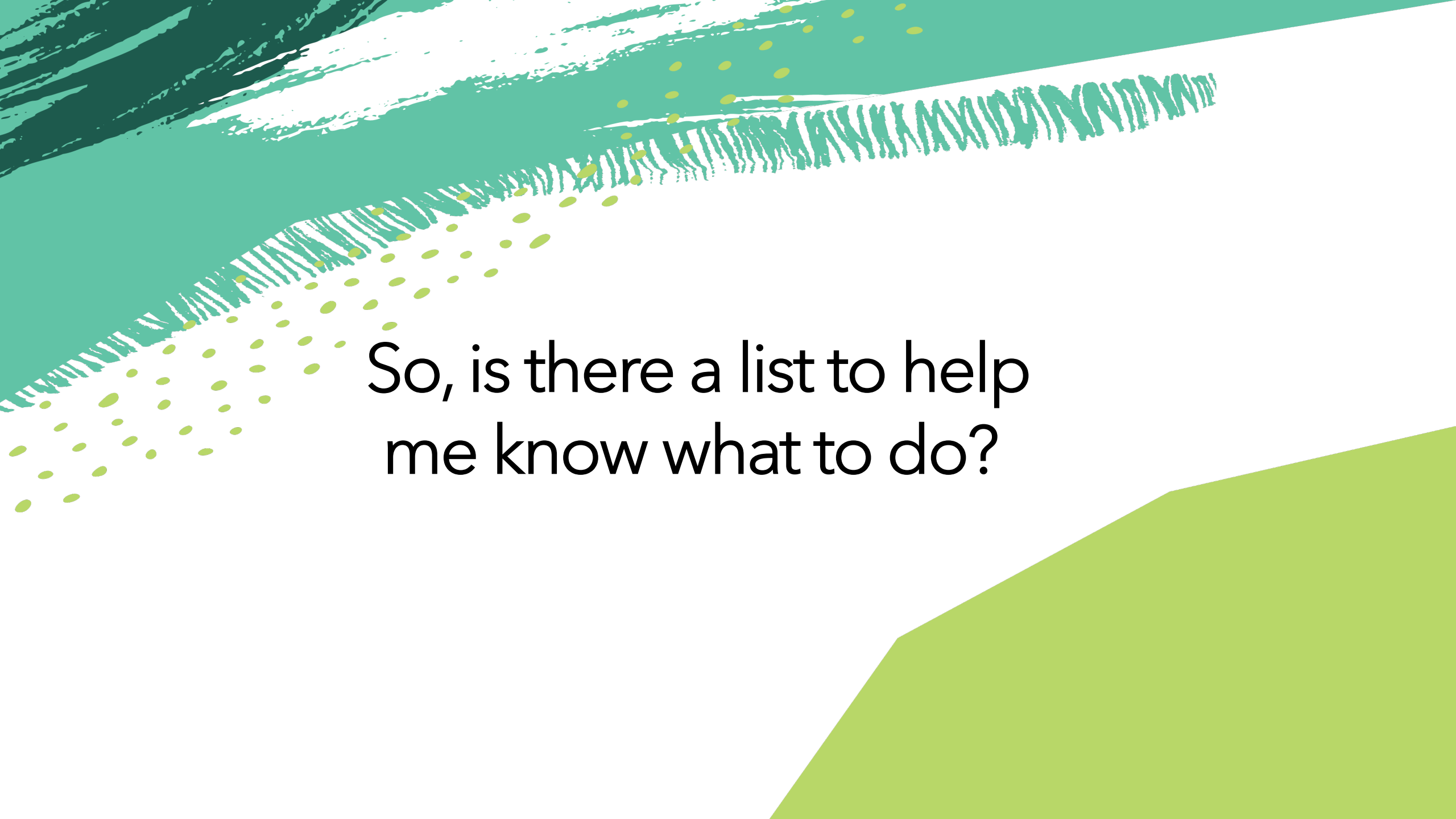
## What is **accessibility**?

Accessibility is the practice of making your web content usable by as many people as possible.

It means making content usable for people with

- Visual impairments
- Hearing impairments
- Mobility impairments
- Cognitive impairments



The background features abstract, hand-drawn style elements. At the top, there are dark green and teal brushstrokes. Below these, a series of yellow and light green dots are scattered across the white space, appearing to trail off towards the left. In the bottom right corner, there is a solid, light green shape that resembles a stylized hill or a corner cut-off.

So, is there a list to help  
me know what to do?



## Web Content Accessibility Guidelines

Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making web content more accessible.

It is the set of criteria that you should follow to make sure your web content is usable for the widest range of people.

At MSU the policy is to meet a minimum conformance level of AA

**[webaccess.msu.edu](http://webaccess.msu.edu)**

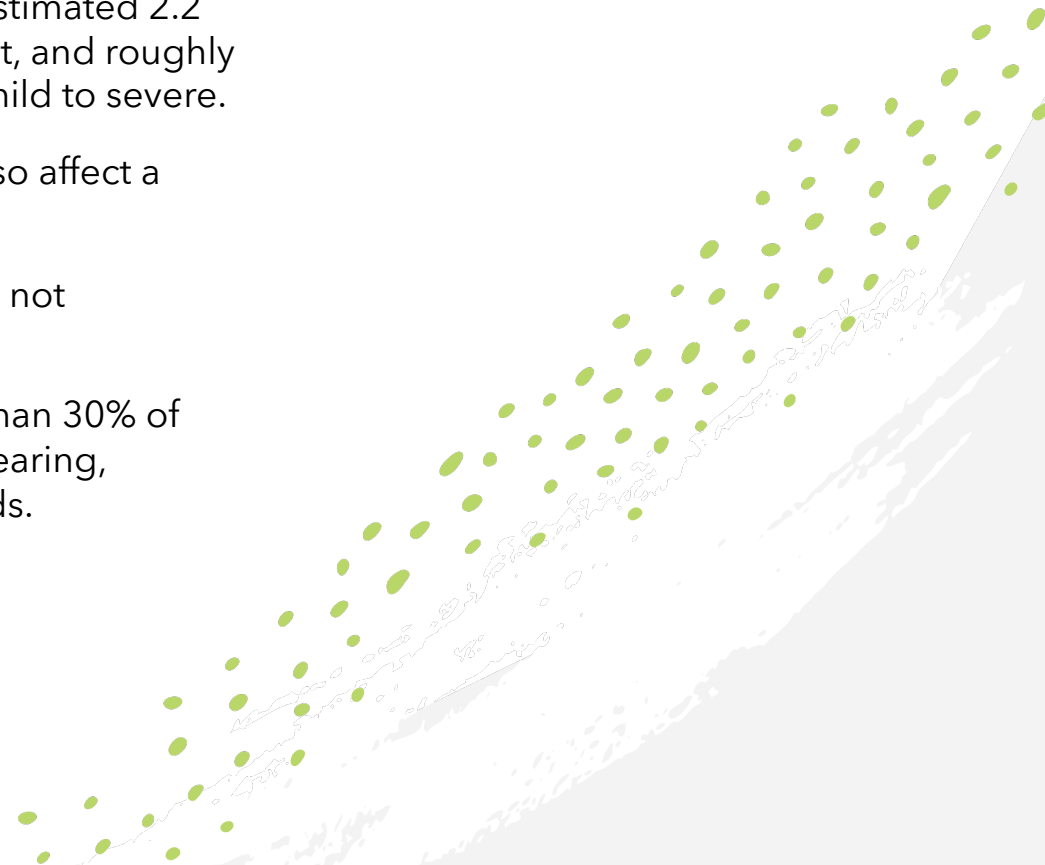
what's  
WCAG?



