

Interact



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Interreg

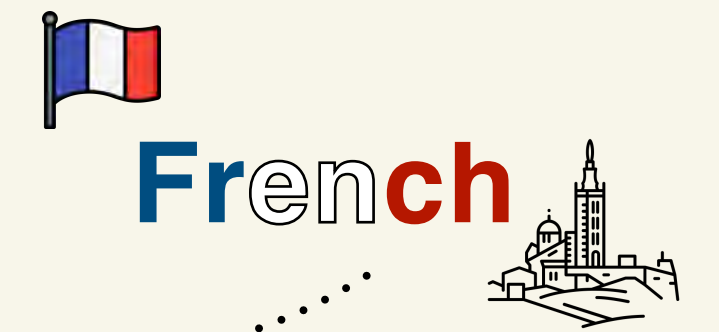
Let's improve your skills in

# DESIGN.

with Aurélie PONS  
Ghent - May 25th 2023



# Aurélie PONS...



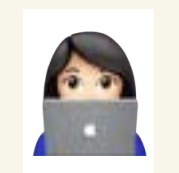
I had to change my « Artist » name to **Aurely Pons**, because of a famous actress in France



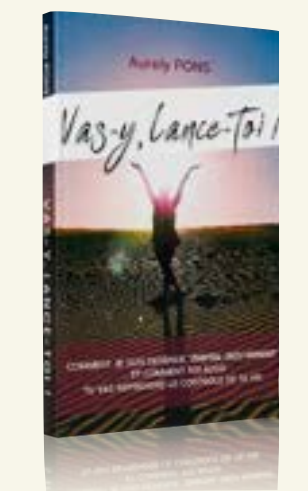
Spanish people call me « Aure »

I've studied **Marketing and Design**

Started a **Freelance** life as a webdesigner.



Now I'm a **trainer in Design, Specialised in WordPress** Webdesign.



Author of a book about professional reconversion and entrepreneurship (in French)

**aurelypons.com**  
**aurelie@altomaster.com**  
**(+33) 6 20 15 36 19**

PART I

# PRINCIPLES OF DESIGN



MODULE #1  
**C.R.A.P &  
CONCEPTS**

MODULE #2  
**COMPOSITION  
TECHNIQUES**

MODULE #3  
**PRACTICAL &  
TECHNICAL NOTIONS**

PART II

# DESIGN FOR SOCIAL MEDIA



MODULE #1

**POST & COMPOSITION**

MODULE #2

**SPEAK VISUALLY**

MODULE #3

**FEED YOUR FEED**

MODULE #4

**VIDEO IS IMPORTANT**

MODULE #1



# C.R.A.P & CONCEPTS

**C**ONTRAST

difference between 2 elements

**R**EPETITION

the fact that elements repeat / consistent

**A**LIGNMENT

the alignment of elements along lines

**P**ROXIMITY

how close / distant are elements

**C**ONTRAST

difference between 2 elements

**R**EPETITION

the fact that elements repeat / consistent

**A**LIGNMENT

the alignment of elements along lines

**P**ROXIMITY

how close / distant are elements

**SMALL**  
**BIG**

# **COLOUR, SHAPE**

## **SIZE ...**

---

**Catch the attention** and make the design more visually interesting and with rhythm.

Complementary colours can be used but it is recommended to avoid bright combinations.

**Shape** is also used to play with contrast. When we have a repetition of the same shape, we can add a very different one to drive the attention and create rhythm.

**TYPE CONTRAST:** weight, size, style etc.





Nothing is (im)possible?

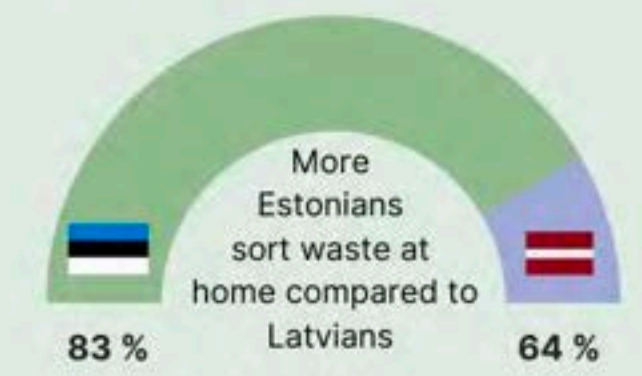
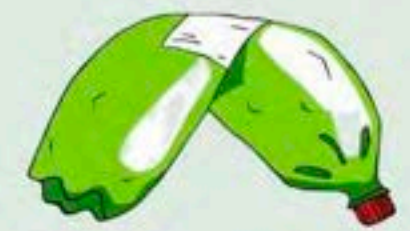


Evacuation plan...!

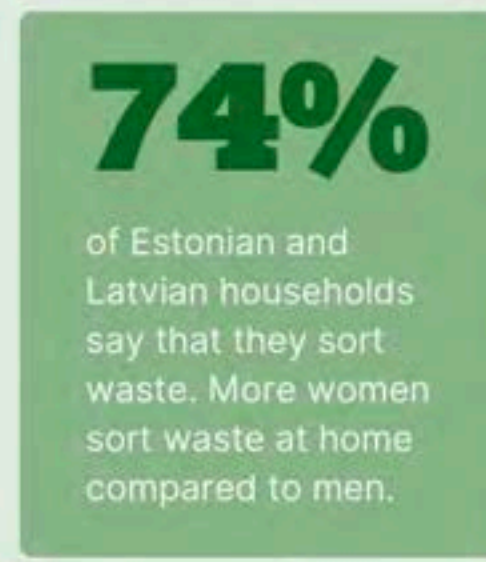


Evaluation of the programme 2014-2020 result indicators

# AWARENESS WASTE SORTING



## RECYCLING



### TOP 3 CATEGORIES OF SORTED WASTE



The statistics are based on a survey carried out in 2023 to assess the fulfilment of the result indicators of the Estonia-Latvia programme 2014-2020.

**CONTRAST**

difference between 2 elements

**REPETITION**

the fact that elements repeat / consistent

**ALIGNMENT**

the alignment of elements along lines

**PROXIMITY**

how close / distant are elements

# ELEMENTS YOU CAN REPEAT.



Font  
Size  
Colours  
Shapes  
Style  
Patterns  
Textures

**CONTRAST**

difference between 2 elements

**REPETITION**

the fact that elements repeat / consistent

**A**ALIGNMENT

the alignment of elements along lines

**P**ROXIMITY

how close / distant are elements

**CONTRAST**

**REPETITION**

**ALIGNMENT**

the alignment of elements along lines

**PROXIMITY**

**CONTRAST**

**REPETITION**

**ALIGNMENT**

the alignment of elements along lines

**PROXIMITY**

**CONTRAST**

**REPETITION**

**ALIGNMENT**

the alignment of elements along lines

**PROXIMITY**

**CONTRAST**

**REPETITION**

**ALIGNMENT**

the alignment of elements along lines

**PROXIMITY**



# ALIGNMENT.



**C**ONTRAST

difference between 2 elements

**R**EPETITION

the fact that elements repeat / consistent

**A**LIGNMENT

the alignment of elements along lines

**P**ROXIMITY

how close / distant are elements

**CONTRAST**

**REPETITION**

**ALIGNMENT**

**PROXIMITY**

how close / distant are elements

**CONTRAST**

**REPETITION**

**ALIGNMENT**

**PROXIMITY**

**CONTRAST  
REPETITION**

**ALIGNMENT  
PROXIMITY**



It's time to

# Kahoot!

## **1 - Choose a Team Leader**

She/he will be responsible to answer the questions on Kahoot.

## **2 - When you see a slide with the symbol open your Kahoot and read the question.**

Brainstorm altogether with all your team members

## **3 - The Team Leader answers the question on Kahoot**

# POLL: Where are the Deliveries ?

**Kahoot!**





MODULE #2

# COMPOSITION TECHNIQUES




**Understanding composition techniques  
will enable you to create good visual  
communication**

**to make specific, appropriate,  
and meaningful impressions.**

**VISUAL HIERARCHY**

**WHITE SPACE**

**RULE OF THIRDS**



# VISUAL HIERARCHY

Look at me

**Look at me**

*Look at me*

**Look at me**

LOOK AT ME

*Look at me*

**LOOK AT ME**

An art  
m  
su  
type, image  
shapes  
visual elements

All those elements  
compete for

**YOUR ATTENTION**

**Visual hierarchy is the**

**control of visual information**

**in an artwork**

**to imply order & importance.**

We use hierarchy to drive the eye,  
create a **starting** point, add emphasis, create  
structure and visual organization.

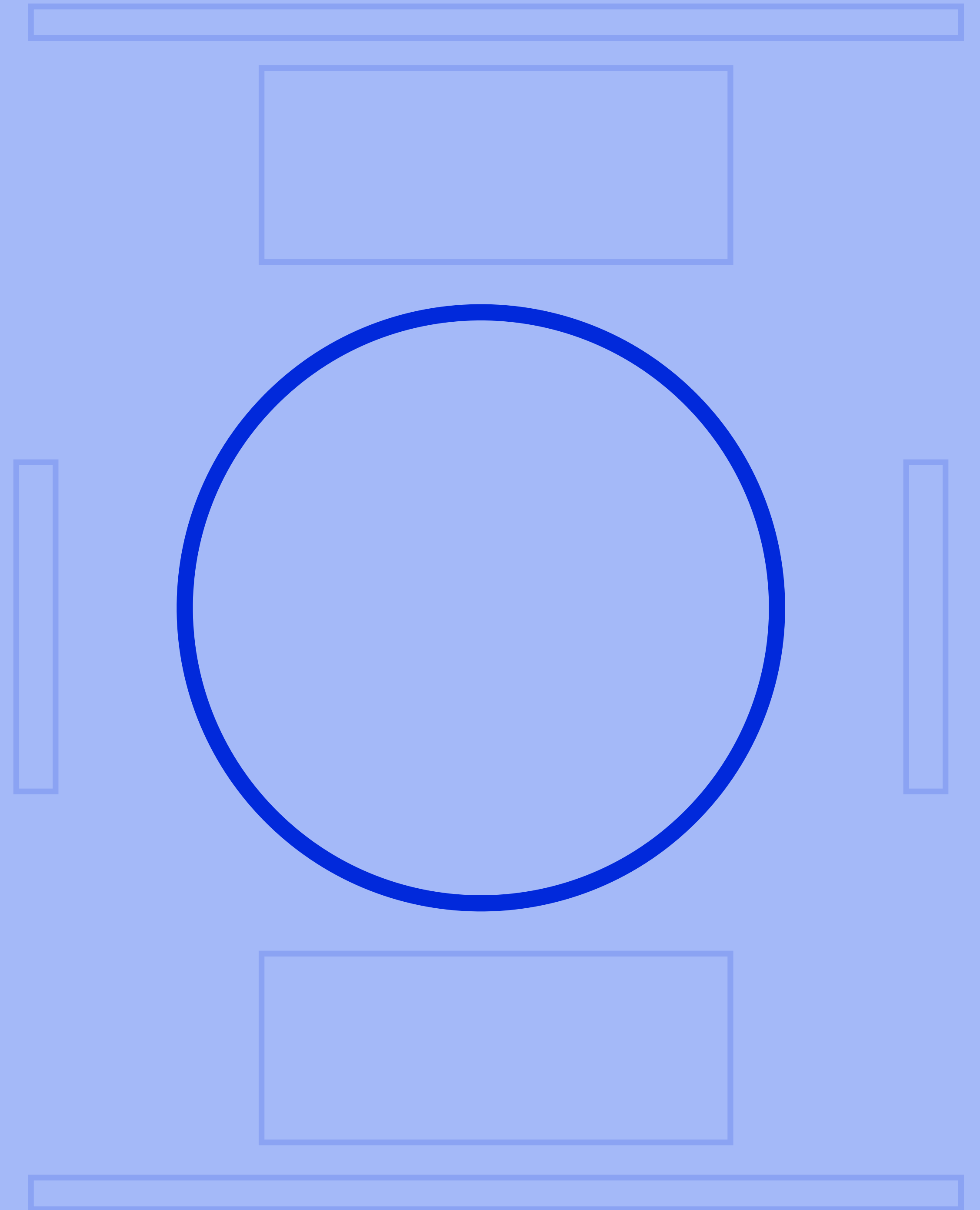
All of which help a viewer  
navigate and **digest information** easily.

3 LEVELS OF

# HIERARCHY

## 1 - Primary Hook

Whatever element appears to be the most clear, legible, and has the most contrast in a composition.

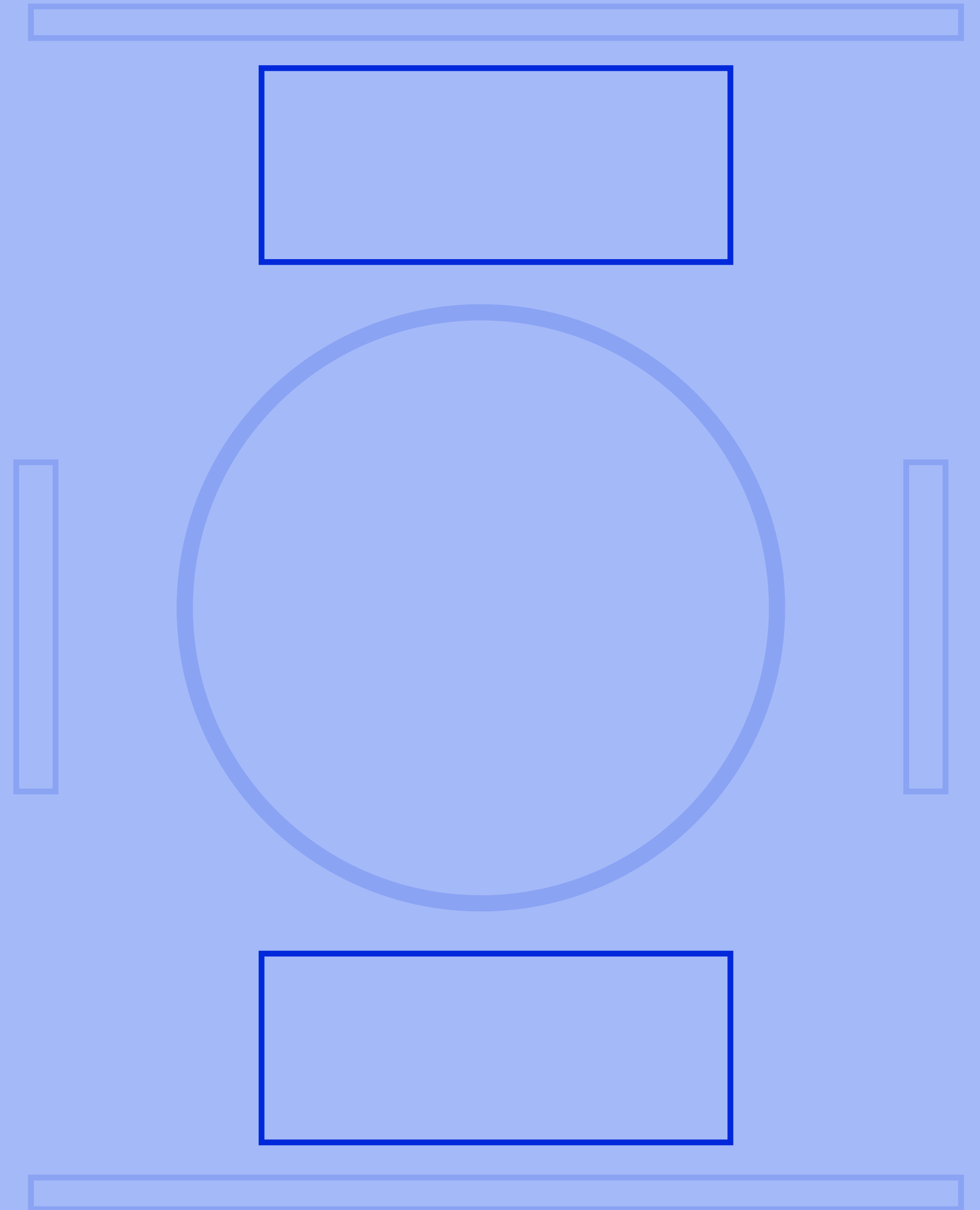


3 LEVELS OF

# HIERARCHY

## 2 - Secondary Hook

A smaller element that appears closest or near to the primary hook to support a message



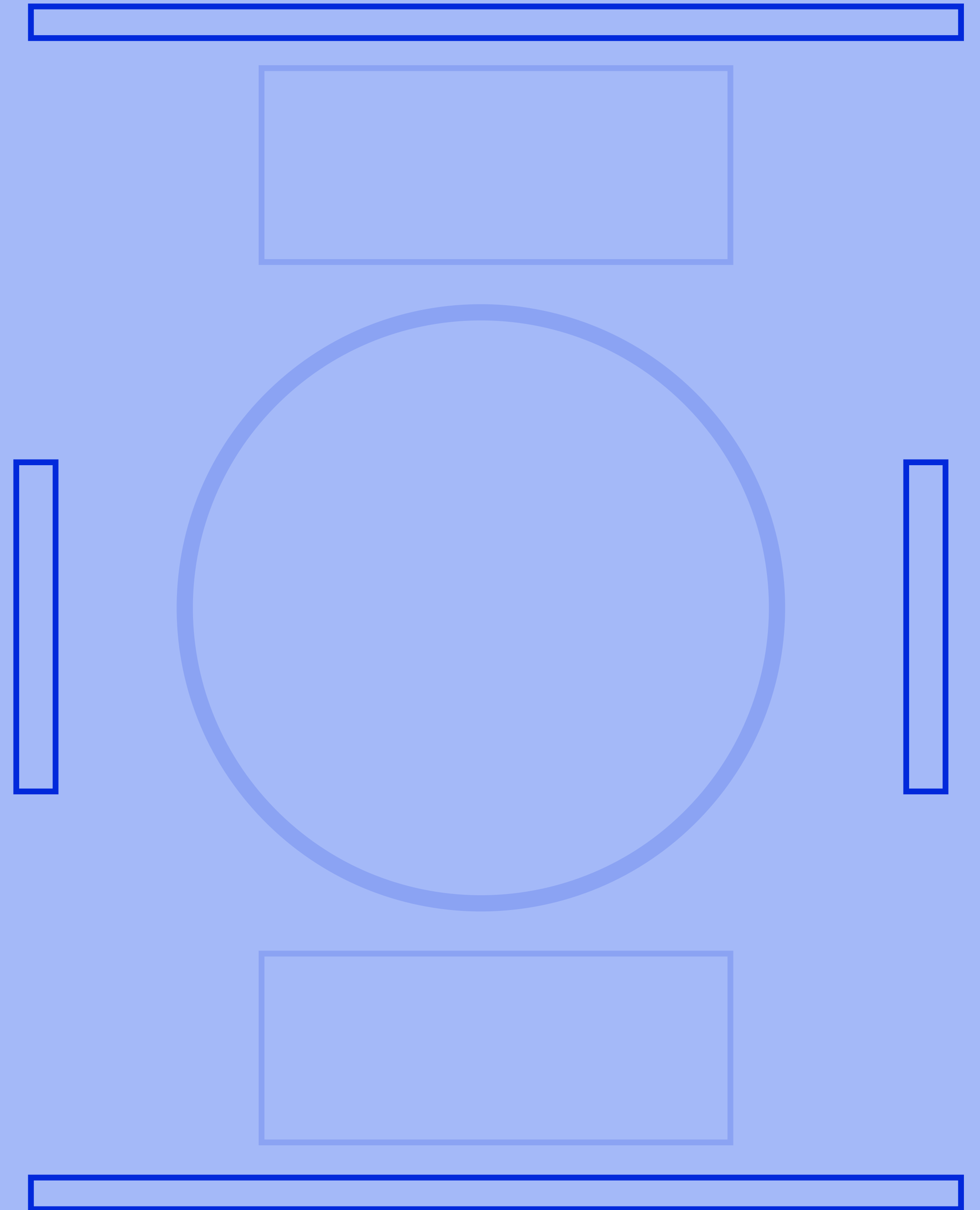


3 LEVELS OF

# HIERARCHY

## 3 - Supportive Elements

We notice after primary and secondary hook, add further visual information to a composition



How to achieve

# HIERARCHY

1 - Contrast In Scale

2 - Contrast In Colour

3 - Contrast In Space

**BOYNTON**  
CONFERENCE

SAVE THE OCEAN!

