

# 10 WORDS THAT SHOULD DESCRIBE OUR DIGITAL COMMUNICATIONS

Casey Hart



# 10\* WORDS THAT SHOULD DESCRIBE OUR DIGITAL COMMUNICATIONS

Casey Hart

*\*REALLY MORE LIKE 16*



Who am I?

And why should  
you listen?



caseyh.art



# 10\* WORDS

- Strategic
    - Integrated
    - Intentional
    - Iterative
  - Audience-centered
  - Inclusive
  - Authentic
- Clear
    - Concise
    - Correct
    - Consistent
  - Usable
  - Visual
  - Accessible
  - Measurable
  - Good

\*16



***STRATEGIC***



“the purposeful use  
of communication  
by an organization  
to fulfill its  
mission”

Hallahan et al., 2007



***STRATEGIC***

**INTEGRATED**

**INTENTIONAL**

**ITERATIVE**



# STRATEGIC



## Academic Homecoming: A Major Celebration

THURSDAY, MARCH 20, 2014 5-7 P.M.  
MAIN QUAD, WEST CAMPUS

Sophomores, congratulations on declaring your majors.  
Celebrate together at this special event just for the Class of 2016.

WELCOME RECEPTION WITH  
FACULTY FROM YOUR MAJOR

CLASS PHOTO

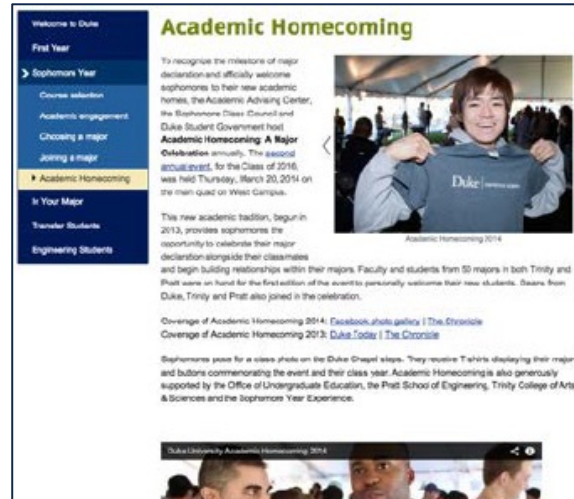
MAJOR T-SHIRT

CLASS BUTTON



HOSTED BY  
Academic Advising Center  
Duke Student Government  
Sophomore Class Council

ALSO SUPPORTED BY  
Office of Undergraduate Education  
Pratt School of Engineering  
Sophomore Year Experience  
Trinity College of Arts & Sciences



TENT LAYOUT			
▲ Duke Chapel ▲			
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28
29	30	31	32
33	34	35	36
37			
▼ Blue Sky ▼			

TABLE KEY	
African & African American Studies 5	
Art History 27	
Asian & Middle Eastern Studies 3	
Biology 17	
Biomedical Engineering 32	
Biophysics 19	
Chemistry 20	
Civil & Environmental Engineering 36	
Classical Civilization 7	
Classical Languages 7	
Computer Science 9	
Cultural Anthropology 26	
Dance 16	
Earth & Ocean Sciences 33	
Economics 1	
Electrical & Computer Engineering 38	
English 22	
Environmental Sciences & Policy 30	
Evolutionary Anthropology 4	
French Studies 15	
German 11	
Global Cultural Studies 7	
Global Health 27	
History 34	
International Comparative Studies 23	
Italian Studies 15	
Linguistics 6	
Mathematics 10	
Mechanical Engineering 35	
Medieval & Renaissance Studies 18	
Music 16	
Neuroscience 24	
Philosophy 21	
Physics 19	
Political Science 20	
Psychology 11	
Psychology 2	
Public Policy Studies 37	
Religious Studies 1	
Romance Studies 15	
Russian 6	
Slavic & Eurasian Studies 4	
Sociology 25	
Spanish & Latin American Studies 15	
Statistics 14	
Theater Studies 28	
Visual & Media Studies 21	
Visual Arts 21	
Women's Studies 2	

ACADEMIC HOMECOMING IS  
GENEROUSLY SUPPORTED BY

- Academic Advising Center
- Duke Student Government
- Office of Undergraduate Education
- Pratt School of Engineering
- Sophomore Class Council
- Sophomore Year Experience
- Trinity College of Arts & Sciences