## But **WHY** make content accessible?

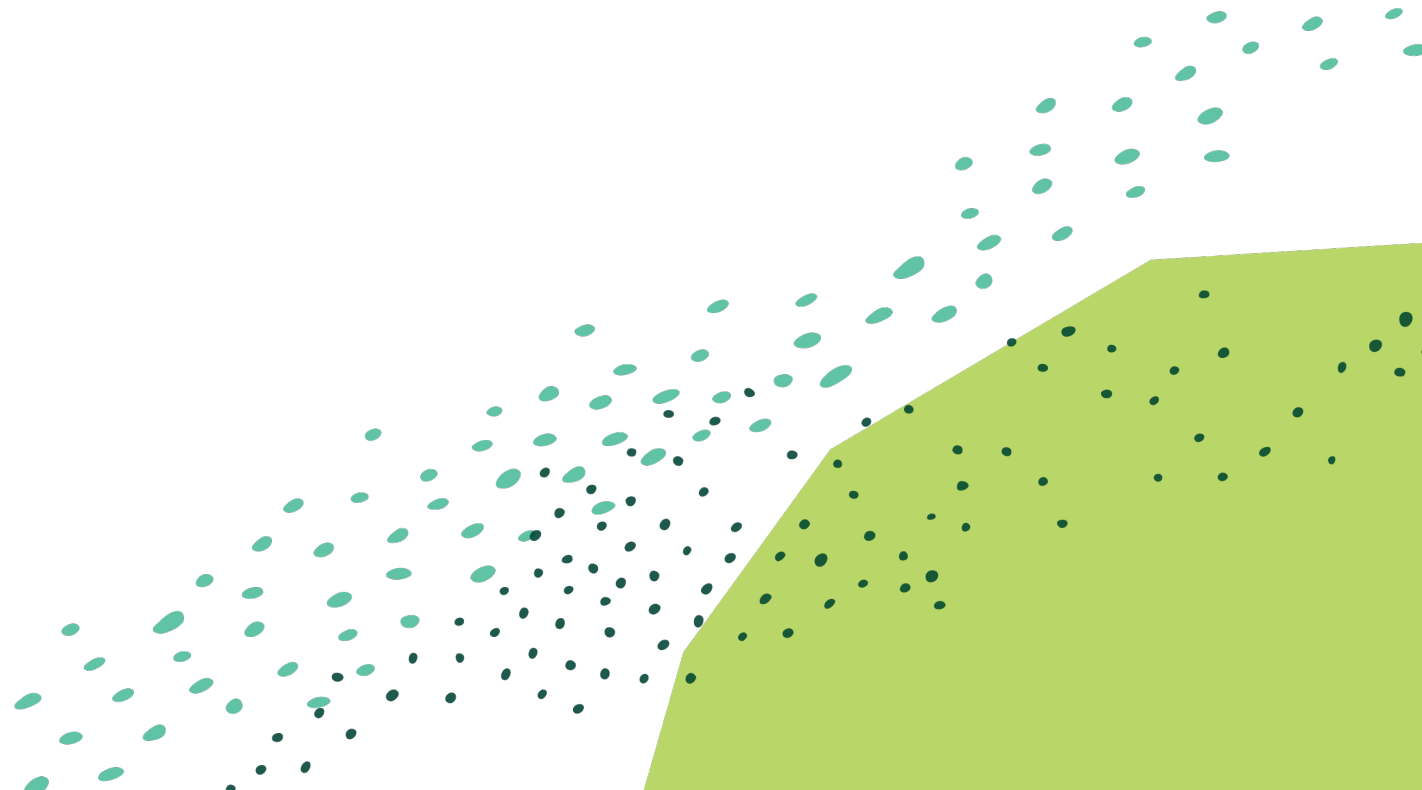
When you think about the audience you are speaking to the more accessible your content is the more people you can reach.

- According to the World Health Organization (WHO), there are an estimated 2.2 billion people worldwide who have some form of vision impairment, and roughly 5% of the global population has a hearing disability ranging from mild to severe.
- Temporary disabilities from injury or a person's environment can also affect a user's ability to interact with web content.
- 71% of web users with a disability will simply leave a website that is not accessible to them.
- A 2018 survey of Facebook users in 50 countries found that more than 30% of people report difficulty with at least one of the following: seeing, hearing, speaking, organizing thoughts, walking, or grasping with their hands.



## What do I need to make accessible?

- Colors
- Images
- Videos
- Audio
- Text
- Downloads



## Color Contrast

- To meet Level AA compliance your text color to background should have a contrast ratio of 4.5:1
- The contrast ratio minimum changes for different sizes of text

coolors

# Color Contrast Checker

Calculate the contrast ratio of text and background colors.

Text color: #FFFFFF

Background color: #18453B

Contrast: **10.75** Very good ★★★★★

Small text	★★★	Large text	★★★
------------	-----	------------	-----

Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)

### Quote n. 4

When hungry, eat your rice; when tired, close your eyes.  
Fools may laugh at me, but wise men will know what I mean.

Lin-Chi

### How does it work?

This tool follows the Web Content Accessibility Guidelines (WCAG), which are a series of recommendations for making the web more accessible. Regarding colors, the standard defines two levels of contrast ratio: AA (minimum contrast) and AAA (enhanced contrast). The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (at least 18pt) or bold text. The level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text or bold text.