**17**  
JULY  
1 PM - 6 PM

**THE OCEAN**  
IS IN DANGER

**CONTACT US**

Become a speaker  
speak@conference.fl.us

Book your place  
guests@conference.fl.us

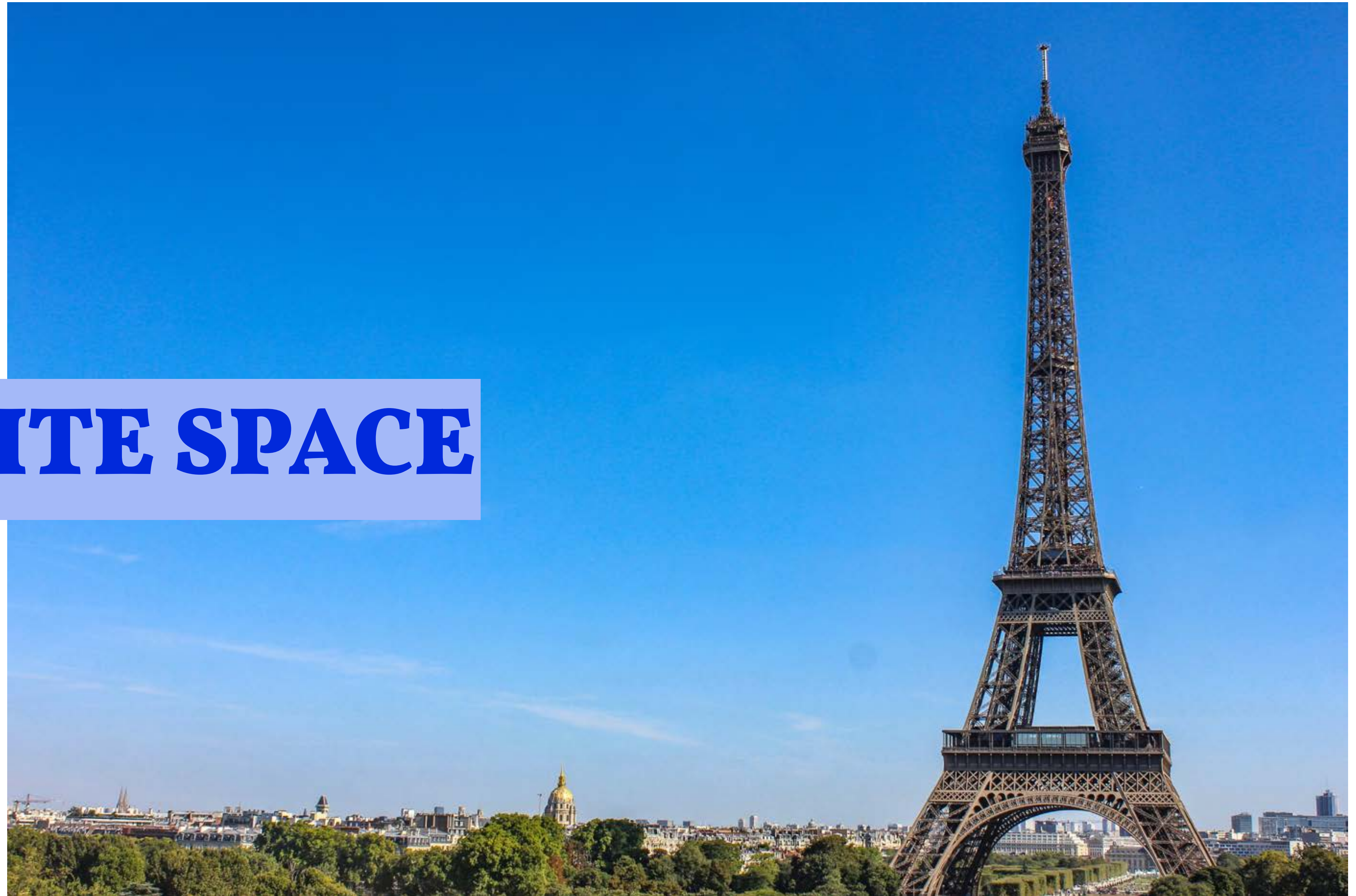
Learn details  
info@conference.fl.us

**EACH YEAR**

Over 1,000,000 seabirds  
are killed by ocean pollution.

Marine mammals are affected  
by chemicals released in the  
ocean.

**WHITE SPACE**



**White Space in design is same as use of  
Silence in music.**

**Without proportionate use of Silence,  
music is unstructured...**

**some may call it noise.**

**Similarly, without White Space,  
design is unstructured  
and difficult to consume.**

**White Space** doesn't have to be **white**.



**1 in 5** adults in rural areas reported waiting longer for health services than elsewhere.

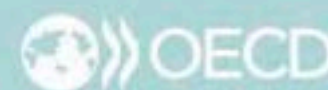


**Rural regions lack hospital beds** more than other regions.



OECD Rural Development Conference

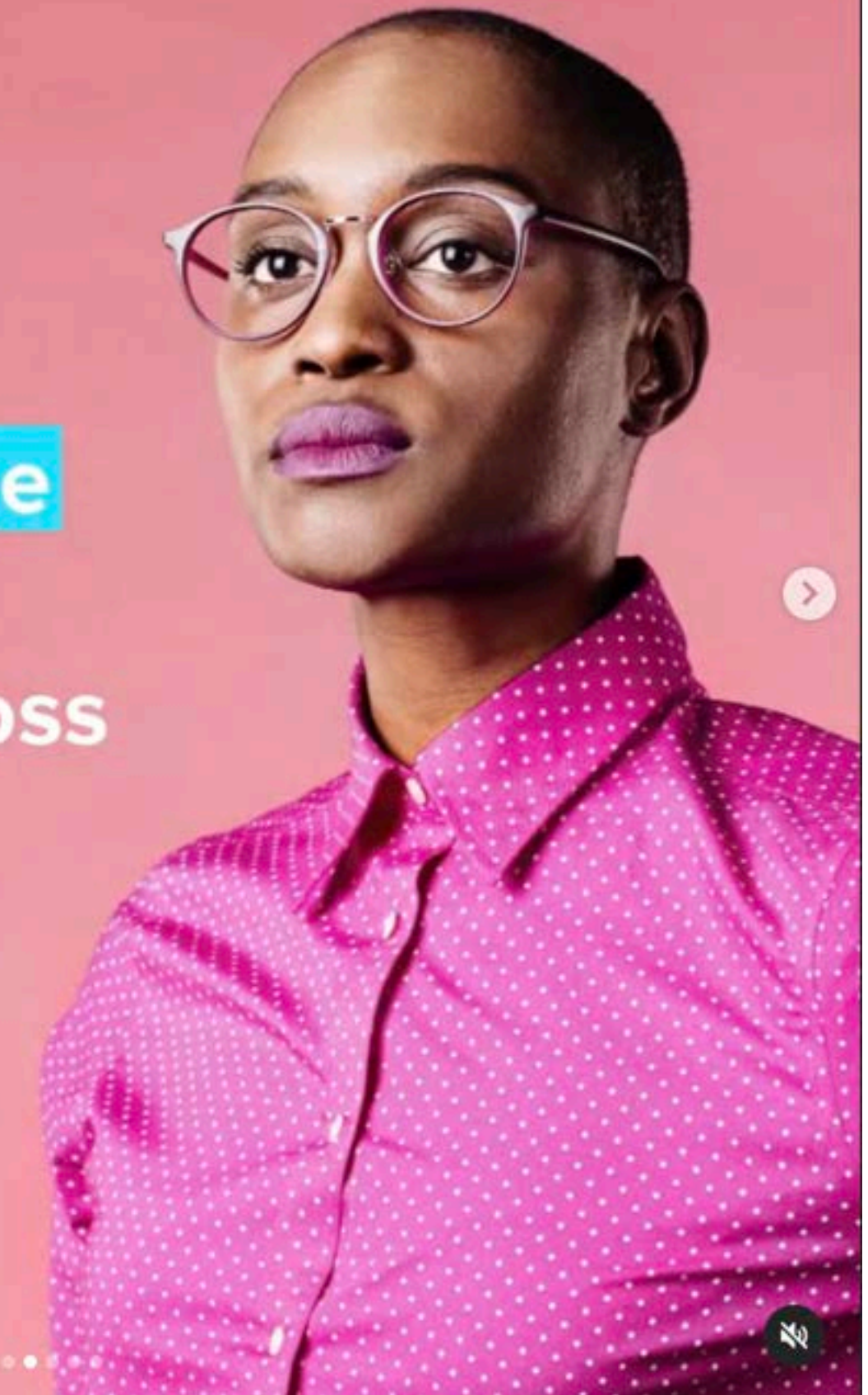
#RuralResilience



Riada na hÉireann  
Government of Ireland



As of 2021,  
**the gender wage gap was 11.9%**  
on average across the OECD.







# RULE OF THIRDS





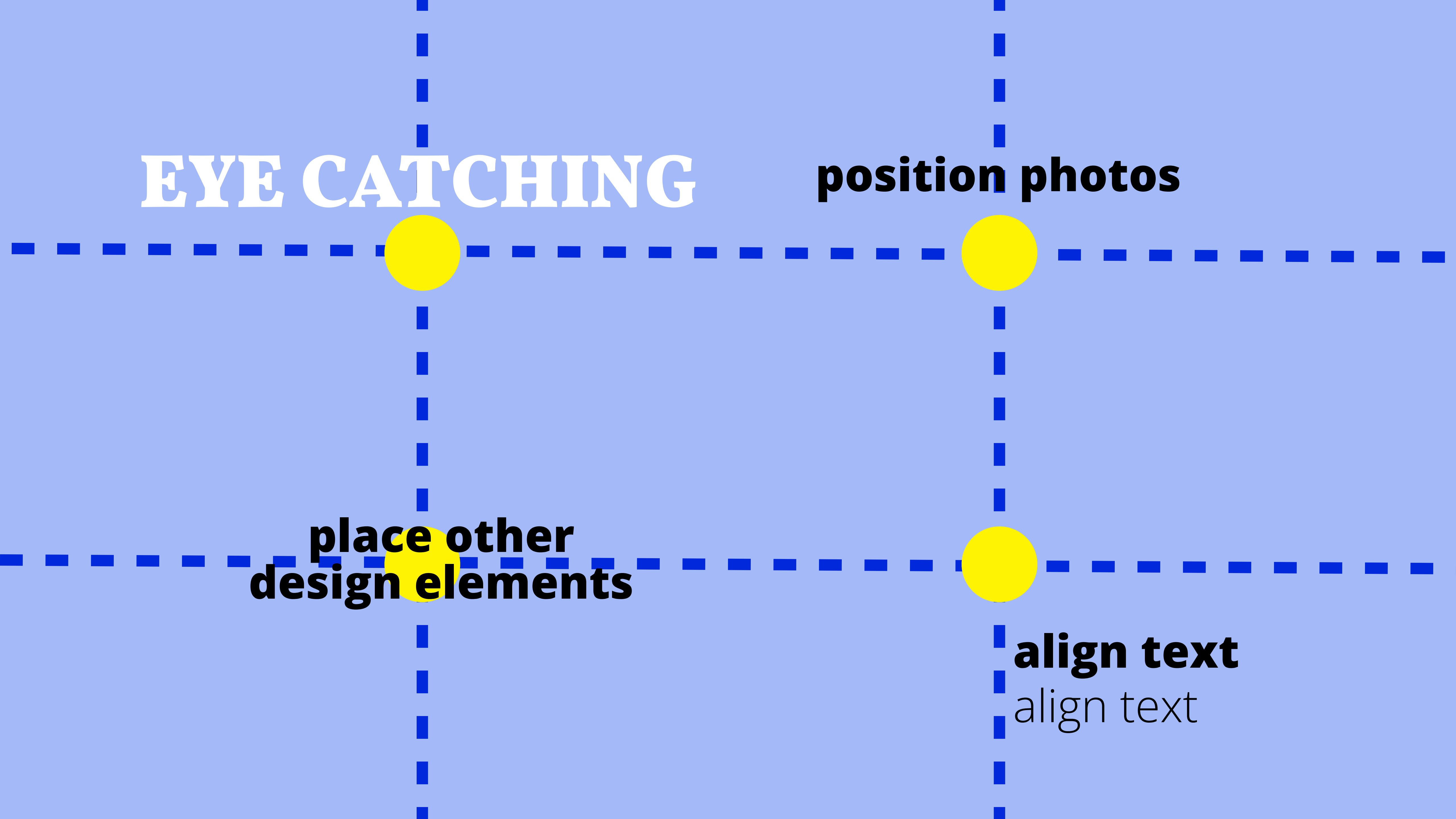
The rule of thirds helps to **arrange** elements within a composition in a **more harmonious, balanced, and aesthetically pleasing way.**

# EYE CATCHING

**position photos**

**place other  
design elements**

**align text**  
align text



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accounting for you

If you're focused on this quarter and this quarter century...

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**Top News & Resources**

05.04.16  
**Tax Alert - QSB stock offers 2 valuable tax benefits**

04.25.16  
**Tax Alert - Why it's time to start tax planning...**

04.08.16

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**Turns the Tide**

When Downs needed legal help to protect the world's second largest coral reef from oil drilling, A&K stepped in to the rescue.

Read Full Story >

**What Brings Us Together Sets Us Apart.**

Anderson & Kreiger LLP is a vibrant, growing law firm committed to making the legal experience personal again. Our style is open, friendly and practical. From high stakes litigation and complex transactions to public interest issues, we believe in our clients and our work.

**News**

May 2016  
Overcoming Legal Challenges, Unique Facility for Homeless Opens

April 2016  
A&K Expands Environmental Practice

April 2016  
BBF Raises \$45k for Boston Public School Students, in A&K-Sponsored Casino Night

**Blogs**

April 2016: Municipal Group Blog  
Why the New Solar Bill Means Cities and Towns Should Develop Solar Projects

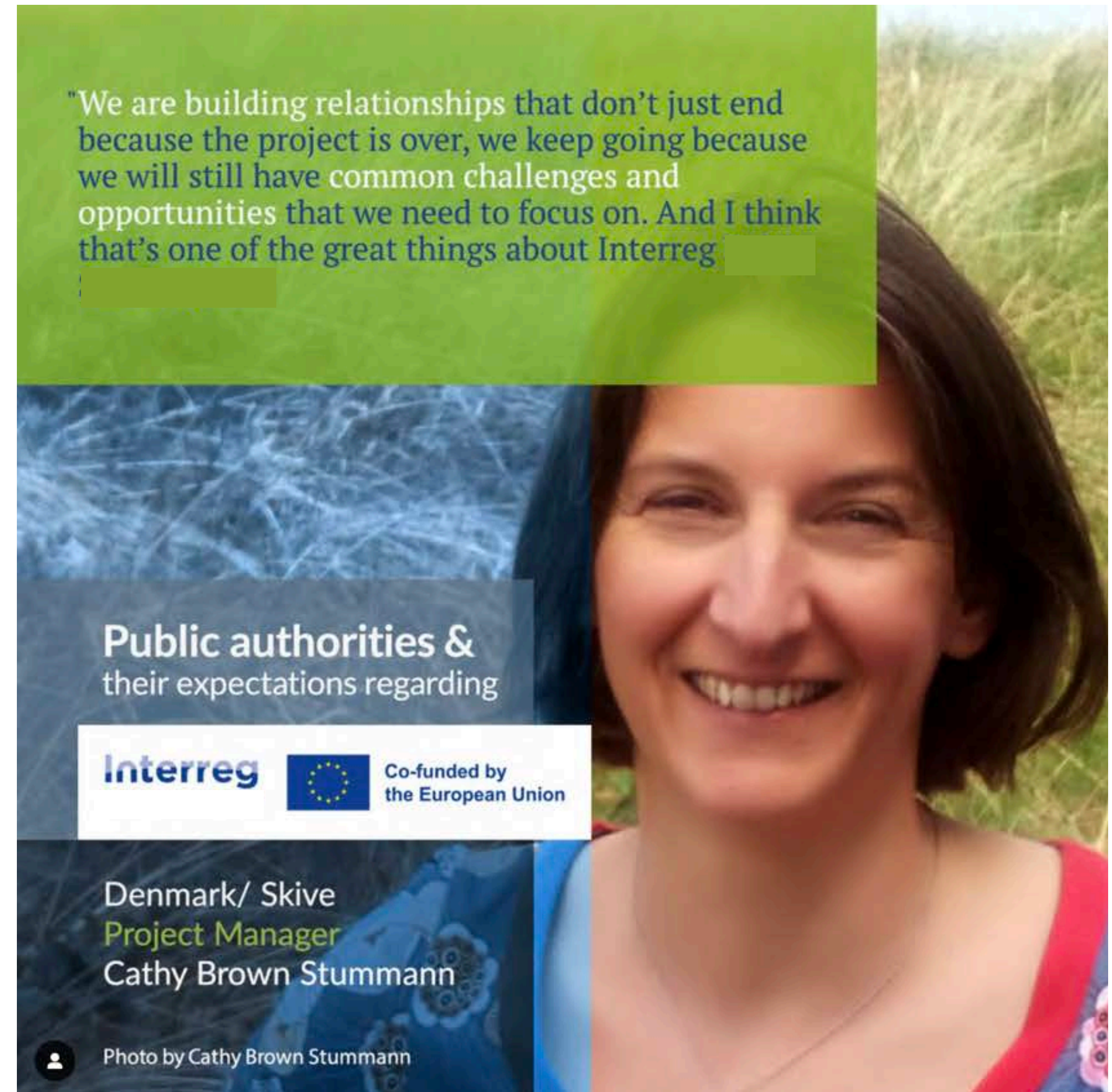
April 2016: Municipal Group Blog  
Grandfathered Convenience Store Can Add Alcohol Sales Without Zoning Relief

April 2016: Insurance Law Blog  
Only Claims Alleging Consumer Confusion Are Barred By "Unfair Competition of Any Type" Exclusion, First Circuit Holds