[Learn more](#)

## Color Contrast

- The minimum ratio is different for icons than for text
- The contrast ratio requirement does not apply to logos

The screenshot shows the Adobe Color Contrast Analyzer interface. At the top, there are navigation tabs: "Color Wheel", "Extract Theme", "Extract Gradient", "Accessibility Tools", and "New". Below these, the "Tools" section includes "Contrast Checker" and "WICAG 2.1 Level" set to "AA". An "Import Colors" button is also visible. The main area displays "Text Color" as #FFFFFF and "Background Color" as #18453B, with a "Contrast Ratio" of 10.75 : 1. Below this are three preview panels: "Regular Text" (17pt and below), "Large Text" (18pt and above / 14pt bold and above), and "Graphic Components" (icons and actionable graphics). Each panel shows a green background with white text or icons and a "Pass" status. On the right side, there are "Recommendations" and "Contrast Suggestions" for ratios 12.0:1, 13.0:1, and 14.1:1, each with an "Apply" button. At the bottom right, there is a "Set a Contrast Ratio" section.

## RGB/Hex accessible pairings

The following tool and diagrams help provide solutions to meet the Web Content Accessibility Guidelines (WCAG), which are a series of recommendations for making the web more accessible. Regarding colors, the standard defines two levels of contrast ratio: AA (minimum contrast) and AAA (enhanced contrast). The level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (at least 18 pt) or bold text. The level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text or bold text.

[MSU Web Accessibility Site](#)

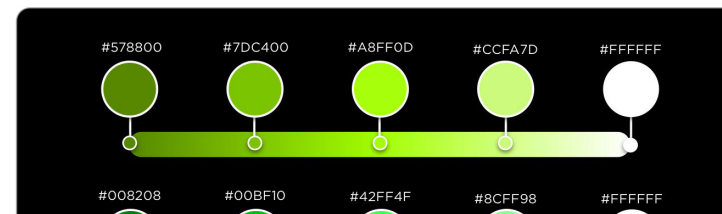
[Colour Contrast Analyser \(CCA\)](#)

## Color Contrast

- Check [brand.msu.edu](https://brand.msu.edu) for more information about the MSU color palette and accessibility

## Quick reference guide to accessible colors

ACCESSIBLE TINT RANGE ON BLACK



[brand.msu.edu/visual/color-palette](https://brand.msu.edu/visual/color-palette)

## Color Contrast

- When placing text on an image, measure multiple areas

### Text on background image a11y check

This is a guide to foreground colour accessibility on a background image.

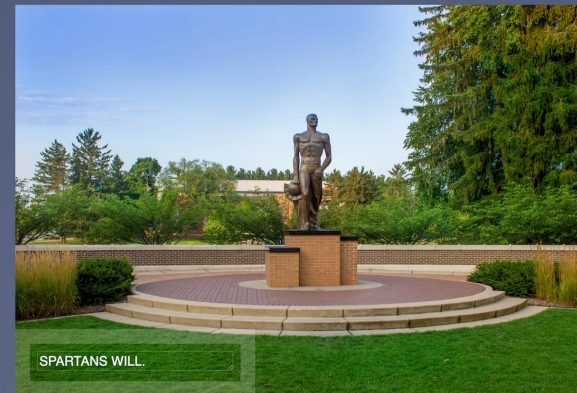
It is intended as guide for designers and developers to test if their design solution is accessible.

Change the text size, colour and position. It will check the dimensions of the textarea against the background image.

#### WCAG 2 Compliance Guidance

We tested 8 colors shown in the image's palette. Your results are shown below.

AA	AA (18pt +)	AAA	AAA (18pt +)
passed 100% Compliant	passed 100% Compliant	failed 62.5% Compliant	passed 100% Compliant



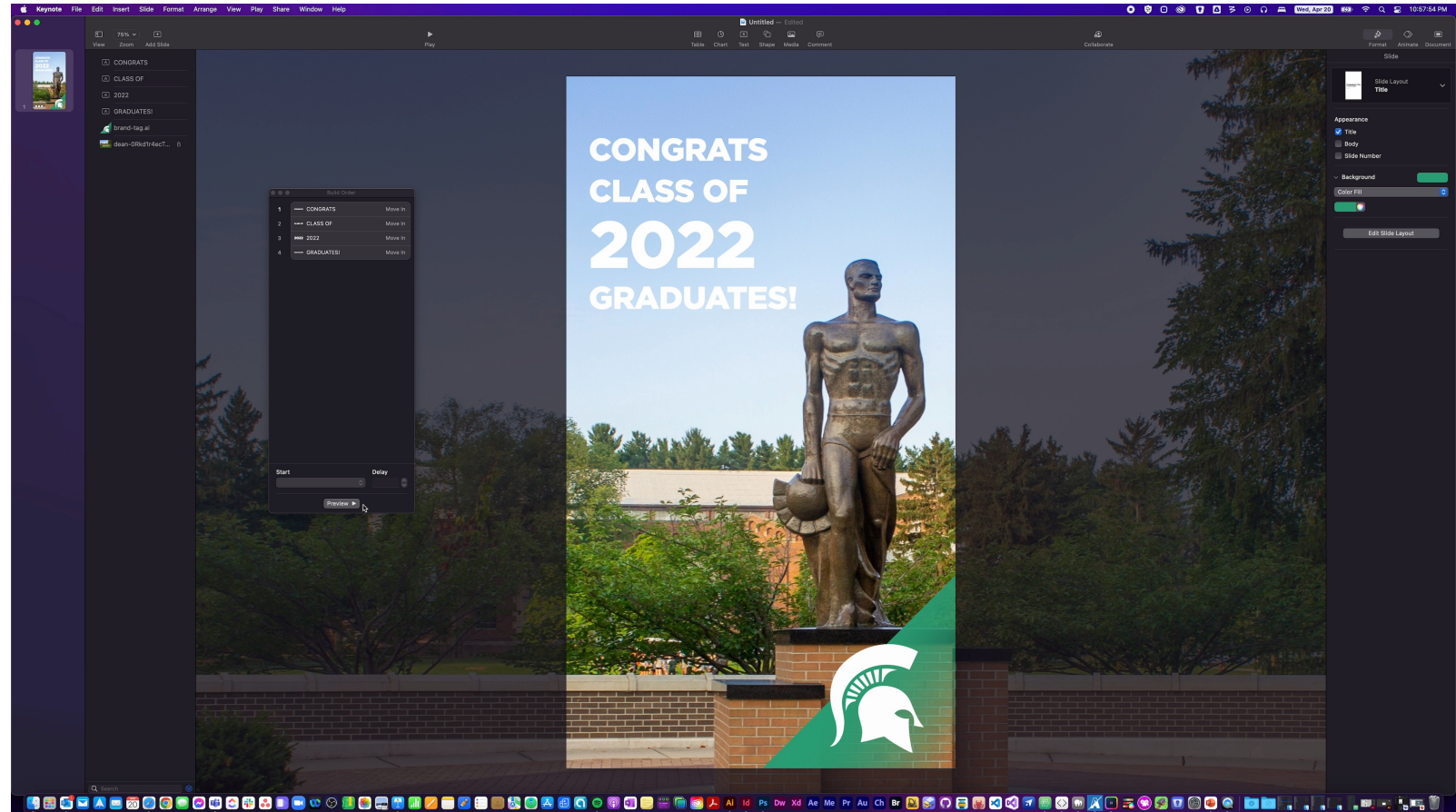
Upload image

#### Image colour palette

Colour	AA	AA (18pt +)	AAA	AAA (18pt +)
Colour	Passed	Passed	Passed	Passed
Colour	Passed	Passed	Passed	Passed
Colour	Passed	Passed	Failed	Passed