# IT'S TIME TO...

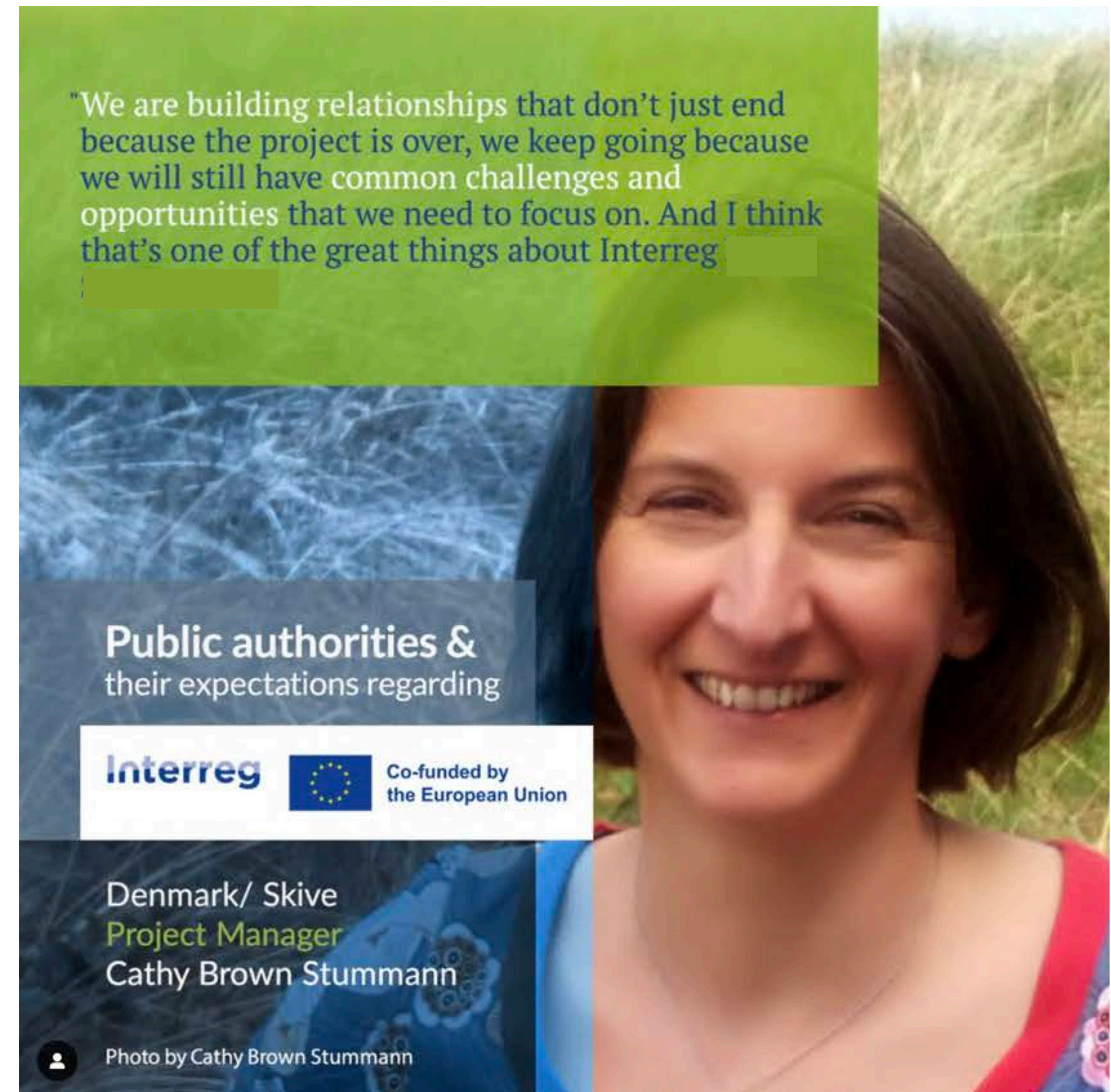
## Kahoot!

- 1 - Text: what would you improve regarding to the TEXT ELEMENT ?
- 2 - Picture and Background: Do you agree with the use of the picture and background ? Comment
- 3 - Hierarchy: Do you easily identify the primary hook, secondary hook and supportive elements ?
- 4 - Number of elements: how many elements do you see in this artwork ? Do you think it's fine ?
- 5 - Would you keep the logo in this position ? Or where would you place it ?
- 6 - Would you include the Photo credits in the artwork ?



# IT'S TIME TO...

- 1 - Reduce text + line length in the composition:  
you can detail in the description of the post
- 2 - Picture and Background:  
Be careful where you cut, try to keep faces/ bodies uncut
- 3 - Hierarchy Principle: Reorganize the elements to have a  
contrasted primary hook + secondary hook
- 4 - Number of elements:  
Reduce number of elements
- 5 - Position logo in the corner  
as it's a supportive element
- 6 - Photo credits should be placed in the post description



MODULE #3

**PRACTICAL &  
TECHNICAL NOTIONS**

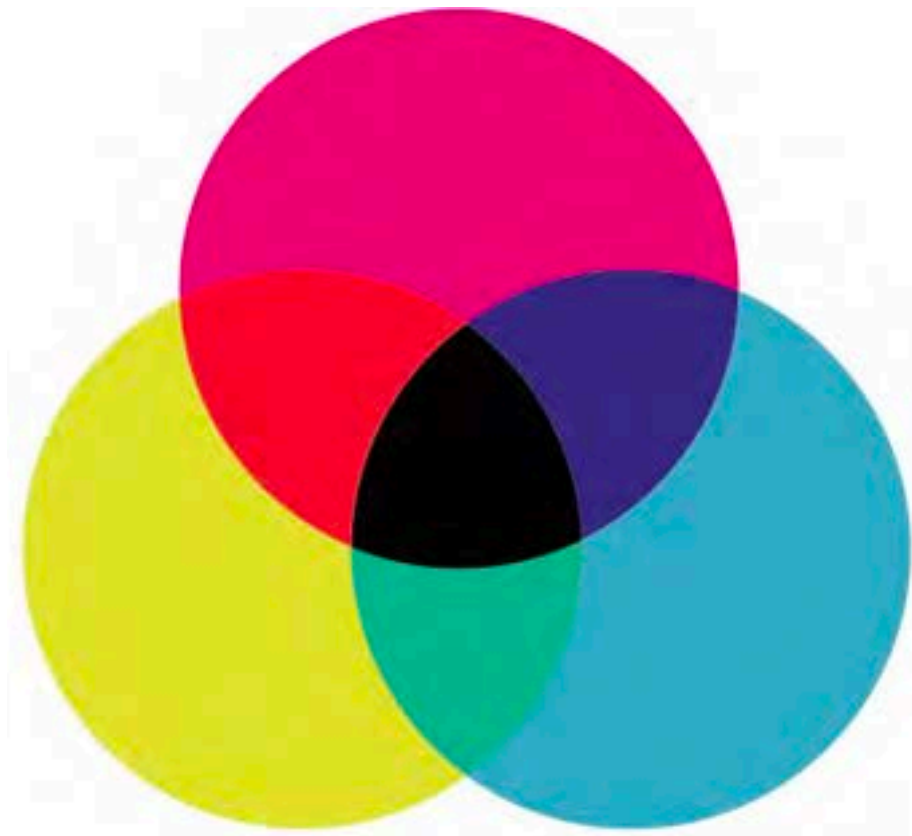


**COLORS**



# COLOR SYSTEMS.

PRINT

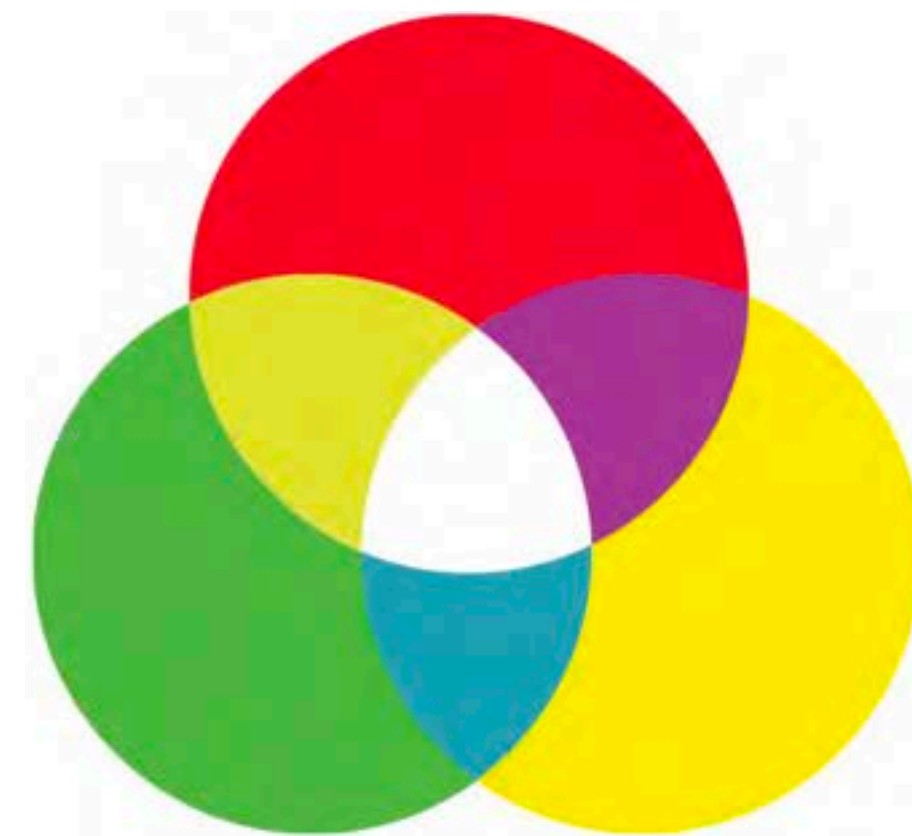


CMYK - Subtractive Color  
*C=100 M=80 Y=0 K=0*



Pantone  
*Reflex Blue*

SCREEN



RGB - Additive Color  
*R=159 G=174 B=229*

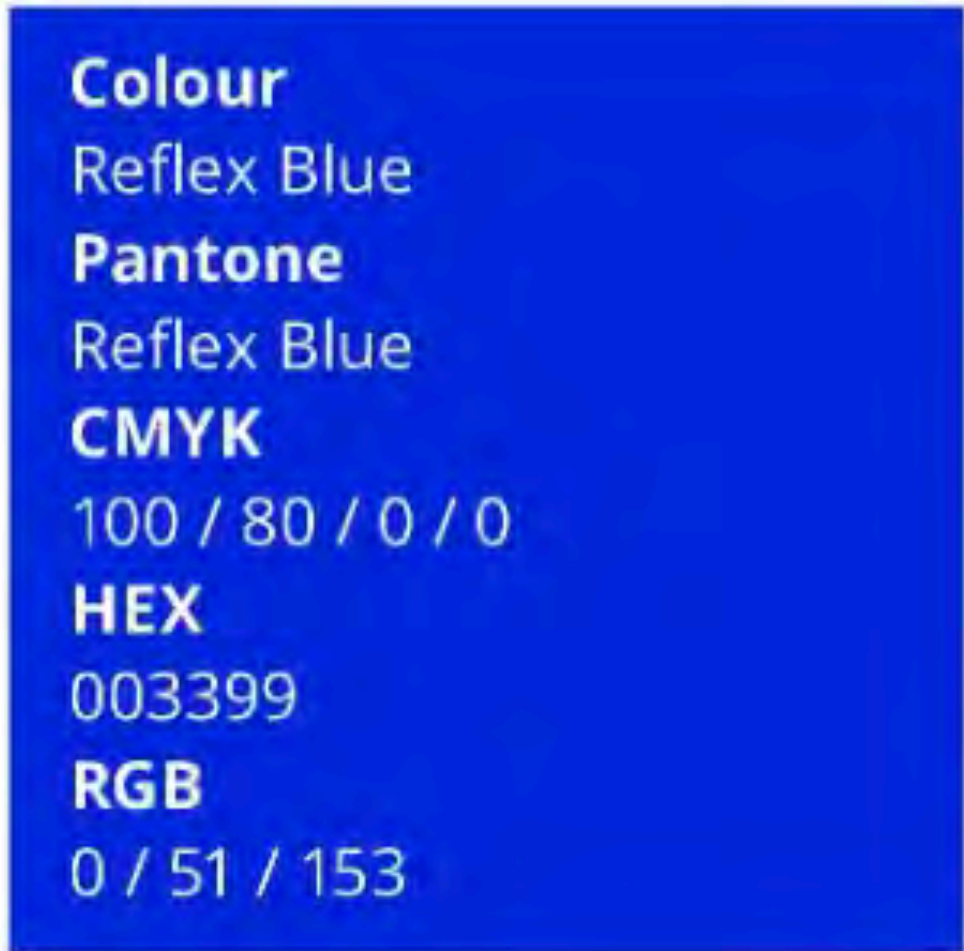
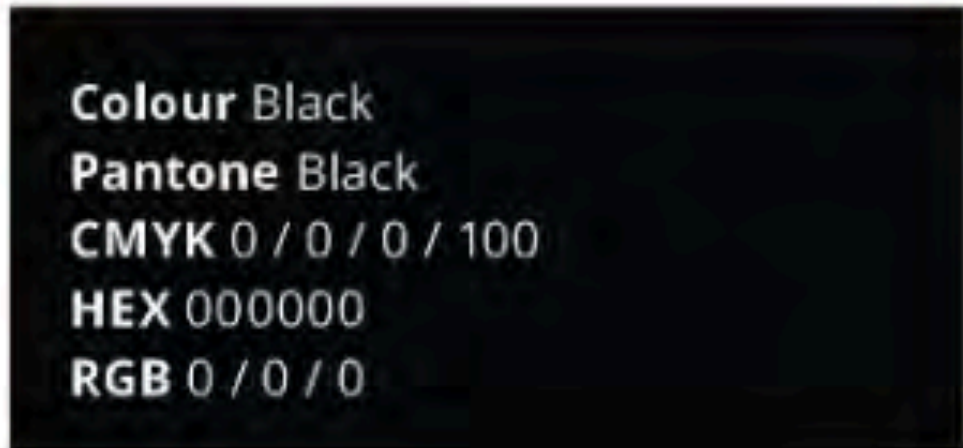

134D9C	2A6E81	E1EAB6	F0DEA6
FFF3D0	610A0A	7D000E	45164B
FFFCC	6B330F	990515	250D3B
B24801	8B4517	E0082D	50105A

HEXadecimal  
*#9FAEE5*

# Interreg Brand Design Manual

<https://www.interact-eu.net/library/interreg-brand-design-manual-2021-2027/>

1.2 Colours Interreg Brand Design Manual 8

 <p><b>Colour</b> Reflex Blue <b>Pantone</b> Reflex Blue <b>CMYK</b> 100 / 80 / 0 / 0 <b>HEX</b> 003399 <b>RGB</b> 0 / 51 / 153</p>	 <p><b>Colour</b> Light Blue <b>Pantone</b> 2716 <b>CMYK</b> 41 / 30 / 0 / 0 <b>HEX</b> 9FAEE5 <b>RGB</b> 159 / 174 / 229</p>
 <p><b>Colour</b> Yellow <b>Pantone</b> Yellow <b>CMYK</b> 0 / 0 / 100 / 0 <b>HEX</b> FFCC00 <b>RGB</b> 255 / 204 / 0</p>	 <p><b>Colour</b> Black <b>Pantone</b> Black <b>CMYK</b> 0 / 0 / 0 / 100 <b>HEX</b> 000000 <b>RGB</b> 0 / 0 / 0</p>  <p><b>Colour</b> White <b>Pantone</b> / <b>CMYK</b> 0 / 0 / 0 / 0 <b>HEX</b> ffffff <b>RGB</b> 255 / 255 / 255</p>

# TIP



**Detect the HEX  
colour scheme of the  
picture**

Upload the image file in  
this website:  
[https://color.adobe.com/  
create/image](https://color.adobe.com/create/image)



# GOOD JOB!

**12**

**Versüße Deinen Kindern die Wartezeit**  
Gør børnenes jul endnu sødere.

**Adventskalender**  
online mitmachen/  
deltag online



**13**

**Christmas QUIZ**

**Heute öffnen & gewinnen!**  
Åbn dagens låge og vind!

**Adventskalender**  
online mitmachen/  
deltag online



**16**

**Christmas QUIZ**

**Heute öffnen & gewinnen!**  
Åbn dagens låge og vind!

**Adventskalender**  
online mitmachen/  
deltag online



A person is shown from the chest up, covered in a thick layer of multi-colored powder. The powder is primarily pink, yellow, and blue. The person's face is also covered in powder. The background is black, and there are many small, glowing particles falling around the person, creating a dynamic and festive atmosphere. The text "IMAGE FORMATS" is overlaid in the center of the image.

# IMAGE FORMATS

# IMAGE FORMATS

← Bitmap →



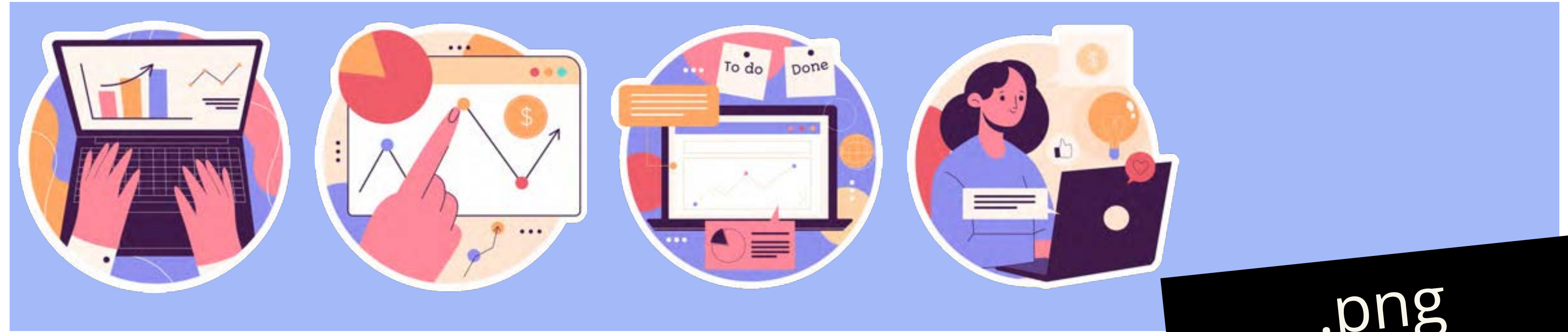
.jpg



.png

# IMAGE FORMATS

Illustrations



.png

Icons



.png

.svg

↑  
Vectors  
↓



**DESIGNINGTOOLS**

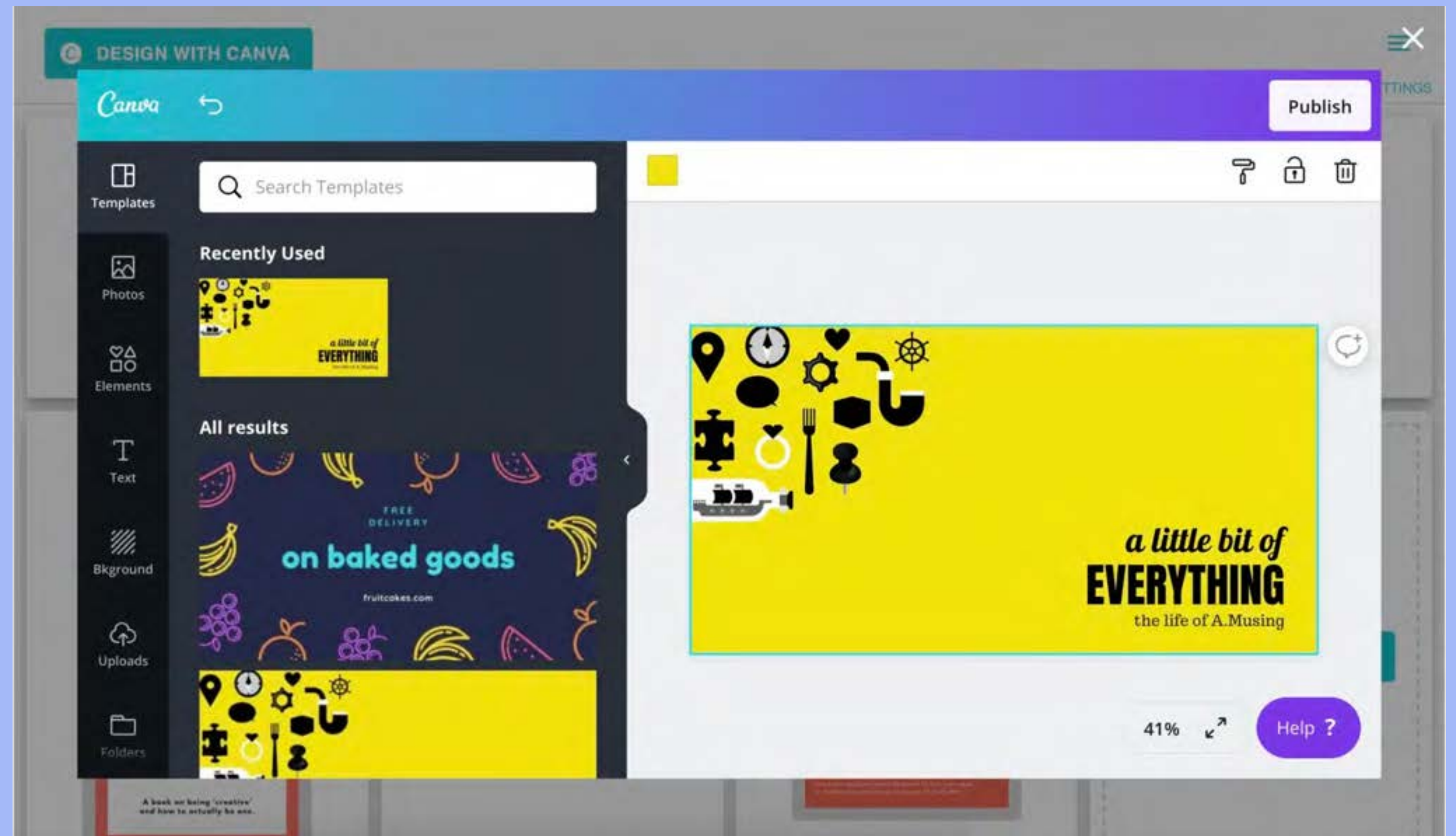


Professional-level social media graphics

# CANVA

- ✔ Simple drag-and-drop interface
- ✔ Create high-quality visuals in just minutes
- ✔ Thousands of templates, or start with a blank canvas
- ✔ Create everything from stunning social media post designs to graphic layouts
- ✔ Access to its library of stock photos and illustrations