## Color Contrast

- When placing text on an image, measure multiple areas
- Download a color contrast checker to your computer to check your content



[colorslurp.com](http://colorslurp.com)

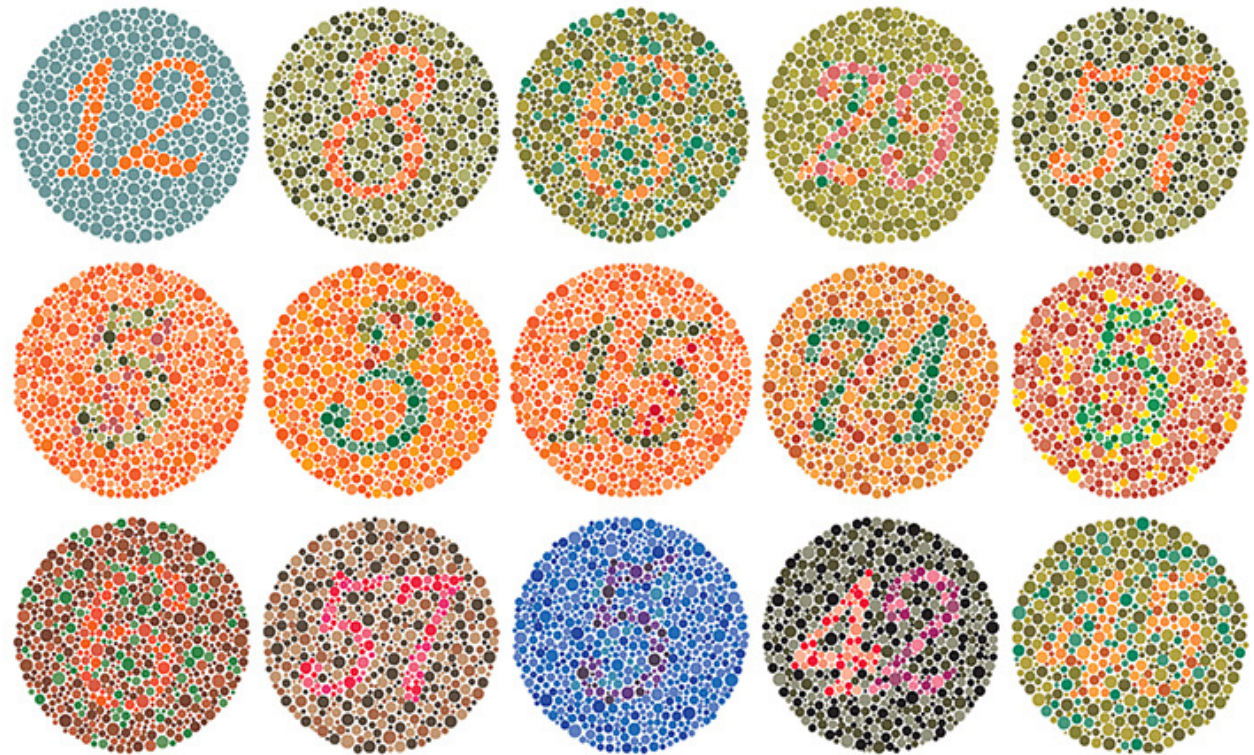
[tpgi.com/color-contrast-checker](http://tpgi.com/color-contrast-checker)





## Color Blindness

- Globally, 1 in 12 males and 1 in 200 females are colorblind
- Avoid green and red or blue and yellow combinations, as they're difficult to read
- **Don't use color to convey meaning**



Chromatic Vision Simulator: [asada.website/cvsimulator/e](https://asada.website/cvsimulator/e)

Sim Daltonism: [michelf.ca/projects/sim-daltonism](https://michelf.ca/projects/sim-daltonism)