# Canva

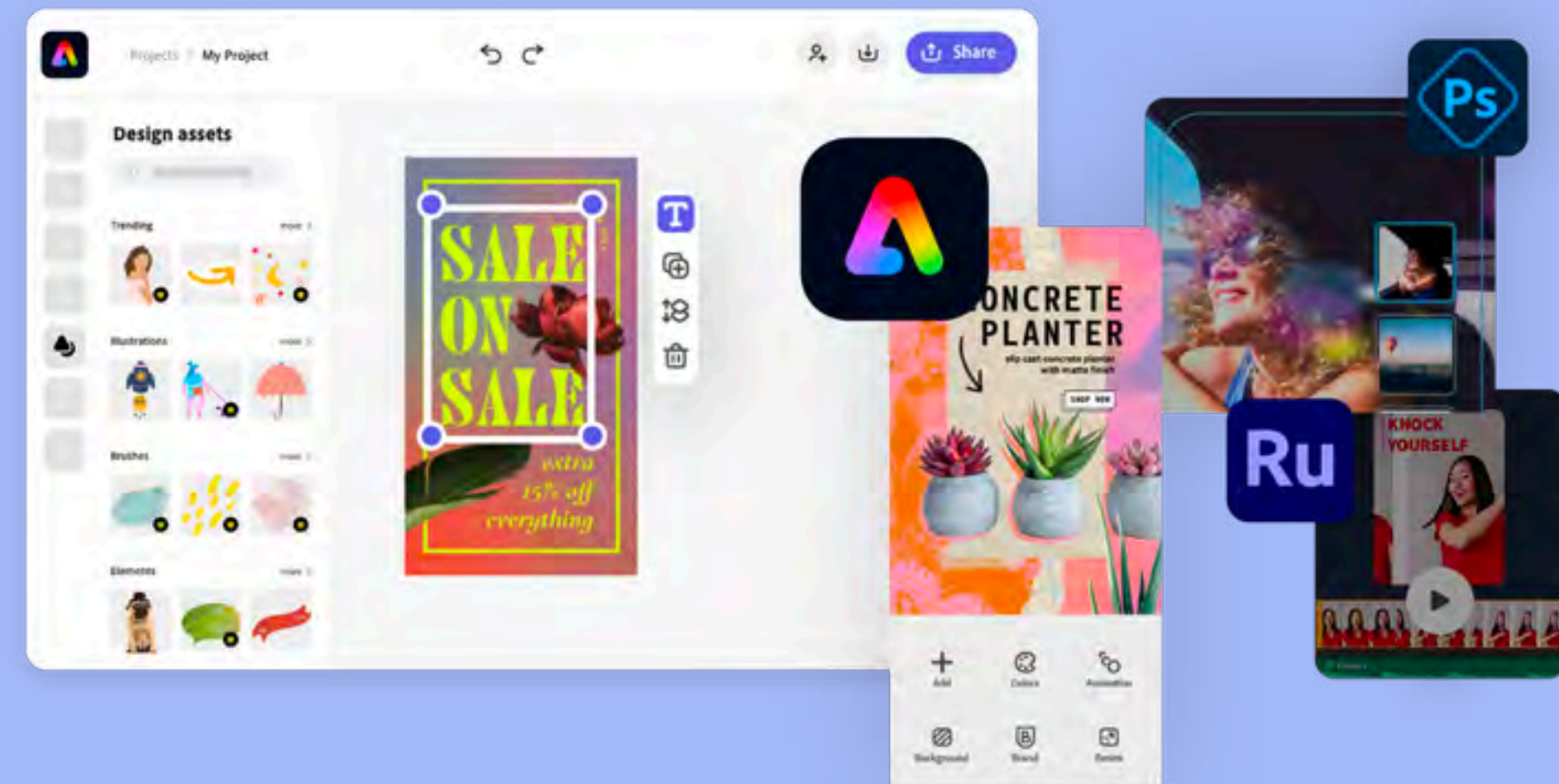




Photoshop but... easier !

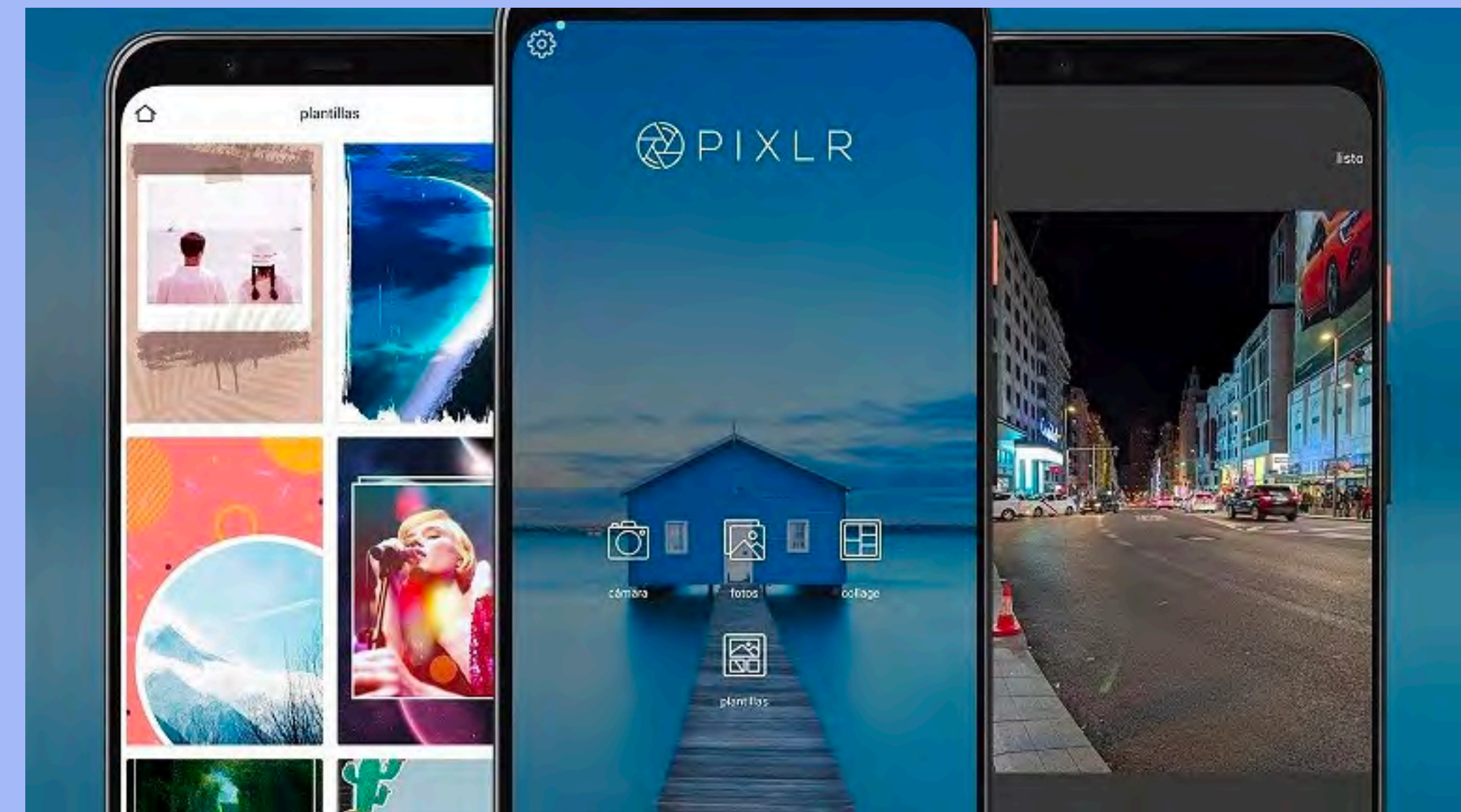
# Adobe Express

- ✓ Simple drag-and-drop interface
- ✓ 34.000 templates !
- ✓ Upload your own images and icons to personalize your designs further
- ✓ Create beautiful video content for social media. By selecting from their library of social media-specific templates, you can have an eye-catching video ready in no time



Create beautiful post designs with ease  
**Pixlr**

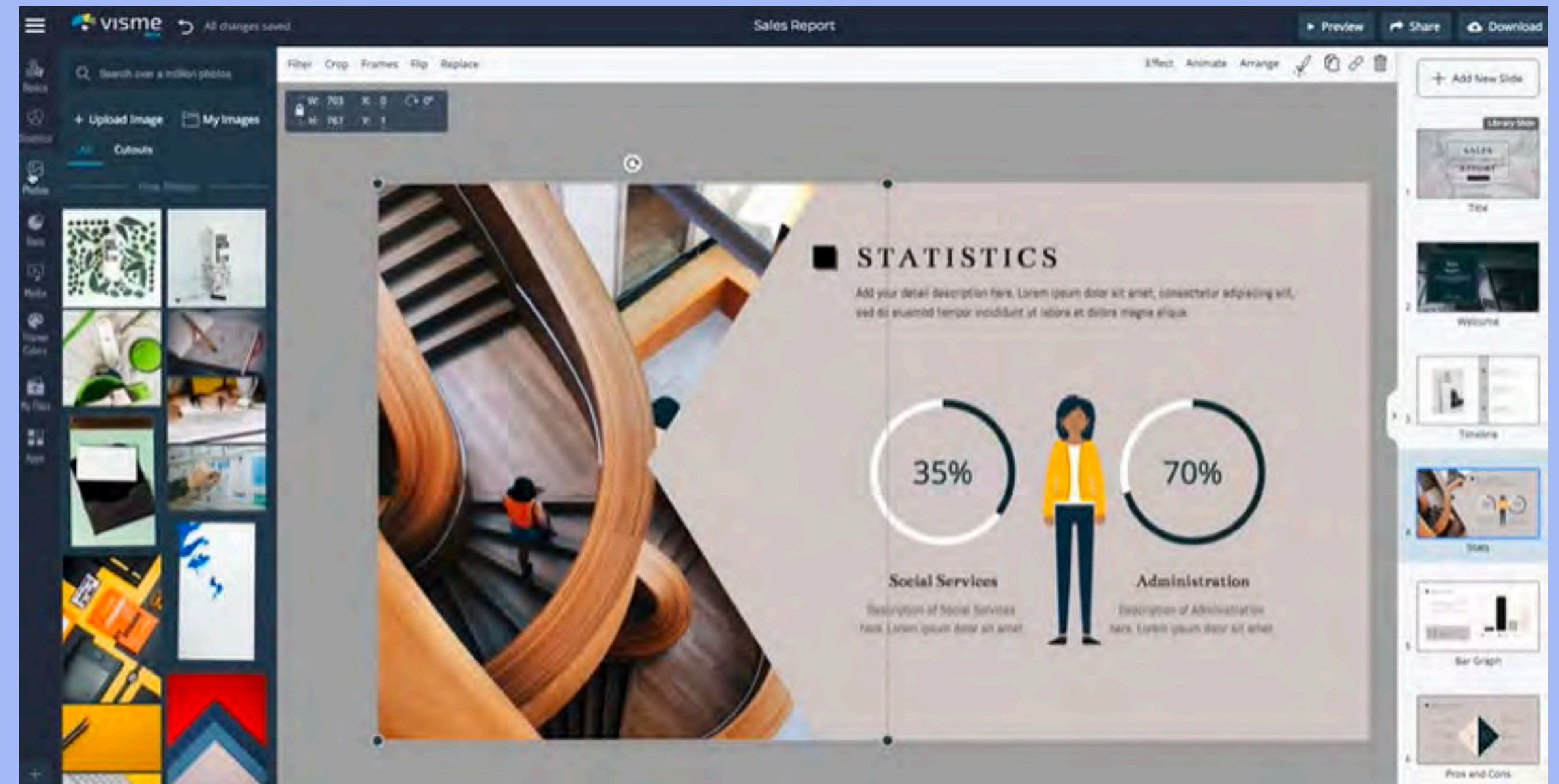
- ✓ **Photo Editor + Designing Tool** and offers features such as collages, photo filters, and layers
- ✓ **Various pre-made templates and effects** that make designing for social media quick and easy



Everything to create beautiful content

# Visme

- ✔ Design, store and share content
- ✔ Templates, graphics, assets
- ✔ A lot of free educational content and resources to learn about design





# BROCHURE ANALYZE.

## Chart Page

✓ **Picture:** use of illustrations in a complex graphic is great: it helps the eye to rest and makes the graphic chart more comfortable to read

🚀 The table should have a clear title (quit "Table 1")

🚀 Space management: Add more space between the table content (a lot of space outside the table)

🚀 Numbers readability: long and very precise: not easily readable => we shouldn't cut its background into the bar chart

🚀 Legend placement: the organization of the legend and graphics may be confusing. Use **proximity** concept to reorganize the elements.

- 5 main info (4 different project areas + Total)
- 2 different type of info (2 columns)
- Each column has its own legend

=> **this is a lot of different kinds of information into 1 single table. Divide this mega table into various tables: 1 table for each project area.**

Table 1

Financial commitments  
and number of projects  
by priorities

(EUR ERDF)

Payments  
by priorities

(EUR total)

Active and  
attractive  
business  
environment  
29 projects



8 980 070 €

8 849 801 €

8 560 216 €

168 119 €

Clean and  
valued living  
environment  
22 projects



14 689 166 €

13 808 485 €

12 741 137 €

1 211 083 €

Better network  
of harbours  
2 projects



11 998 205 €

12 041 236 €

9 269 297 €

652 405 €

Integrated  
labour market  
2 projects



604 915 €

568 287 €

568 287 €

0 €

Total  
55 projects

36 272 356 €

35 267 811 €

31 138 937 €

2 031 607 €

Priority budget

Committed

Certified by the  
programme in 2017-2022

Certified by the  
programme in 2022

# BROCHURE ANALYZE.

## Project Pages

✓ **Template:** 1 page to present each project: same look and feel = Use of Repetition Concept

🚀 **Hierarchy + Contrast:** the first hook should be the name of the project. The image on the top left should be a supportive element: Reduce size of the visual / Add contrast to the title (Size + Color + Bold).

🚀 **« Priority » paragraph:** is seen as a supportive element, when it should be the secondary hook. Place it closer to the title, italic is not necessary

🚀 **Green background:** make sure it's only framing 1 paragraph

**PRIORITY 3:**  
A better network of harbours

## EASTBALTIC Harbours

**Lead partner:** Kurzeme Planning Region

The second large scale investment project that supports the **improvement of the network of the small harbours**, focused on improvement of the sailing infrastructure and promoting the East Baltic as a sailing destination.

Investments in harbours include **navigation signs** (leading lights, spar and floating lateral buoys, fixed lateral navigation signs), **equipment necessary for monitoring the depth of the fairway, protection from waves, dredging of the access ways, creating minimum and additional properly marked mooring places** by setting up floating pontoons (concrete) and fingers and installing floating piers (with electricity and water equipment) etc.

All the harbours in the network have improved their services in terms of reception of waste and management of wastewater, providing electricity and drinking water on the quay, free wi-fi available in the harbour area, in the marina for greywater disposal and bilge water facilities.



**Altogether 23 harbours with improved services are ready to host local sailors and vessels** from Germany, Finland, Sweden, Poland where the brand has been extensively promoted in boat shows and fairs. The partners produced jointly the harbours catalogue (sailing guide) that is regularly updated and in great demand.



Photo: Estonia-Latvia programme

 [old.estlat.eu/en/estlat-results/eastbaltic-harbours.html](http://old.estlat.eu/en/estlat-results/eastbaltic-harbours.html)

 <https://www.facebook.com/EastBalticCoast>

PART II

# DESIGN FOR SOCIAL MEDIA



MODULE #1

**POST & COMPOSITION**

MODULE #2

**SPEAK VISUALLY**

MODULE #3

**FEED YOUR FEED**

MODULE #4

**VIDEO IS IMPORTANT**



MODULE #1

# POSTS & COMPOSITION



# COMPOSITION **ELEMENTS**

Title / Headline

Text layout

Image / Picture

Icon / Symbol

Background

Chart

Button / Call to action

**Avoid too many elements**

**1 post = 1 goal = 1 message**

**Useful**

**Helps to understand faster**

**Helps to memorize**

# If you have a lot to say...



**HUMANITA: Sheltering protected areas for and with tourists**

<https://interreg-central.eu/projects/humanita/>

### What is the challenge?

Tourism in protected areas can harm the environment and cultural resources due to overcrowding, resource depletion, and waste generation. Effective management and planning are needed to ensure sustainable and responsible tourism that benefits local communities and the environment.

### How does HUMANITA help?

The HUMANITA project develops evidence-based and participatory management tools that allow regions to better monitor and evaluate the impact of tourism in protected areas. The partnership involves tourists and local communities in the development of their solutions, which helps to collect data, create more awareness, and change behaviour.

### What countries and regions are involved in HUMANITA?

Kärnten  
 Grad Zagreb | Zadarska Hrvatska  
 Budapest | Észak-Magyarország  
 Provincia Autonoma di Bolzano/Bozen | Emilia-Romagna | Toscana  
 Stredná Slovensko

### Facts and Figures

**Project Budget**  
2,4 million €  
(ERDF Co-Financed by the ERDF)

**Duration**  
April 2023 - March 2026

**Partnership**  
11 partners from 5 countries

**Outputs**  
5 Pilot Actions are taken



**CENTRALMOUNTAINS: Improving cooperation among mountainous regions**

<https://interreg-central.eu/projects/centralmountains/>

### What is the challenge?

The Alps and Carpathians are important natural corridors that connect many central European countries. Unfortunately, cooperation across borders often lacks a joint vision in mountain areas.

### How does CENTRALMOUNTAINS help?

The Central Mountains project designs and implements a joint strategy and regional action plans to create amongst others cross-border functional areas. By improving governance structures, processes and operations, the partners sustainably improve cooperation among Alpine-Carpathian regions.

### What countries and regions are involved in HUMANITA?

Kärnten | Vorarlberg  
 Strední Čechy  
 Észak-Magyarország  
 Provincia Autonoma di Bolzano/Bozen | Friuli-Venezia Giulia  
 Dolnookrajští Podkarpacie  
 Carciu  
 Bratislavský kraj

### Facts and Figures

**Project Budget**  
2,33 million €  
(ERDF Co-Financed by the ERDF)

**Duration**  
April 2023 - March 2026

**Partnership**  
11 partners from 7 countries

**Outputs**  
6 Pilot Actions are taken

interreg CENTRAL EUROPE Co-funded by the European Union

**HUMANITA: Sheltering protected areas for and with tourists**

## What is the challenge?

Tourism in protected areas can harm the environment and cultural resources due to overcrowding, resource depletion, and waste generation. Effective management and planning are needed to ensure sustainable and responsible tourism that benefits local communities and the environment.

<https://interreg-central.eu/projects/humanita/>



## How does HUMANITA help?

The HUMANITA project develops evidence-based and participatory management tools that allow regions to better monitor and evaluate the impact of tourism in protected areas. The partnership involves tourists and local communities in the development of their solutions, which helps to collect data, create more awareness, and change behaviour.

## What countries and regions are involved in HUMANITA?

Kärnten  
 Grad Zagreb | Jadranska Hrvatska  
 Budapest | Észak-Magyarország  
 Provincia Autonoma di Bolzano/ Bozen | Emilia-Romagna | Toscana  
 Stredné Slovensko



# THE TEXT

**Legible:** bold, straightforward, concise

**Readable:** enough contrast between the text and background

**Spell-check:** spelling + grammar (Grammarly, Google Docs)

**Appropriate font:** tone and legibility

**Text Colors:** Avoid green + red or blue + yellow color combos

**KISS** (keep it simple, stupid): Keep line length short.


# IMAGE AS A BACKGROUND.



With 100%  
opacity  
watermark: text  
is not really  
easy to read



With 50%  
opacity  
watermark: text  
can be read



With 0%  
opacity  
watermark:  
collage style is  
great

# THE GIFs, emojis, icons...

❤️ **Emotion:** Add emotion to your message

🔍 **Everywhere:** Use it on posts, comments, compositions...

💡 **Non Verbal** layer of communication

🗣️ **Gives context** and avoids incorrect interpretation



# THE **Call To Action**

**Crucial:** encourages the audience to take a specific action

- 👉 Sign up for newsletters
- 👉 Share buttons for social media
- 👉 Social media links to profiles
- 👉 Contact buttons

THE  
**Hashtags**



**# Increase your content visibility**

**# Allow social media platforms to categorize your content to be featured on discover feeds**

# #HASHTAGS

## # Pair your hashtags with images

images with hashtags boost views and promote additional engagement

## # Group your hashtags at the end

to make your post easier to read, group all your hashtags at the end

## # Run hashtags connected campaign / contest

you can receive notifications everytime someone use your tag

# HITTAGS

## #DON'T try to replace quality posts with

**hashtags** hashtags are meant to add to your post, not be your content

## ##DON'T #hashtag #every #word or

## #makealongphrasehardtoread

don't make people have a hard time reading your post

## #DON'T abuse trending hashtags

just because it is the #1 trending tag on twitter doesn't mean you should use it

# # HASHTAGS

## KNOW YOUR PLATFORM

Hashtags are not used the same way on every platform!



**No more than 2 hashtags**



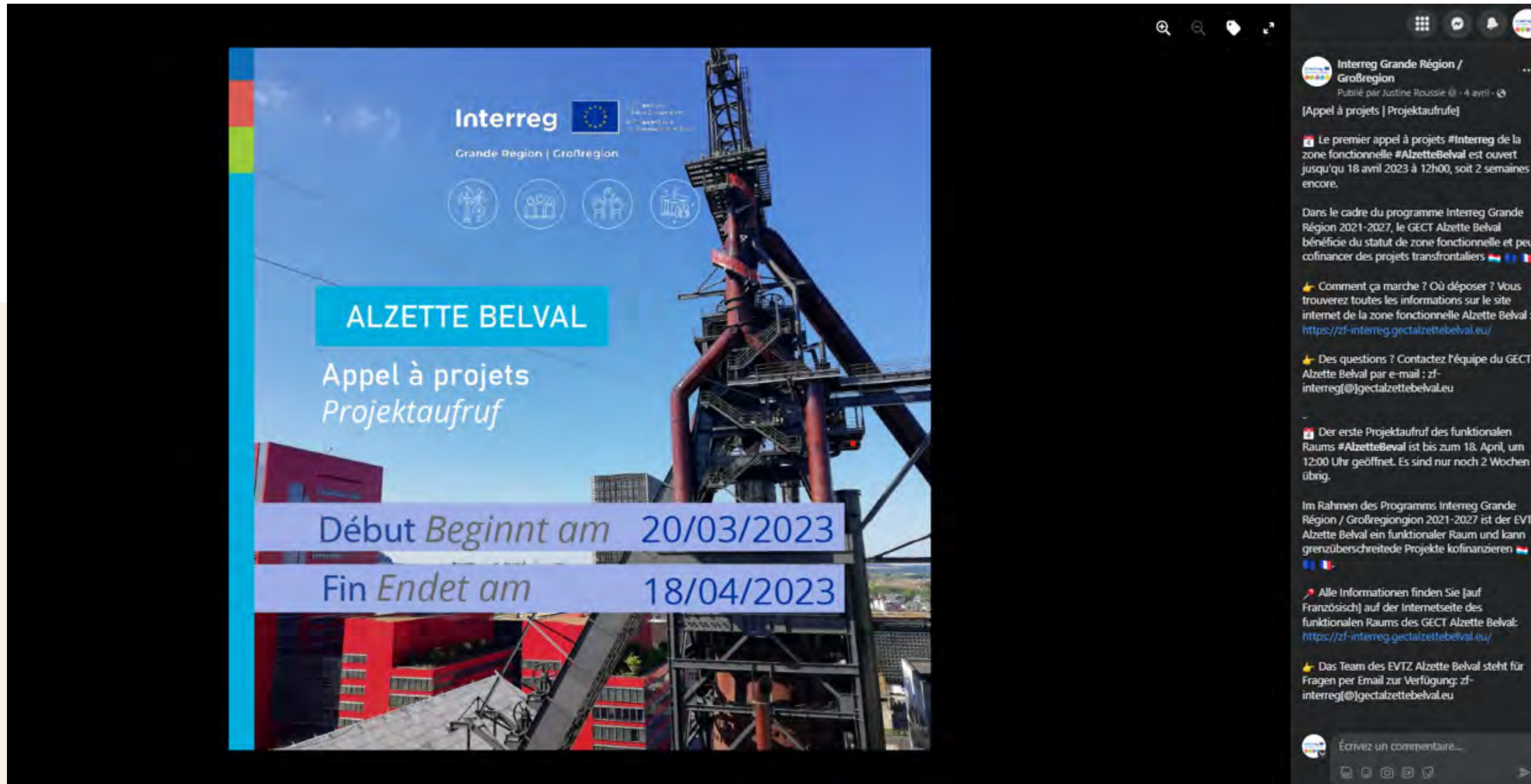
**Use 11 to 30 hashtags**  
**hide your hashtags in a comment**



**Do NOT use hashtags**



# POST ANALYZE.



✅ This picture respects the rule of thirds! Congratulations!

🚀 Logo: supportive element could be placed in the corner of the artwork

🚀 Alignment : « ALZETTE BELVAL » and « appel à projets » should be aligned

🚀 Space management: the picture offers a free space in the top left we can use to place important info such as the title block

🚀 Bilingual content / text : Language 2 could be placed below Language 1

# IT'S TIME TO...

# Kahoot!



Estonia-Latvia Programme

3 j · 🌐

How many Estonian and Latvian households sort waste? ♻️ Or how much do they know about energy saving? 📊 Let's dive into the survey results 📊 to discover the Impact of the Estonia-Latvia Programme 2014-2020 on Resource Efficiency!

Read the full article here 📄

<https://estlat.eu/.../building-sustainable-future...>

[#estlat](#) [#interreg](#) [#estlatresults](#) [#sustainability](#)

MODULE #2

# SPEAK VISUALLY



A large number of glowing jellyfish swimming in deep blue water. The jellyfish are translucent with a yellowish-orange glow, and their tentacles are visible. They are scattered throughout the frame, creating a dense, ethereal scene. The background is a solid, deep blue color.

**WHY USE IMAGES ?**





**Our brains respond to images:  
Almost every social media post is  
more effective with some visual element  
as opposed to using text only.**

# THE RIGHT VISUAL.



Objective and descriptive



Emotional Connection





Visual images are a key component of almost every social media platform.

In addition to great content, photographs are one of the most essential parts of your communication.

Copyright Free Image Libraries



- **Pixabay:** [pixabay.com](https://pixabay.com)
- **Unsplash:** [unsplash.com](https://unsplash.com)
- **Pexels:** [pexels.com](https://pexels.com)
- **Foodiesfeed:** [foodiesfeed.com](https://foodiesfeed.com)
- **Styled Stock:** [styledstock.co](https://styledstock.co)
- **Negative Space:** [negativespace.co](https://negativespace.co)
- **Barn Images:** [barnimages.com](https://barnimages.com)
- **Kaboom Pics :** [kaboompics.com](https://kaboompics.com)
- **Stock Snap:** [stocksnap.io](https://stocksnap.io)
- **Life of Pix:** [lifeofpix.com](https://lifeofpix.com)
- **Magdeleine:** [magdeleine.co](https://magdeleine.co)
- **picXclicX:** [picxclicx.com](https://picxclicx.com)
- **Picography:** [picography.co](https://picography.co)
- **Burst:** [burst.shopify.com](https://burst.shopify.com)

PS: avoid Google images !

Photography is less  
about **what** you capture...



... than **how** you capture it.

## Photography Composition - The First 19 Rules

	<b>Rule of Thirds</b> Position subject on the crosshairs		<b>Framing</b> Frame subject with surrounding objects - buildings, people, trees
	<b>Repetition</b> Look for repeating objects - pile of fruit, row of poles etc		<b>Leading Lines</b> Road, rails, lines of lampposts, buildings etc leading to subject
	<b>Negative Space</b> Leave space for subject to move into		<b>Colour</b> Use complimentary or opposing colours in background
	<b>Balancing Elements</b> Balance background interest with foreground subject		<b>Differential Focus</b> Subject in sharp focus to guide the eye
	<b>Symmetry</b> Half of the image is a mirror of the other half		<b>Patterns</b> Look for naturally occurring & constructed patterns
	<b>Depth (layers)</b> Position subject in front of and behind objects to create 3D depth		<b>Depth of Field</b> Blur background &/or foreground to separate your subject
	<b>Viewpoint</b> Photograph from different angles - get low, get high		<b>Triangles &amp; Diagonals</b> Look for diagonals in a scene, create triangles
	<b>Fill the Frame</b> Get in close and fill the frame with your subject		<b>Simplicity</b> Cut out distractions - get close, blur background, darken background
	<b>Left to Right Rule</b> Moving subjects should go from left of frame to right of frame		<b>Rule of Space</b> Leave space around your subject
	<b>Rule of Odds</b> Look for odd numbered design elements - 3 arches, 5 windows etc	brought to you by <a href="http://www.thelenslounge.com">www.thelenslounge.com</a> 	

HOW TO  
**TAKE PICTURES ?**

Learn the rules, use them, combine them. Then learn to break them for effect.

### #1 Rule of Thirds

Place points of interest on intersections



### #2 Leading Lines

Use natural lines to lead the eye into the picture



### #3 Diagonals

Diagonal lines create great movement



### #4 Framing

Use natural frames like windows and doors



### #5 Figure to Ground

Find a contrast between subject and background



### #6 Fill the Frame

Get close to your subjects



### #7 Center Dominant Eye

Place the dominant eye in the center of the photo.  
This gives the impression the eyes follow you



### #8 Patterns and Repetition

Patterns are aesthetically pleasing.



But the best is when the pattern is interrupted



# TEAMWORK ENVIRONMENT



# VIEWPOINT



To convert many  
small ideas into big  
ideas - connect + activate





# POST PICTURE ANALYZE.



🚀 Viewpoint: Try to capture faces and emotions, better than back of people to avoid academic style

🚀 Play with elements of the environment and decoration

🚀 Title : maybe it would be interesting to attach a little title or a short sentence with some colors in the photo to make this scene more dynamic, more attractive and to know what it is about at first glance

# PLACEMENT





# FOCUS + VIEWPOINT



# EMOTION





PHOTO CONTEST

**IT'S YOUR TURN !**

 **Take the best picture of your table team members**

You have **15 minutes** to find the best photo composition, try different picture compositions, take various pictures and... submit the best one! 🙌

by email to: [aurelie.pons@gmail.com](mailto:aurelie.pons@gmail.com)

Get inspiration from with one of previous pictures, and... be creative !

You can play with:

- Nice background elements
- Team placement
- Viewpoint
- Focus
- Capture your team members' emotions

Good luck !





**Michela's team**





**Have faith in knowledge**



**Topio Team**



**THE THEAM team**

**EU team**





**First Row**

**Laura's Team**



**Team Star**







**Sara's Team**

# Winners Team





MODULE #4

**FEED**

**YOUR FEED**



**WHAT ARE SOCIAL PROFILES?**



## **WHAT ARE SOCIAL PROFILES?**

Online identities of a brand as established on different social networks

### **Brand's digital business card**

People should be able to understand who you are, what you do, and what you're all about.

# WHAT SHOULD YOUR SOCIAL MEDIA PROFILES INCLUDE?

- **Your name display.** Make sure you're consistent across different social networking sites
- **Your relevant links**
- **Your bio.** The most crucial elements of your social media profile. You can use this section to describe who you are and what you do
- **Your location.** Adding your city will increase your reach in that area

## Intro

Interreg VI-A Estonia-Latvia programme 2021-2027 is a cross-border cooperation programme

Page · Organisme gouvernemental

Sõbra 56, Tartu, Estonia


info@estlat.eu

estlat.eu

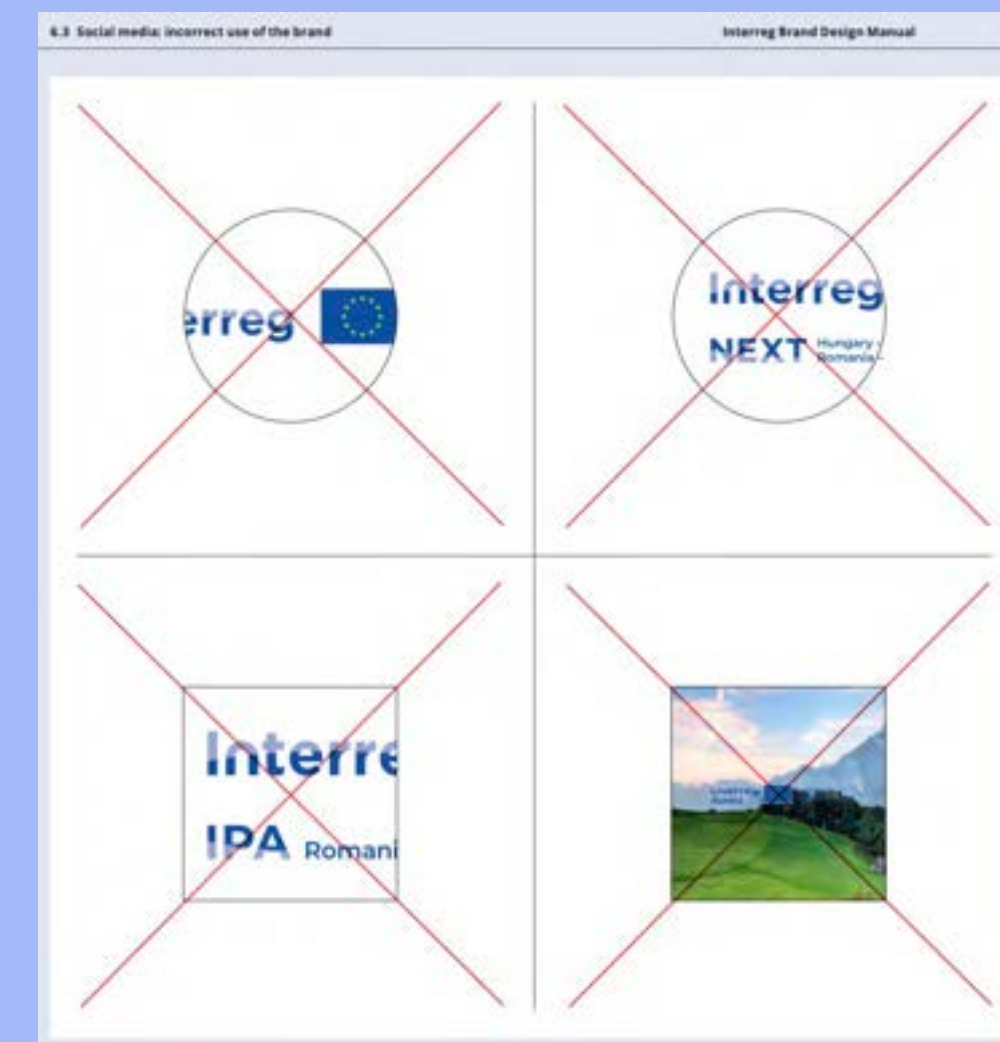
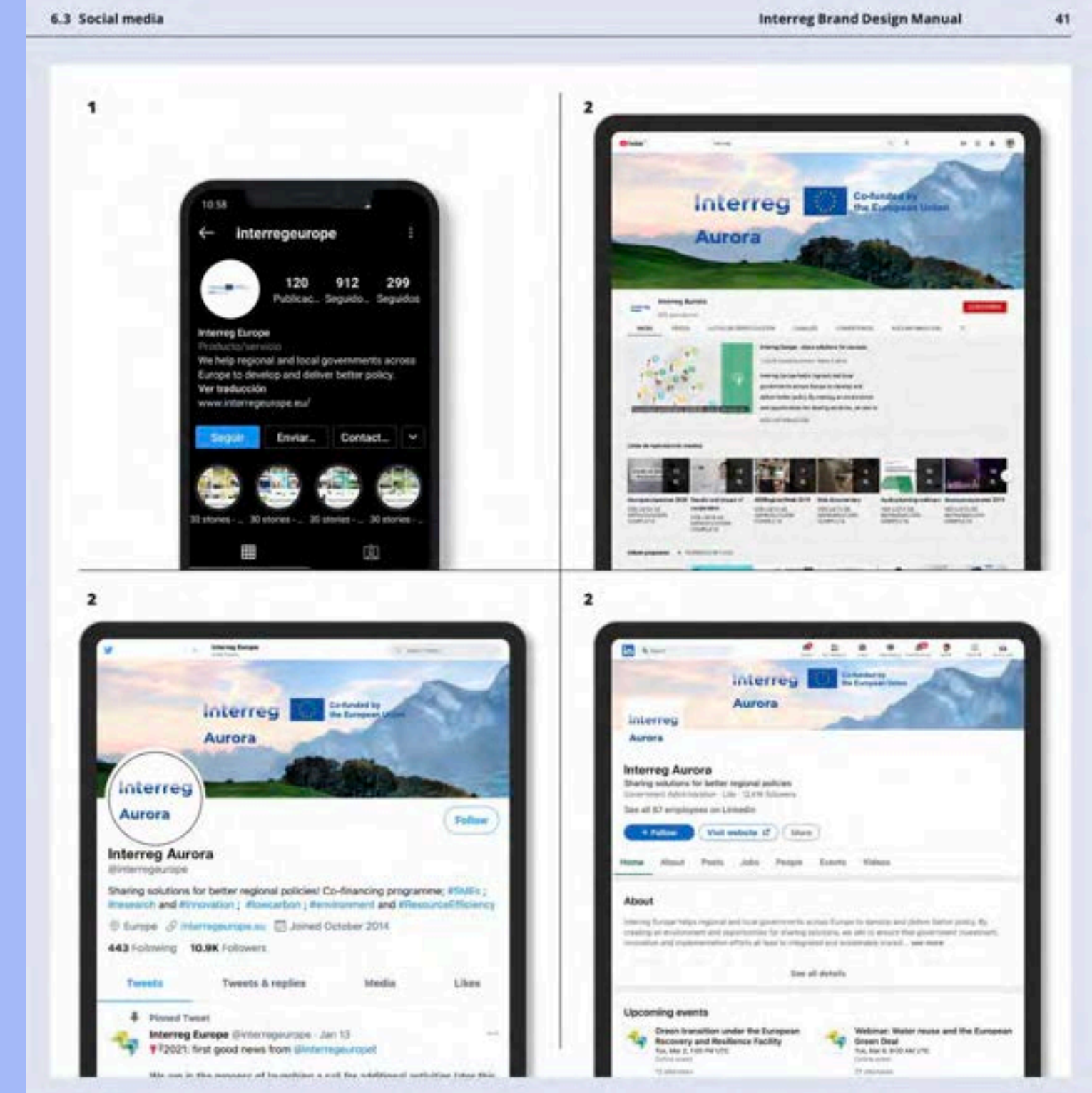
Actuellement ouvert

Évaluation · 4,4 (7 avis)

# Consistent Profile picture

 Keep the same profile picture across all social media sites.