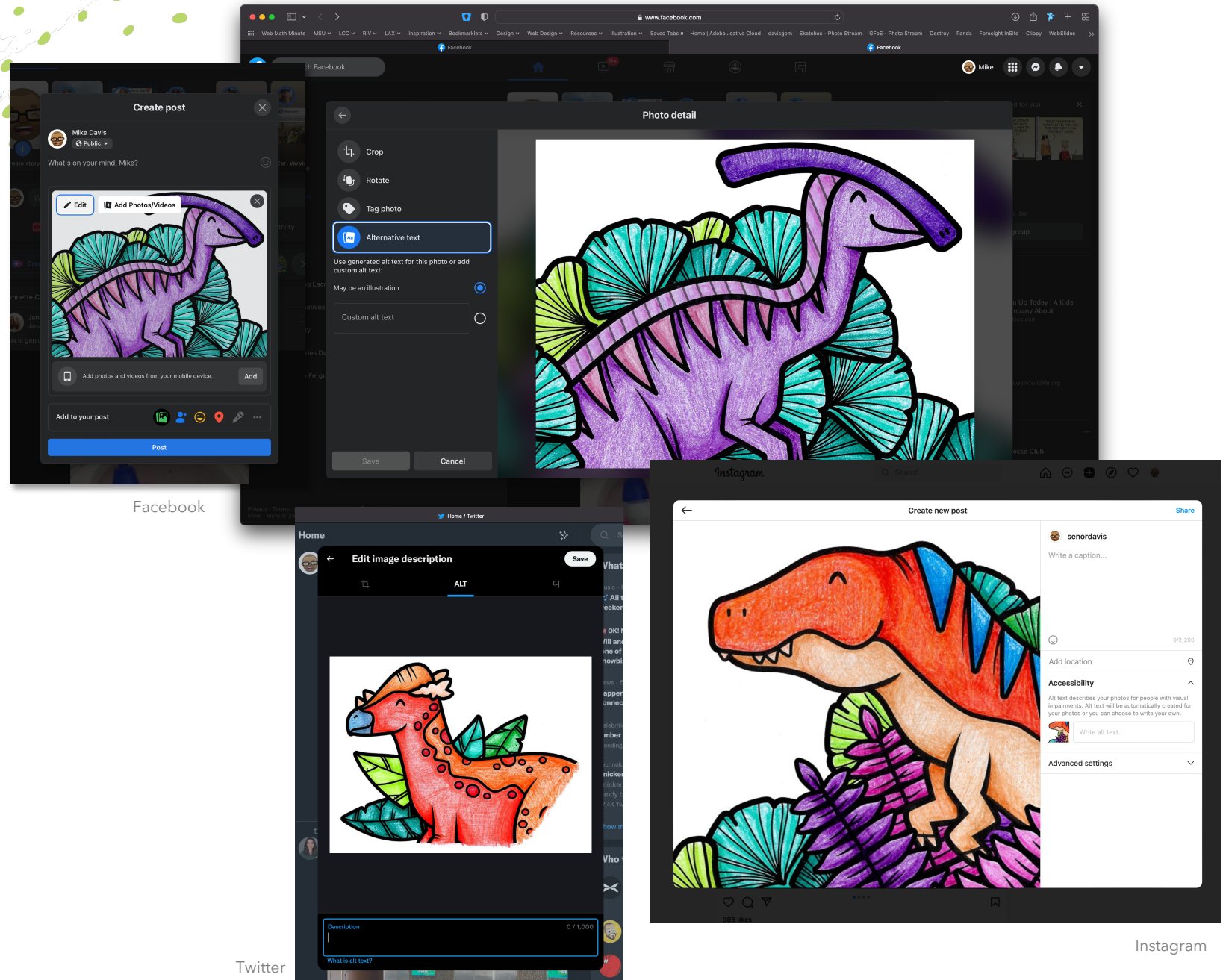
## Color Blindness

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- Avoid green and red or blue and yellow combinations, as they're difficult to read
- **Don't use color to convey meaning**



## Describe your Images

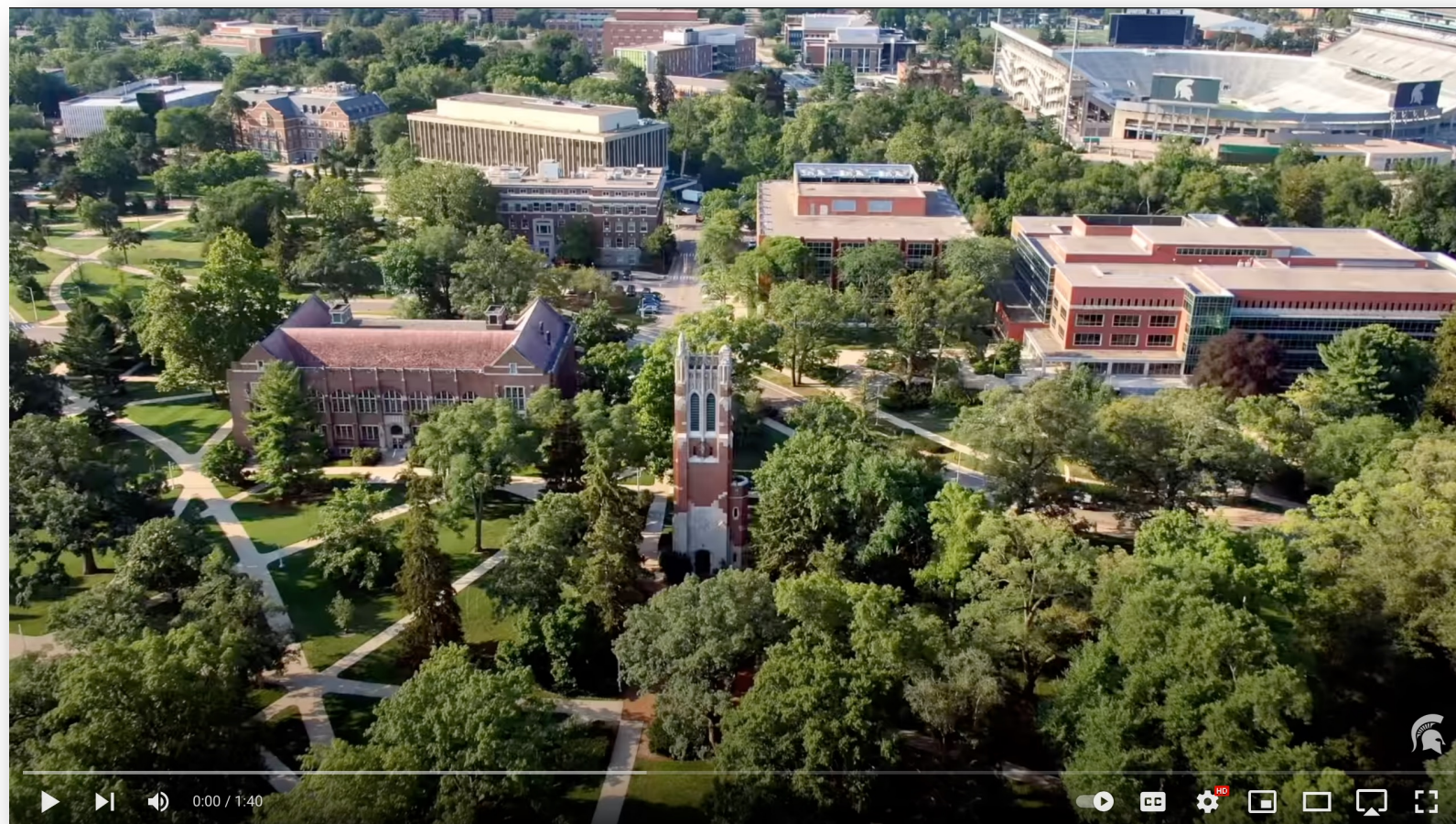
- Add alt text to your images
- Don't use "Image of..." in the alt text
- If you are using GIFs, add a description in your post text





## Video

- If possible, add an audio description, subtitles, closed captions, or open captions.
- Alternatively, write a description of the video in the post text, or the video description area on YouTube or Vimeo