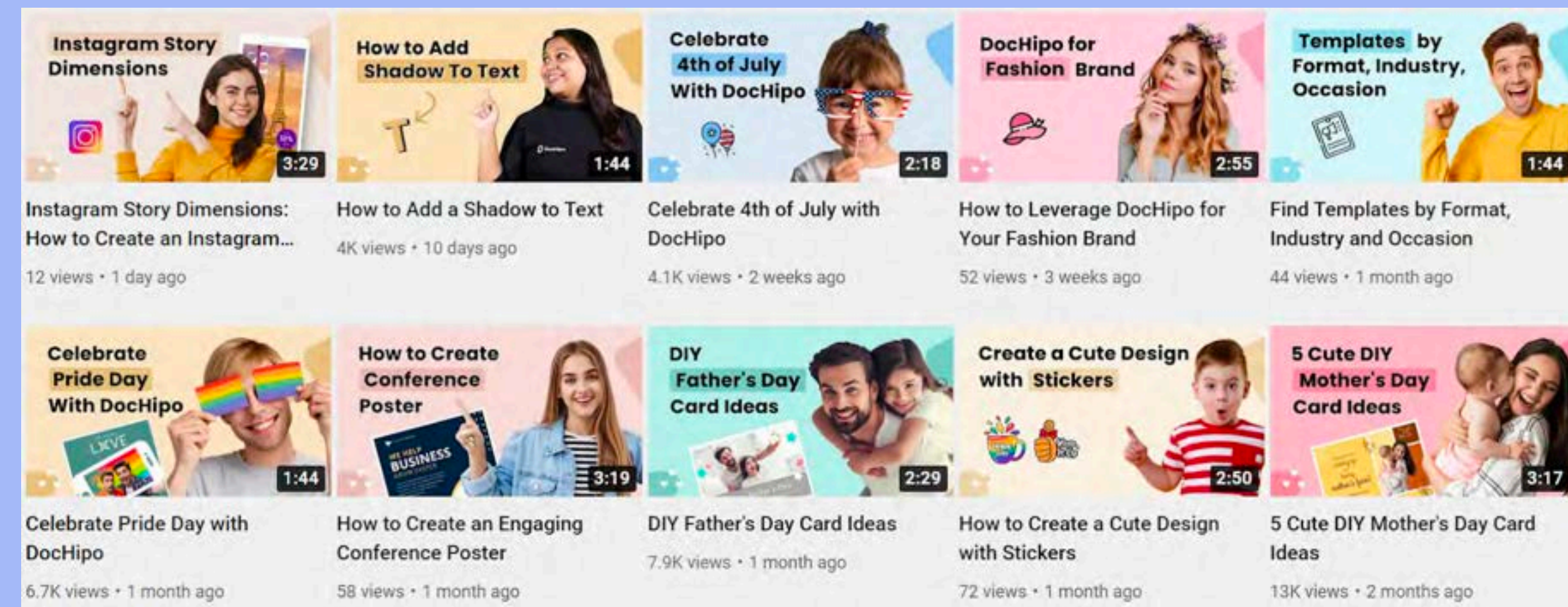
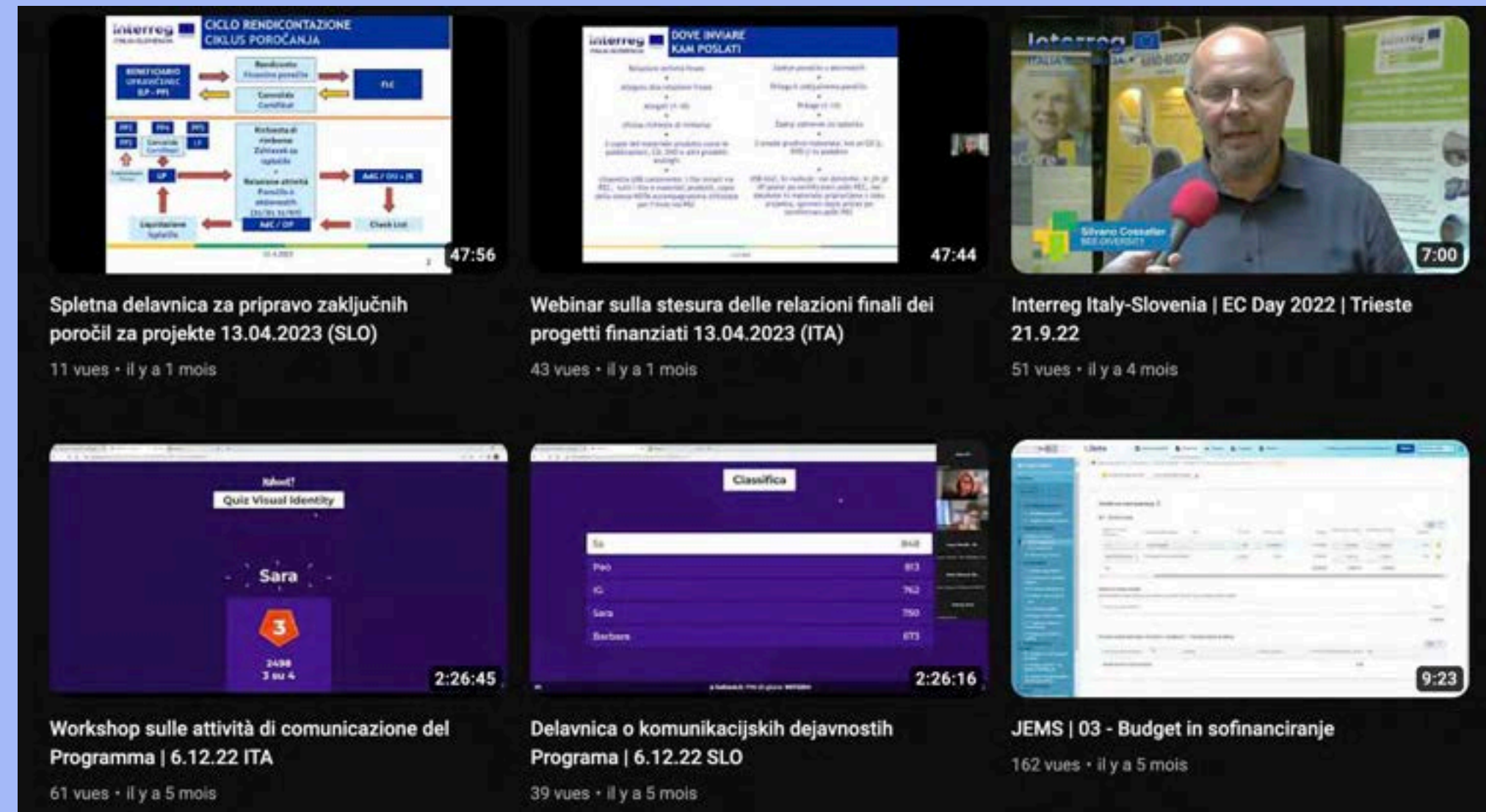
 Refer to your design brand manual.



# Everything **DESIGNED**

💡 Don't forget Twitter's banner, Facebook's cover images, Youtube thumbnails.

These images are ways to continue telling your brand story.





Posts


# Cross Promotion

↔ Cross-promote your other social media profiles whenever possible.

This might be as simple as re-uploading a Reel video on Instagram as a YouTube short.



Check your  
**GRAMMAR**

 While human beings are prone to typos and grammatical errors, we still associate them with untrustworthy sources online.

Make sure your spelling and sentence structure are correct.





Improve your  
**Trust**

✔ **Post just enough.** You don't want to flood the feed, but you also want people visiting your profile to see that you are active (and, therefore, legit).

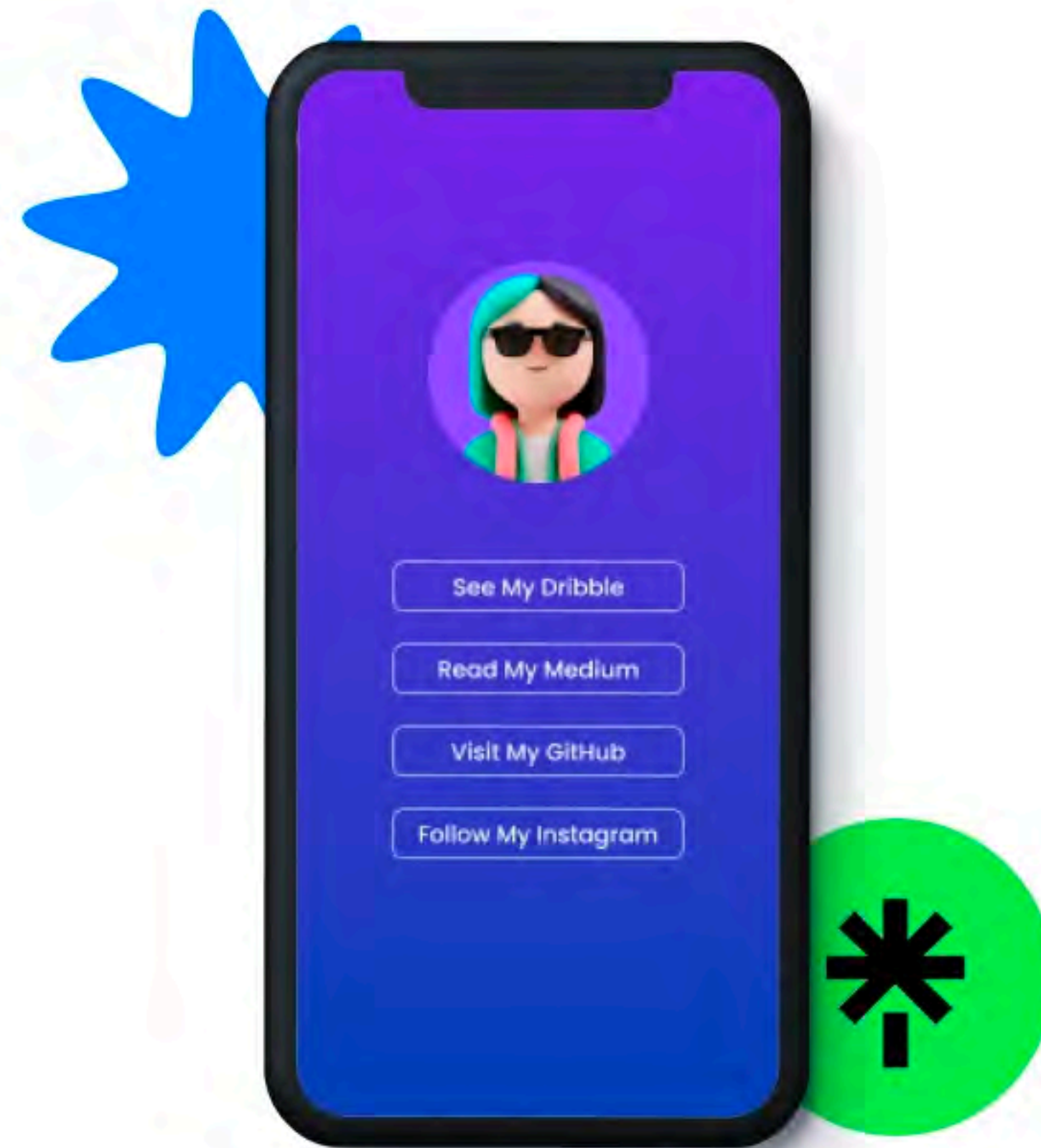
✔ **Get verified.** Depending on the platform, this usually means a checkmark is added to your profile, and users can rest assured that they can trust you. It's particularly important for organizations.




# Link

- 🔗 The link in your bio is fundamental, especially on platforms like Instagram, where you can only share 1 URL.
- 🔗 Linktr.ee allows you to create an easy landing page with links to your other social profiles as well as your home page.

# Linktree\*





**CONTENT OF YOUR SOCIAL MEDIA**

Inspirational quote

Ask a question to your audience

Share an interesting statistic

Share a tip

Share a « day in the life »

Testimonial quote

Infographic

Breaking news

Take a poll

Fun fact

Solve a problem

Challenge

#motivation monday

Holiday post

Recommend a helpful tool

Thank you post

Long post / story

Behind the scenes

Before & After

Trending topic

Answer an FAQ

Ask me anything

Featured expert

« How to » video

Feature your team

Explore your city

# CHECK & ADAPT FORMATS.

And avoid such situations...




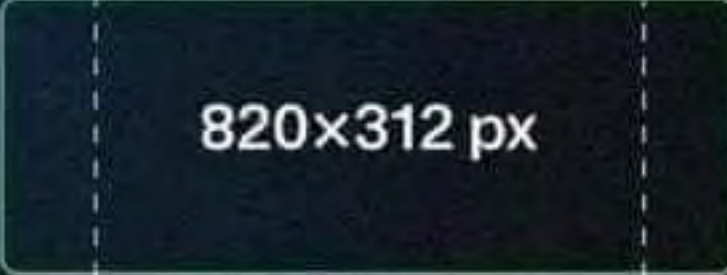
First, check the size of the design you want to display.


As social media platforms use to change the template of their media, you should search on Google « [Facebook image size + the current year](#) »

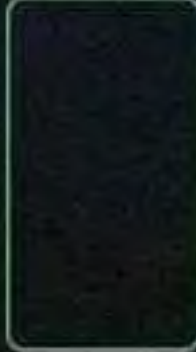


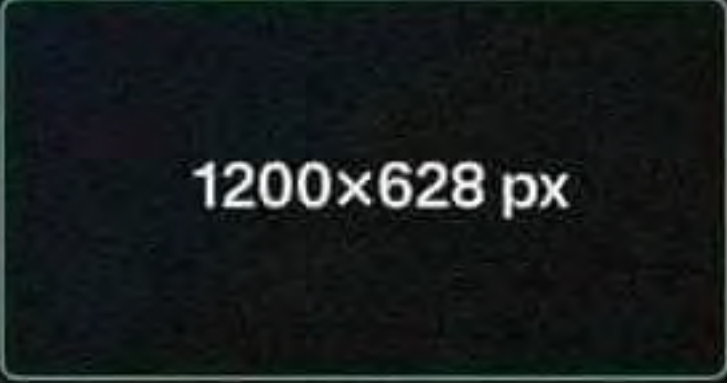
**f** **FACEBOOK**


**Profile photos**  
 **180×180 px**  
upload a square image

**Profile cover**  
 **820×312 px**  
640×360 px  
smartphone size

**Post**  
 **1200×630 px**

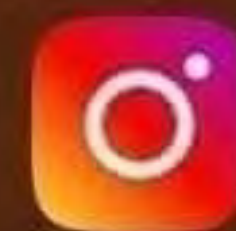
**Stories**  
 **1080×1920 px**  
Leave 14% of the top and bottom without text. (That's 250 pixels.)