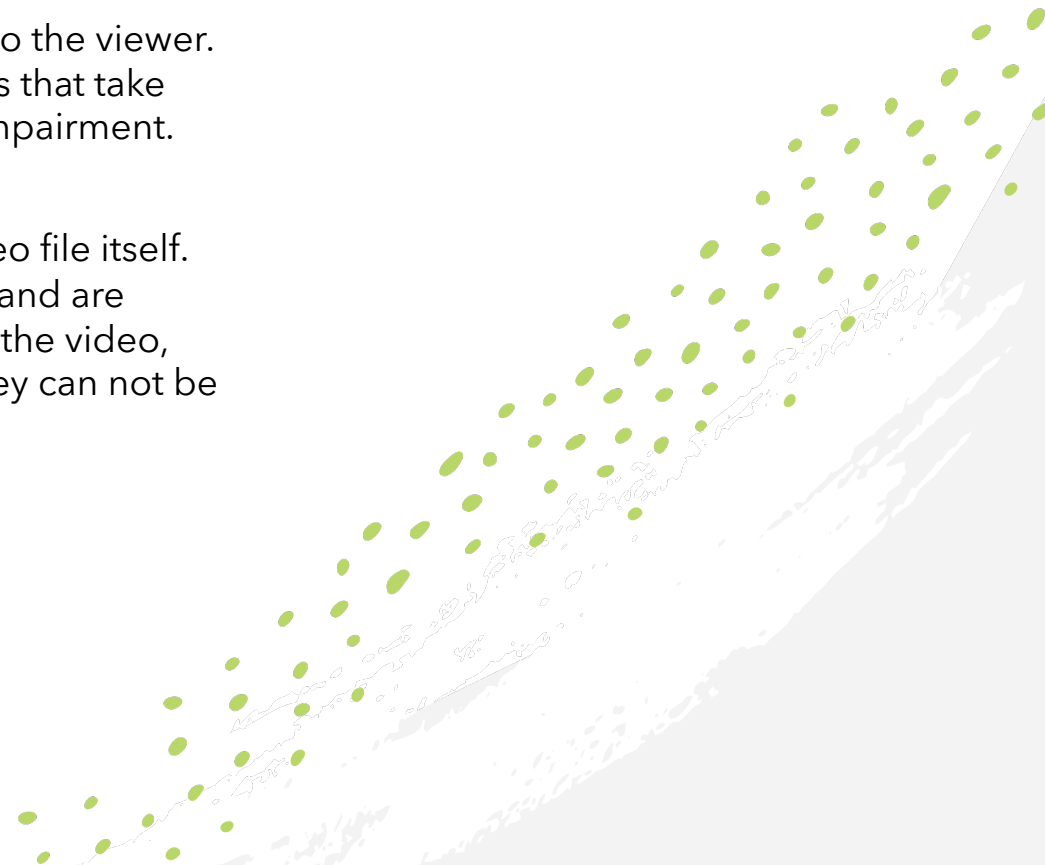


## WHAT are subtitles, closed captions, and open captions?

**Subtitles** are text that appears on the screen that transcribes the dialogue of a video into text. It can be used to translate dialogue into other languages. Subtitles can be turned on or off by the user depending on the production of the video.

**Closed captions** are like subtitles, but they provide more information to the viewer. Along with the dialogue of the video, they describe actions and sounds that take place in the video that may not be heard by someone with a hearing impairment. Closed captions can be turned on or off by the user.

**Open captions** are captions or subtitles that are embedded in the video file itself. The advantage is the the captions are immediately available for a user and are available if closed captions are not an option. Because they are part of the video, they can be designed to match your brand. The disadvantage is the they can not be translated or turned off.





## Audio

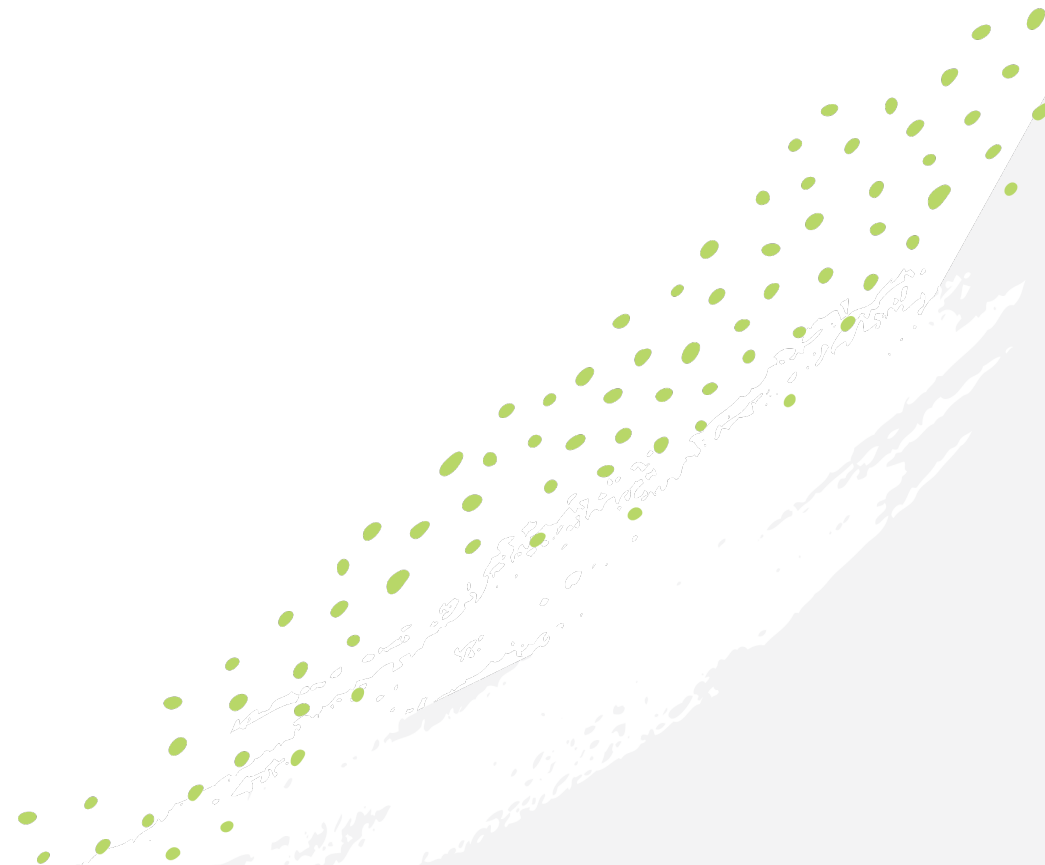
- **Provide a descriptive transcript**  
Include a link to this file or page in the post text, or other related area



## Text

We work a lot to write in the brand voice, but there are a couple of other things to consider. Think about how someone will understand what you have written. Also think about how a screen reader will read what you have written.