**Group & Event cover**  
 **1200×628 px**

**Ads**  
 **1080×1080 px**

by **FOURMETA** →





# INSTAGRAM

## Profile photos



**320x320 px**

upload a square image

## Carousels

Square

**1080x1080 px**

Portrait

**1080x1350 px**

Landscape

**1080x566 px**

## Stories



**1080x1920 px**

9:16  
to 15 sec

## Reels



**1080x1920 px**

9:16  
to 60 sec  
max. 20 MB

## IGTV



**1080x1920 px**

9:16  
15 sec to 10 min  
max. 3.6 GB  
cover 420x654 px

# DIFFERENT TYPE OF CONTENT **FOR DIFFERENT FUNCTIONS**

## REELS

- Trends
- Humor
- Short DIY

## CAROUSELS

- How-to's
- Storytelling
- Step-by-step guides

## IG STORIES

- Promote your services
- Interactive
- Behind the scenes

## SINGLE POST

- Infographics
- Brand aesthetic
- meme's

## LIVES

- Q & A
- Live training

# PIN WHAT'S IMPORTANT.

Profile information for **europeancommission** (verified):

- 5770 publications
- 799 k followers
- 183 suivi(e)s

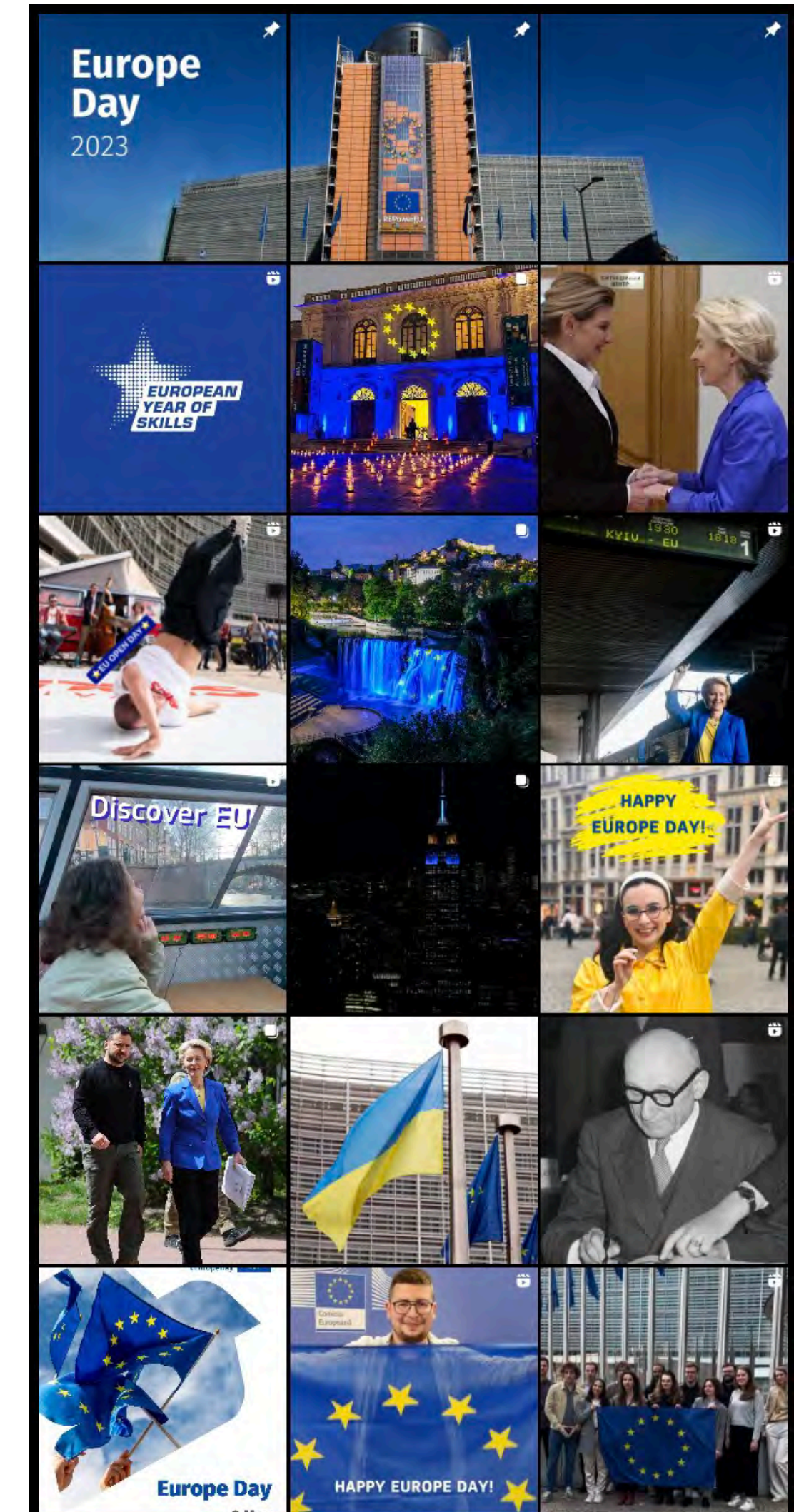
European Commission  
Organisme gouvernemental  
News & info from the European Commission.  
Our social media policy: [europa.eu/!MnfFmT](https://europa.eu/!MnfFmT)  
[europeday.europa.eu](https://europeday.europa.eu)

Suivi(e) par [rosaameliagonzalezbravo](#)

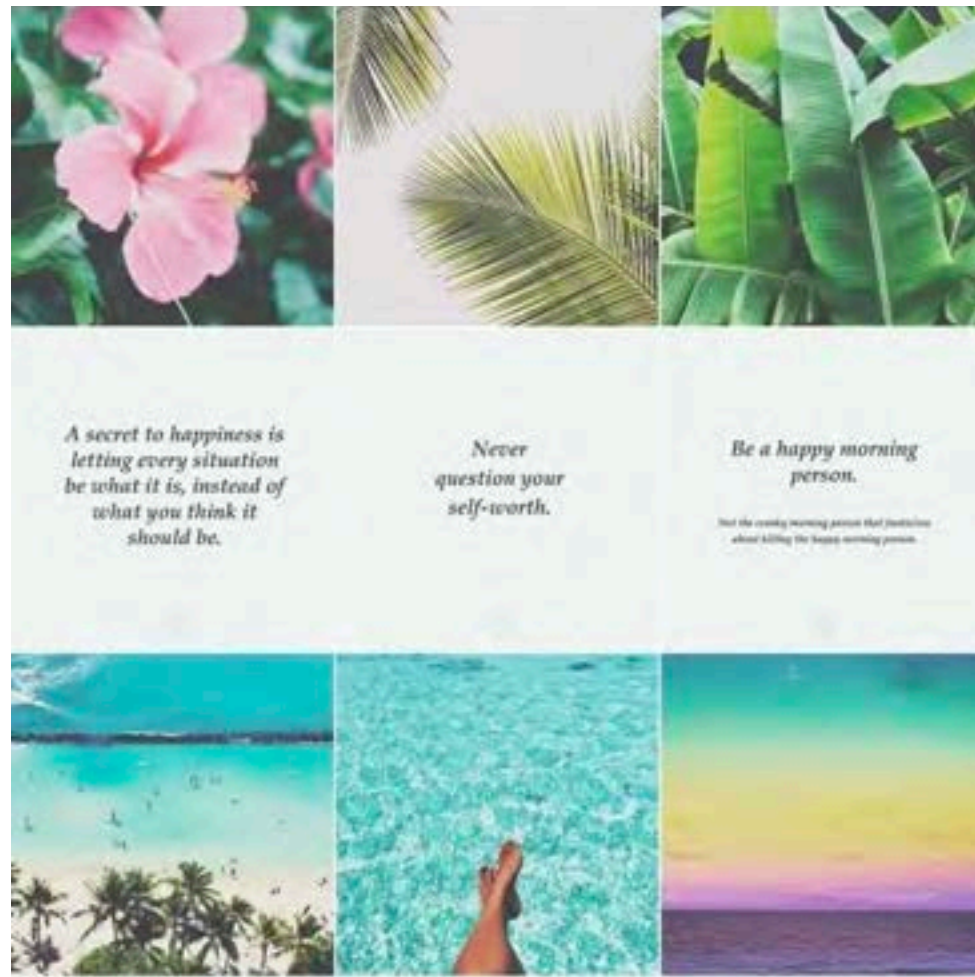
Topic tags: #IntoEU, Ukraine, DigitalEU, Youth, ECPS, EU Green Deal, REPowerEU

Navigation: PUBLICATIONS, REELS, GUIDES, IDENTIFIÉ(E)

Featured post: Europe Day 2023



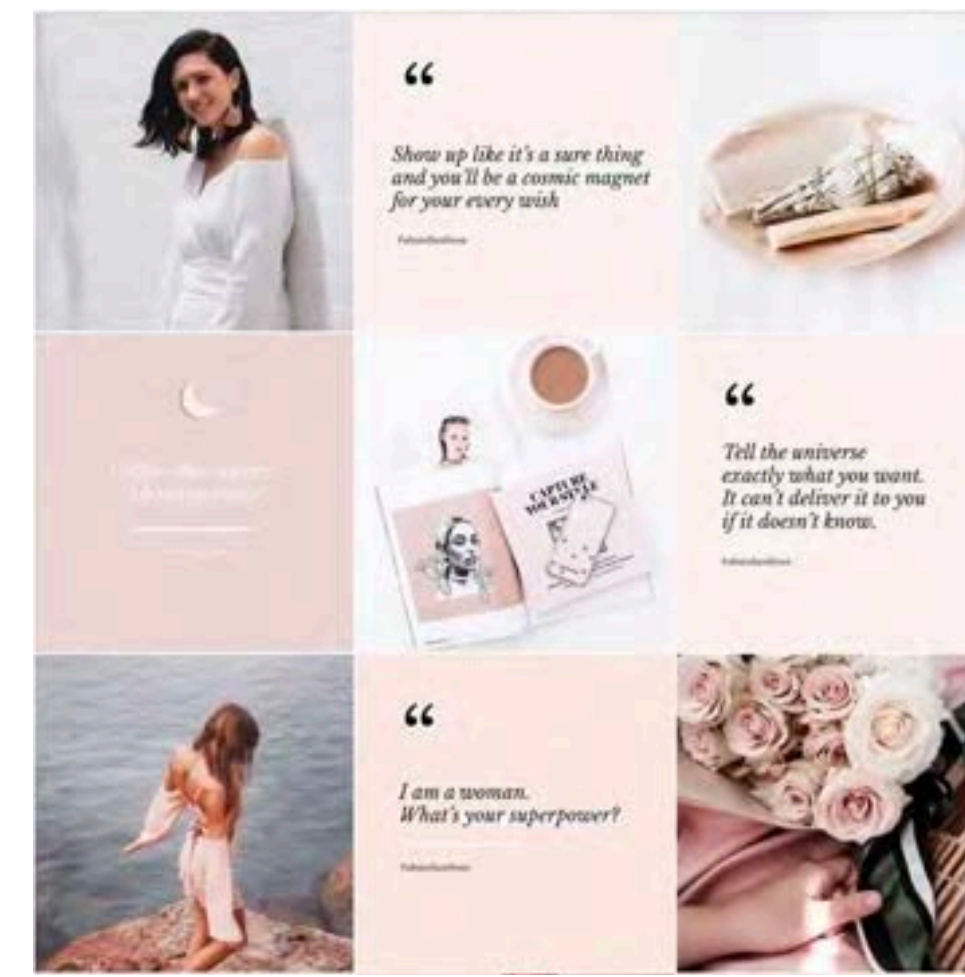
# GRID LAYOUTS.



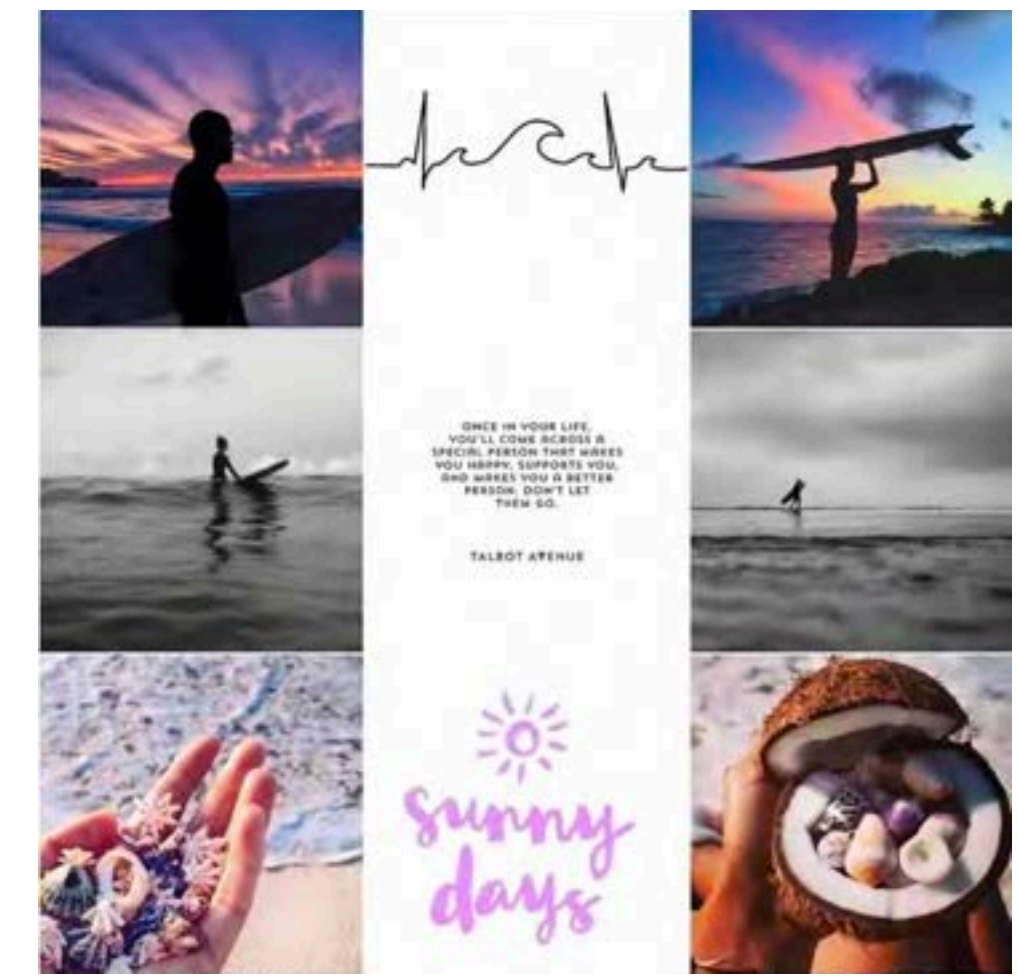
Row by Row



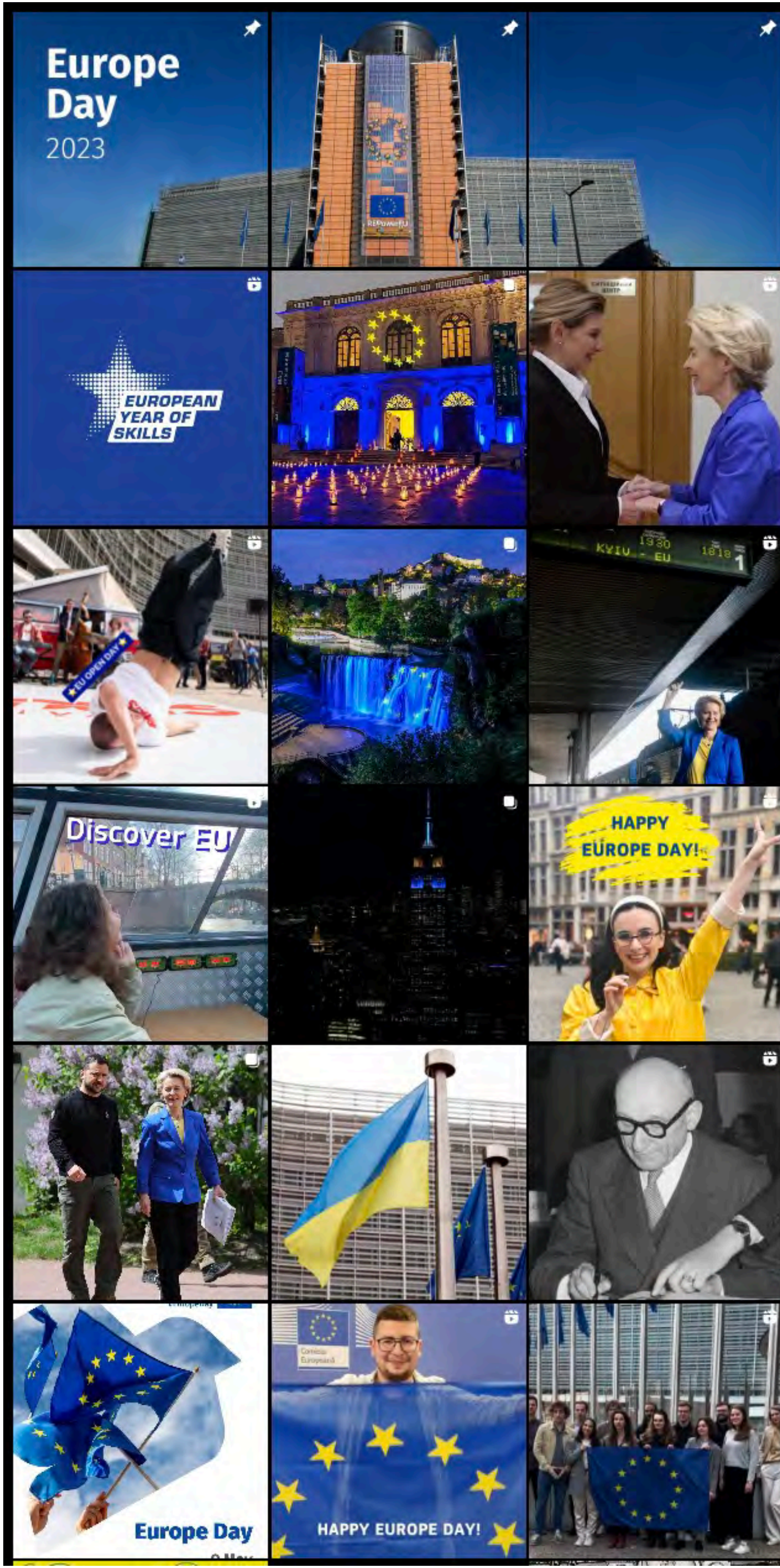
Diagonal



Tiles



Line in the middle



**Repeat the same look and feel all along your page**  
Maintain a consistent (and recognizable) style across all your posts

**Pick one filter and stick to it**



**All the pictures contain a blue / yellow element.**



#### Profile photos and Company logo



**400×400 px**

upload a square image

#### Profile cover photos

**1584×396 px**

4:1 • max 8 MB

**Blog post: 1200×627 px**

**Stories: 1080×1920 px**

#### Ads

Company logo size for ads  
/ Spotlight:

**100×100 px**

Spotlight ads custom  
background image:

**300×250 px**

Sponsored content images:

**1200×627 px**

#### Company page

Page cover:

**1128×191 px**

Life tab main:

**1128×376 px**

Life tab custom modules:

**502×282 px**

Life tab company photos:

**900×600 px**

Square logo:

**60×60 px**

by **FOURMETA**





**TWITTER**

#### Profile photos



**400×400 px**  
upload a square image

#### Header photos

**1500×500 px**

#### In-stream photos

**1600×900 px**

#### Card image size



**120×120 px**

#### Ads

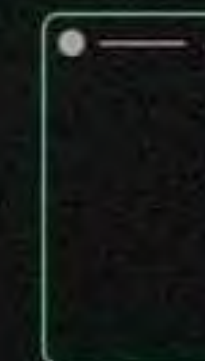
Lead Generation Cards:

**800×200 px**

Website Cards:

**800×320 px**

#### Fleets



**1080×1920 px**

JPG / PNG  
MP4, max. 2 m





**Profile photos**

 **800×800 px**  
upload a square image

**Banner**

 **2560×1440 px**  
1235×338 px  
smartphone size

**Thumbnail**

 **1280×720 px**

JPG / PNG  
16×9  
max. 2 mb

**Watermark**

 **150×150 px**  
Square  
max. 1 mb

**Ads**

Display Ad:  
**300×250 px**

Display Ad Long:  
**300×60 px**

Overlay Ad:  
**480×70 px**



MODULE #4

# VIDEO IS IMPORTANT



Viewers retains

**95%**

of a message when they watch it in a video

**10%**

reading a text

**48%**

more views

## 1 GRAB ATTENTION

Be concise and catch users' interest in the first few seconds.