- Write in plain language that is easy to understand, avoid jargon and technical language if possible
- Be clear and concise
- Be careful with Hashtags
- Be careful with Emojis






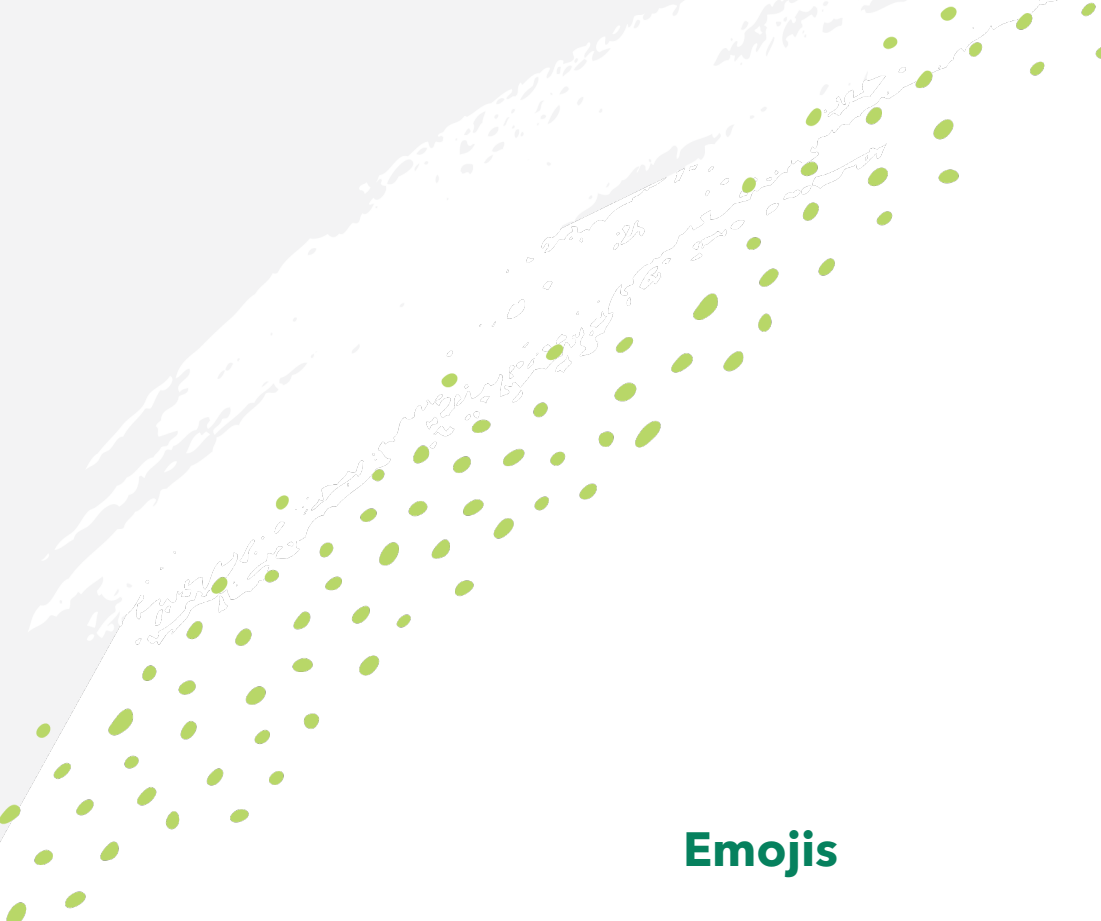
# #SpartansWill

## #spartanswill

### Hashtags

- Use Camel Case when writing your hashtags to avoid reading errors and to make it easier for screen readers
- 





## Emojis

- Double check the description of an emoji before using an icon. It may change the meaning of your text
- Do not use an emoji in place of other text or letters
- Some emojis may not be available on certain devices

[emojipedia.org](http://emojipedia.org)



Thinking Face



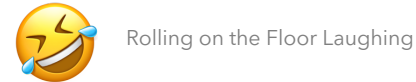
Frowning Face



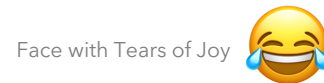
Face with Raised Eyebrow



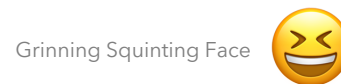
Confused Face



Rolling on the Floor Laughing



Face with Tears of Joy



Grinning Squinting Face

Five Large Green Square

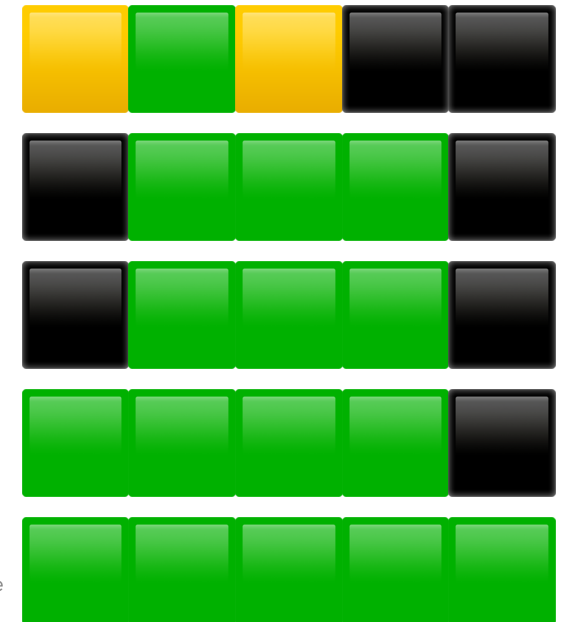


Enraged Face



Thumbs Down: Medium Skin Tone

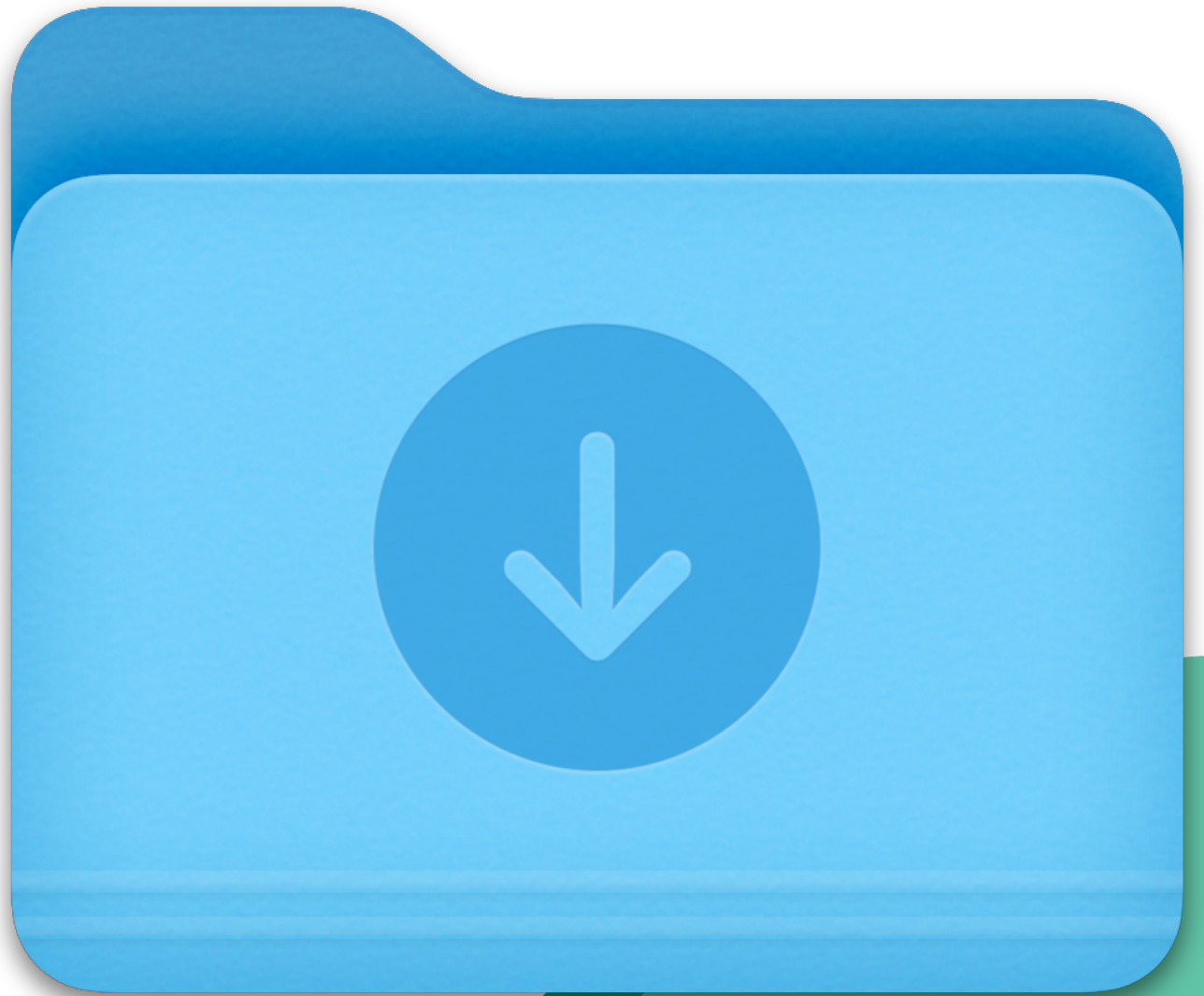
# Wordle 292 5/6





## Downloads

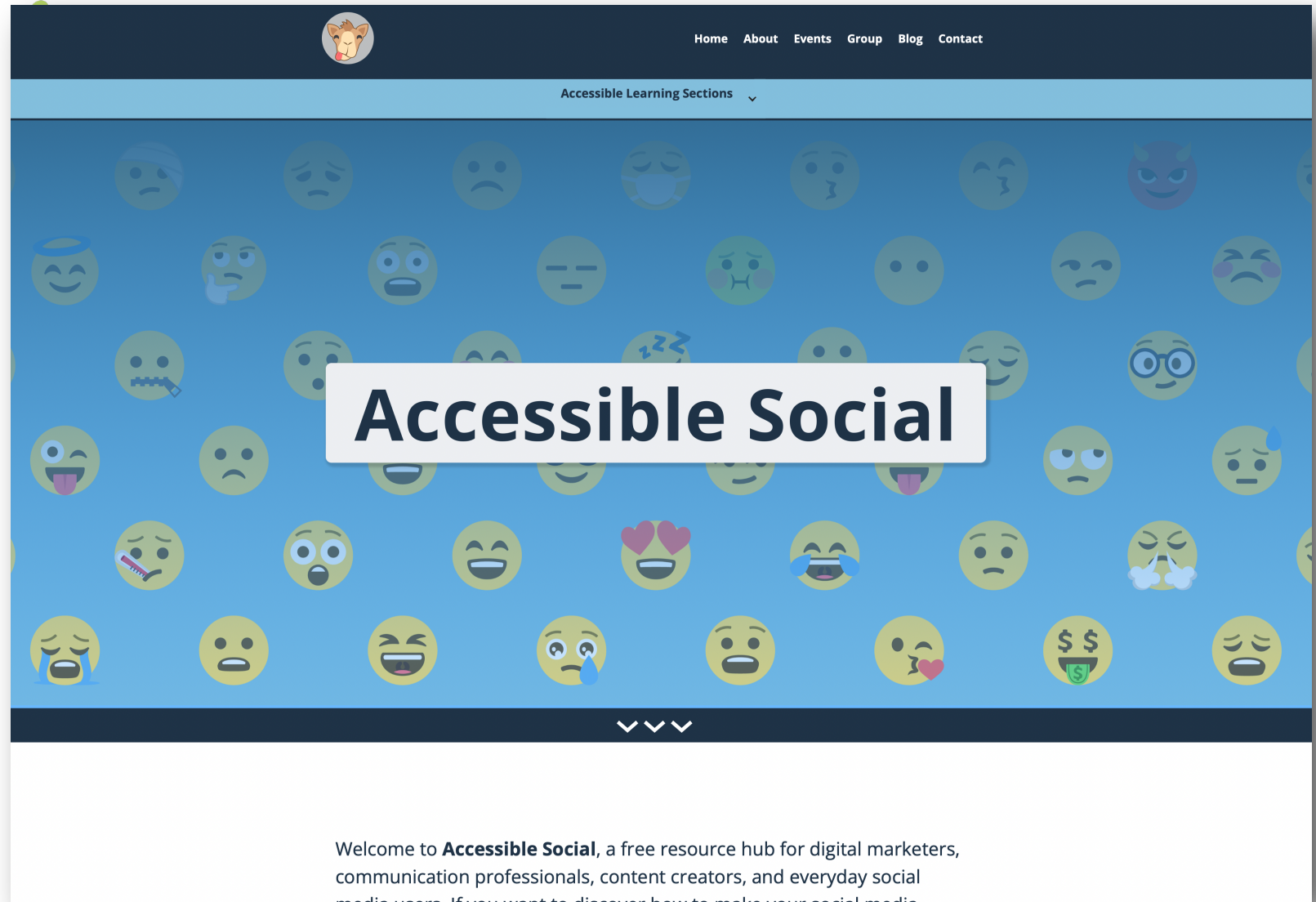
- **Any file you provide as a download needs to be accessible.** PDFs that come from Canva and Adobe CC Express will need to be made accessible. You can use Acrobat Pro to check your PDFs and fix most issues you come across.





## Accessible Social

- A great resource that goes into more detail on all of this is **[accessible-social.com](https://accessible-social.com)**





QUESTIONS?

ask us anything