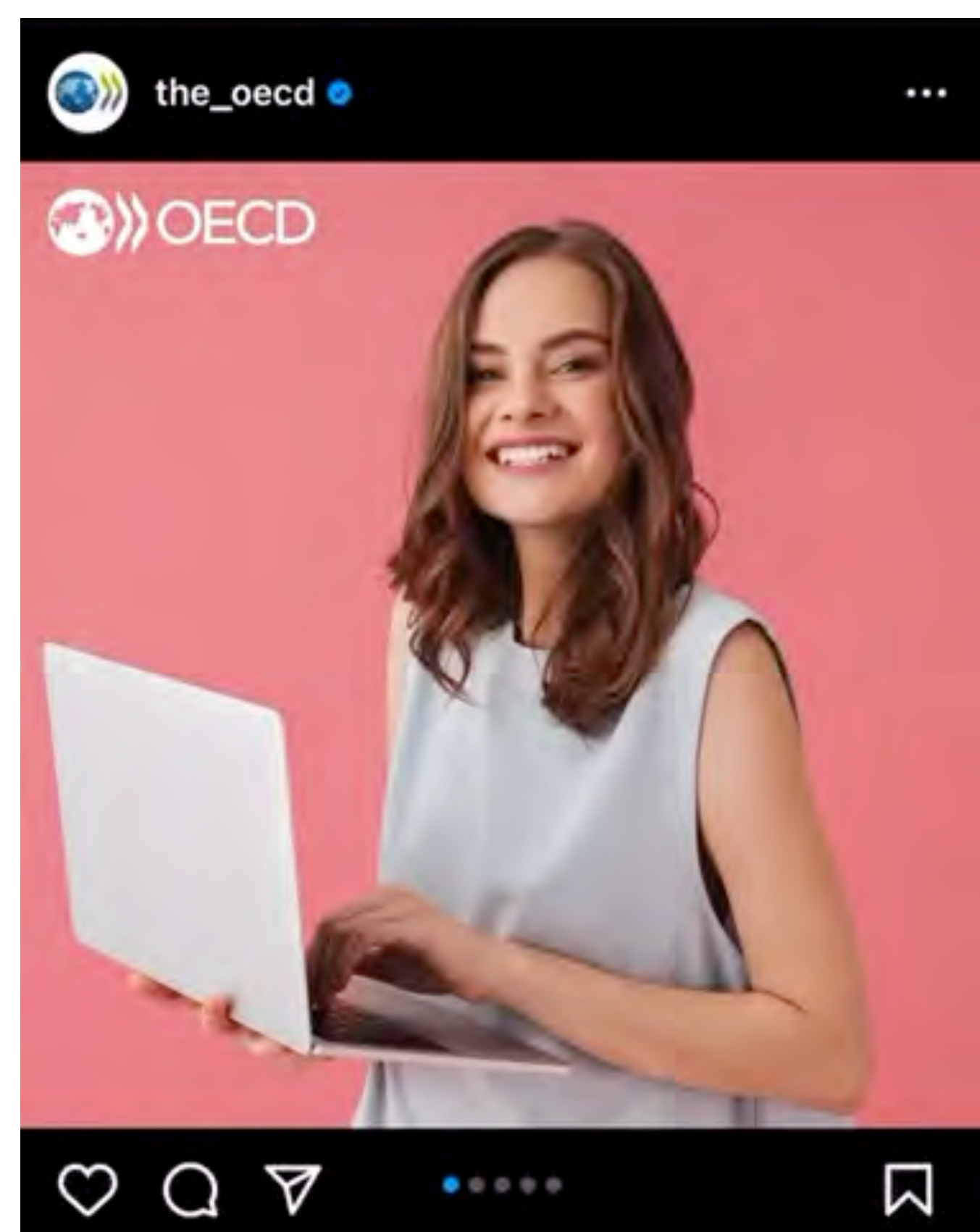
## 2 UNIQUE MESSAGING

Only discuss 1 thing at a time, otherwise your audience will quickly lose interest.

## 3 PERSONIFY YOUR ORGANIZATION

Behind the scene videos: let followers see the people and processes behind your organization: **contributes to your brand's transparency.**

!!! Credibility: **be careful with the quality of the video:** Eliminate background noise and low resolution



# The fastest-growing platform: 100% user growth rate 2020-2022



- 🎥 First frames must be eye catching
- 🎥 Short vertical videos: 30 sec.
- 🎥 Arrange various short sequences
- 🎥 Add auto-captions / subtitles
- 🎥 Simple challenges / viral content: encourage more people to take part
- 🎥 Use TikTok video effects
- 🎥 Be creative
- 🎥 Be human

TikTok

# Social Media Engagement Rates (By Followers)

Engagement rates industry benchmarks  
across all industries for 2023:

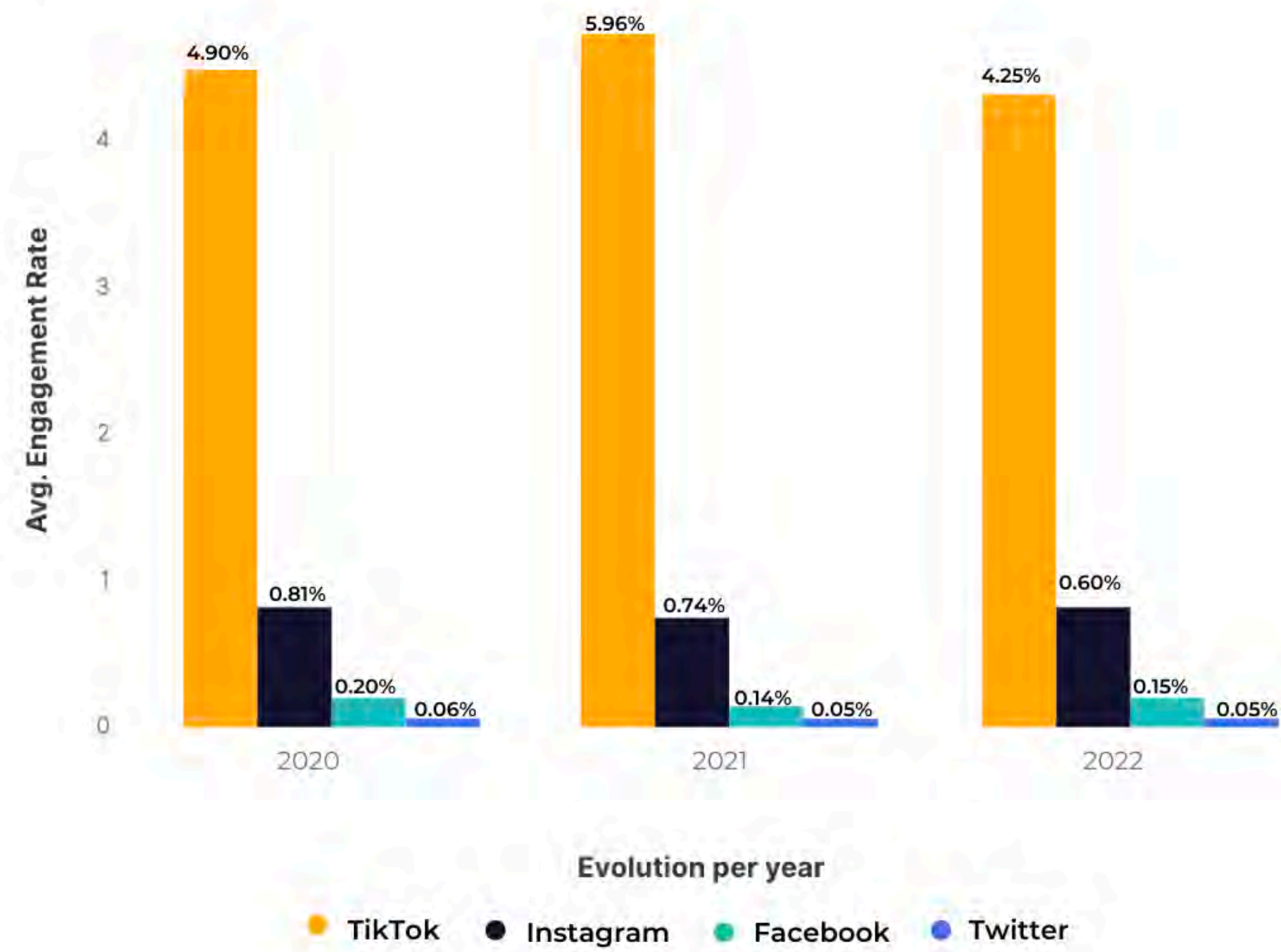
Instagram: 0.60%

Facebook: 0.15%

Twitter: 0.05%

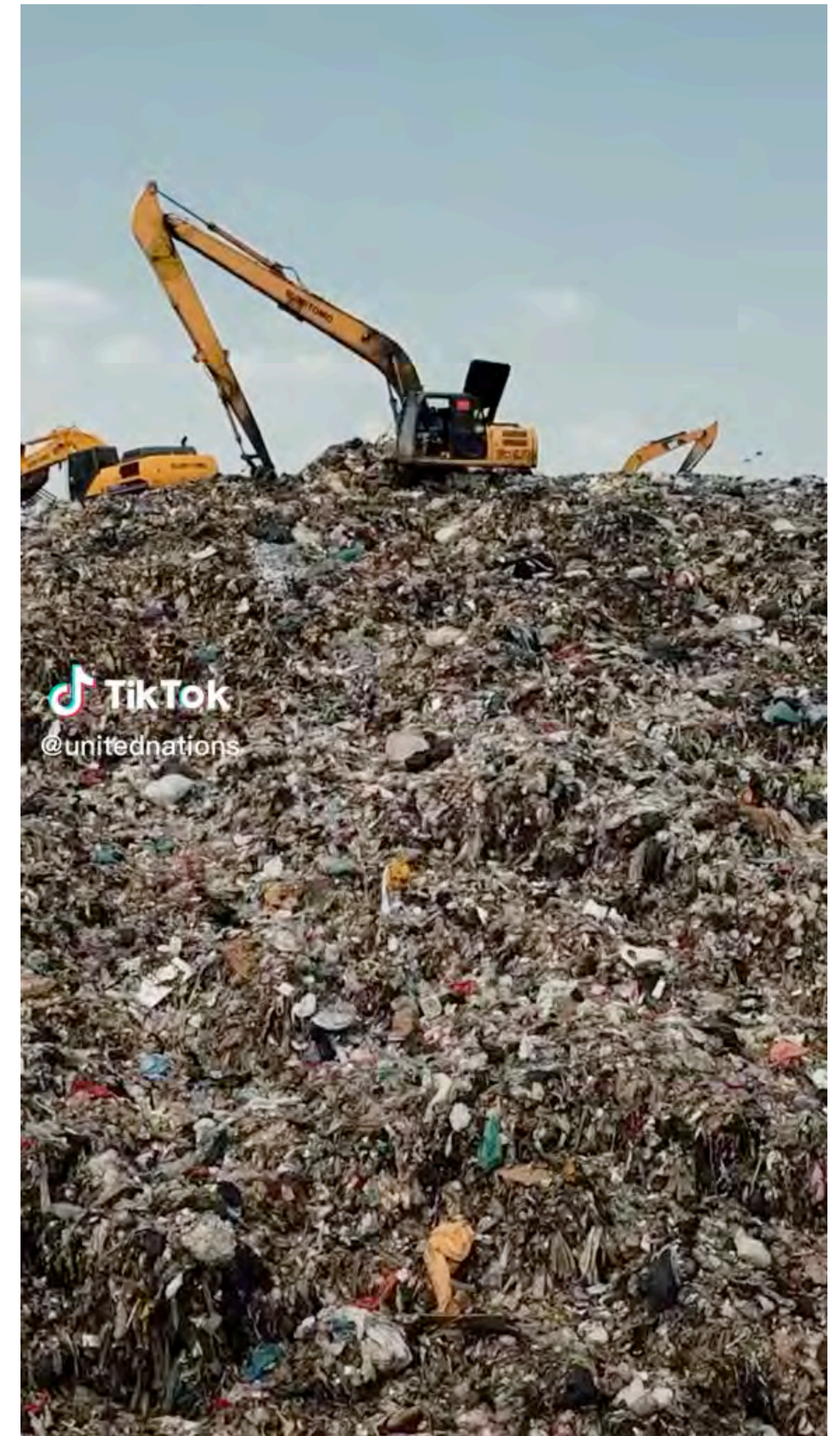
TIKTOK  
**4.25%**  
ENGAGEMENT RATE

Engagement rate on TikTok, Instagram, Facebook, Twitter




Source: Socialinsider data  
Data range: January 2020 - December 2022

socialinsider







Erfahren Sie mehr  
über die  
#Kleinprojekte

Apprenez-en plus  
sur les  
#petitsprojets

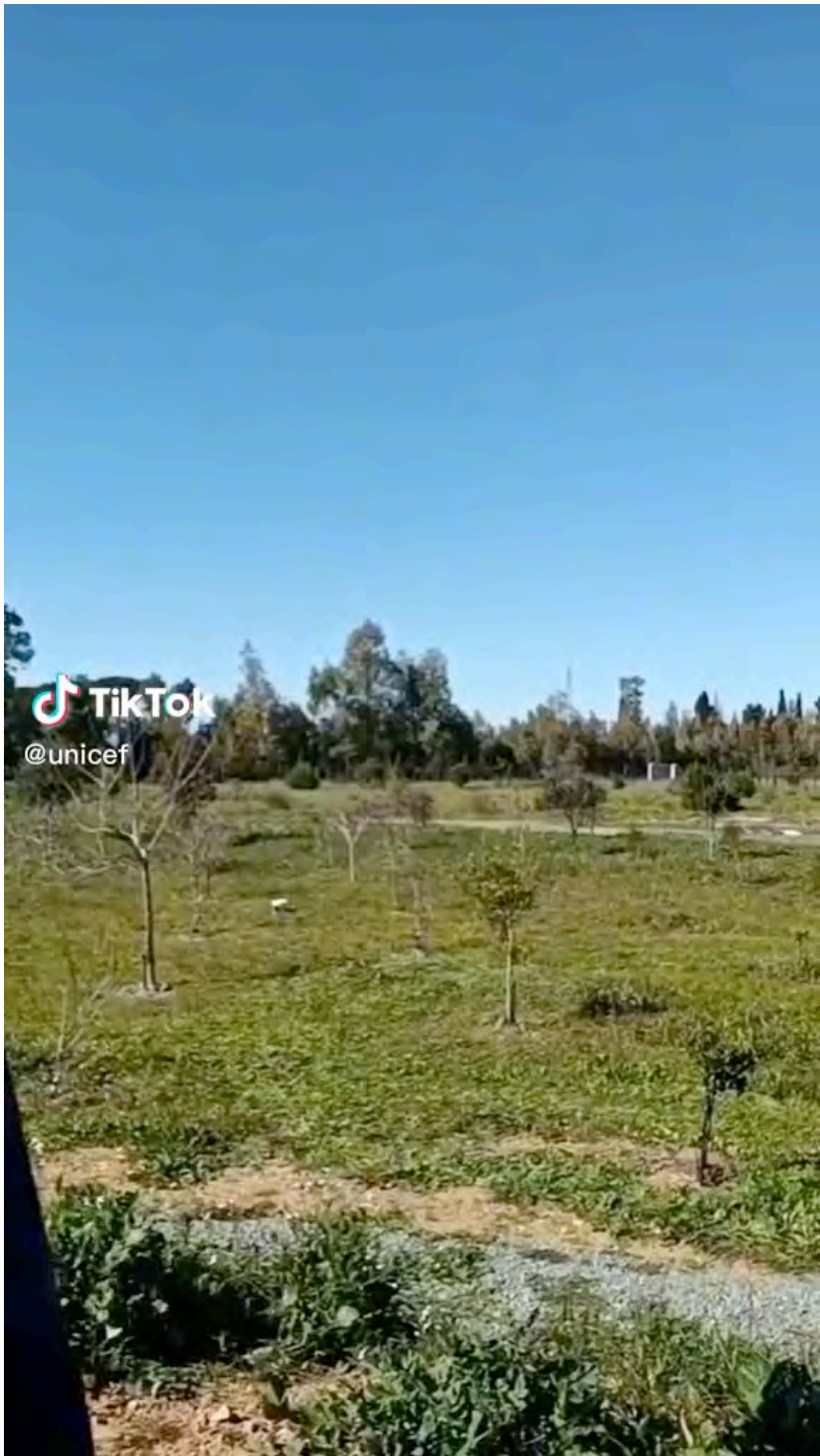
## INSTAGRAM VIDEO REEL

Analyse

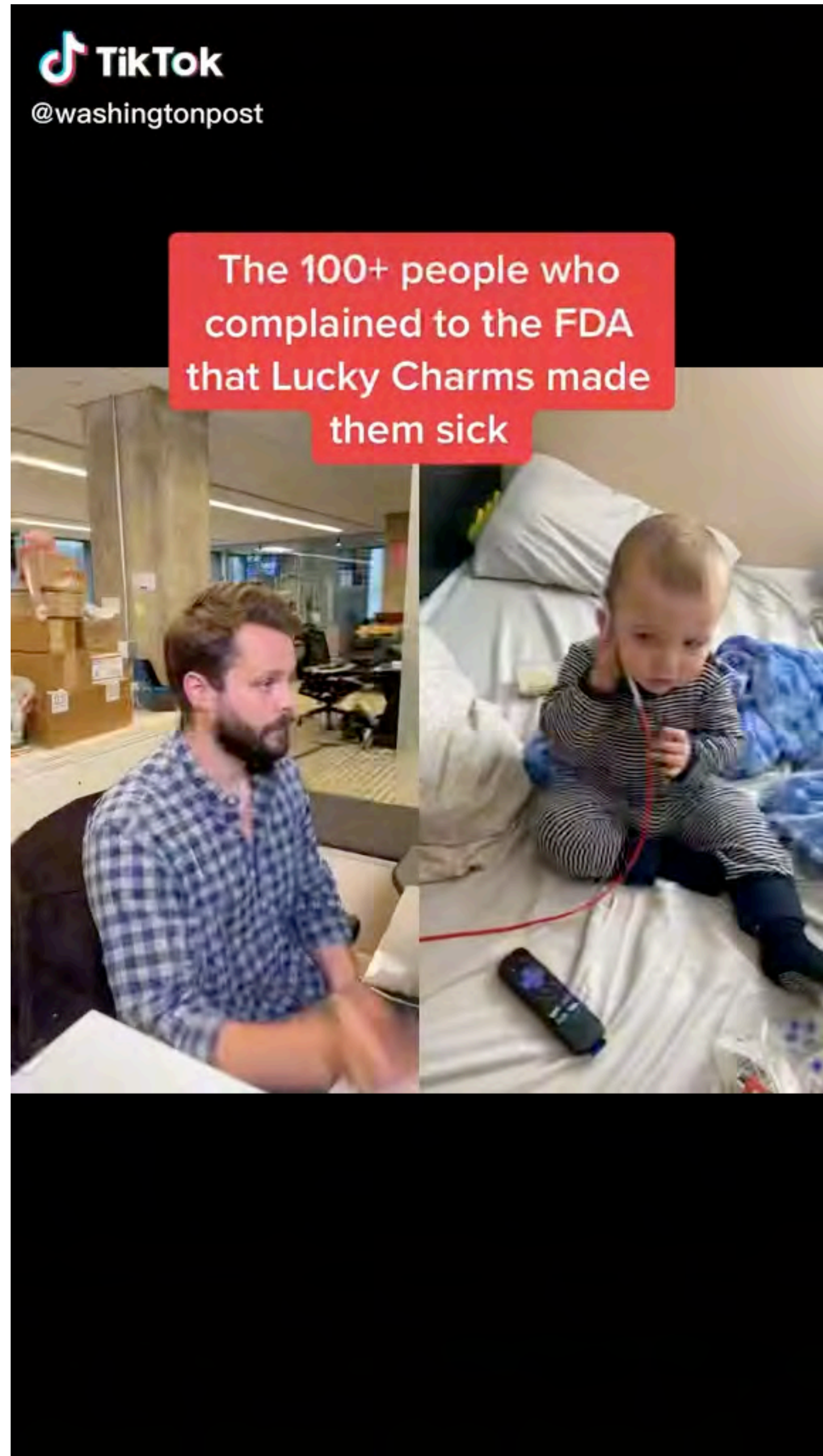
**Dynamic Music** = Good but not in accordance with the different videos (videos are slow, static...) you can adapt the videos transitions with the tempo of the music to add dynamism and improve this post : on tiktok, when you choose a music for your video, the transitions are automatically adapted at the tempo of your song

**Video Viewpoint** : Why not trying to move from the back of the room, to make it more fun, more dynamic... move on around people, in the central aisle, and make some videos of people faces to capture emotions





TikTok  
@unicef



TikTok  
@washingtonpost

The 100+ people who complained to the FDA that Lucky Charms made them sick

Interact



Co-funded by  
the European Union  
Interreg

MOST IMPORTANT MESSAGE OF THE WHOLE WORKSHOP

# HAVE FUN!

Aurélie PONS  
Ghent - May 25th 2023

Interact



Co-funded by  
the European Union  
Interreg

**THANK YOU!**

Aurélie PONS  
Ghent - May 25th 2023