## Academic Homecoming: A Major Celebration

THURSDAY, MARCH 20, 2014 5-7 P.M.  
MAIN QUAD, WEST CAMPUS

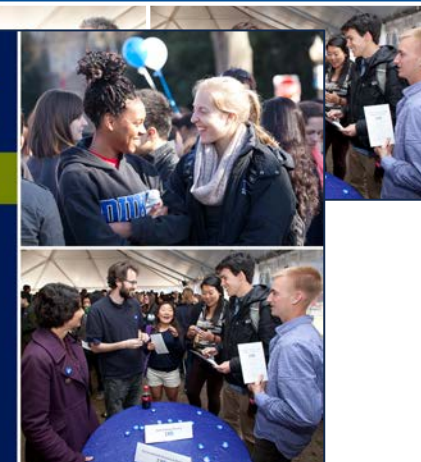
Sophomores, celebrate your major declaration  
together at this special event just for you.

WELCOME RECEPTION WITH  
FACULTY FROM YOUR MAJOR

CLASS PHOTO

MAJOR T-SHIRT

CLASS BUTTON



Academic Homecoming:  
A Major Celebration

**D16**

THURSDAY, MARCH 20, 2014  
MAIN QUAD, DUKE UNIVERSITY

HOSTED BY  
Academic Advising Center  
Duke Student Government  
Sophomore Class Council

PROGRAM

WELCOME  
Isabella Kwai, Sophomore Class President  
Erika Lampert, AAC Lead Peer Advisor

MEET YOUR MAJOR FACULTY

DEAN'S REMARKS  
Steve Nowicki, Dean and Vice Provost for Undergraduate Education

CLASS PHOTO

FAREWELL  
Ray Li, Duke Student Government Vice President for Academic Affairs  
Ben Wang, AAC Lead Peer Advisor



***AUDIENCE-CENTERED***



Who are your audiences?

Where are they?

What do *they* need?



***INCLUSIVE***



# INCLUSIVE



Johnny Andrews/UNC-Chapel Hill



***AUTHENTIC***



# AUTHENTIC

The image shows a Google search interface for the query "college student photo diverse". The search results are displayed in a grid of image thumbnails, each with a small caption below it. The search bar at the top contains the text "college student photo diverse" and includes icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "News", "Shopping", "Videos", and "More". On the right side of the search bar, there are icons for "Collections" and "SafeSearch". Below the search bar is a horizontal scroll bar with several filter categories: "brooklyn college", "disabilities", "community college", "diversity equity", "inclusion", "students with disabilities", "higher education", "college age", "cuny", and "wh". The main grid of results consists of 24 image thumbnails arranged in three rows and eight columns. Each thumbnail shows a group of diverse college students in various settings, such as classrooms, libraries, and outdoors. The captions for the images include: "Public Policy Institute of California - Diverse College Students ...", "Forbes - Black And White Students ...", "Ladders - The most diverse public universities in ...", "Andrew Young School of Policy Stud... - Diverse group of university students ...", "Brooklyn College - CUNY - Brooklyn College | Brooklyn College ...", "University of South Carolina - Diversity, Equity, and Inclusion ...", "Central Arizona College - diversity college students learning ...", "Harvard Gazette - Harvard University - Support for a diverse student body ...", "New Jersey Business Magazine - Centenary University Establishes ...", "Agility PR Solutions - brand advocates ...", "Liberal Arts Colleges - What a Truly Diverse College Camp...", "NACE - Diversity and Inclusion a Strong Focus ...", "Dreamstime.com", "iStock", "College of Natural Sciences - UMass Amherst", "Theravive", "Alamy", and "Brooklyn College - CUNY".




# AUTHENTIC



Johnny Andrews/UNC-Chapel Hill



# AUTHENTIC



**DIGITAL MEDIA MARKET OUTLOOK**


10.25% in the digital advertising market

60.5% of all digital advertising revenue

58.2% of all digital advertising revenue

**Master of Science in Digital Media Management**

**USC Annenberg**



**UNC** | HUSSMAN SCHOOL OF JOURNALISM AND MEDIA  
Master of Arts in Digital Communication

**'Tis the season for new MADC graduates**

Communications professionals in the Class of 2022 of the UNC School of Media and Journalism's online master's program will celebrate the holidays as graduates, having successfully defending their final thesis projects.



***CLEAR***

***CONCISE***

***CORRECT***

***CONSISTENT***



“When a sentence is made stronger, it usually becomes shorter. Thus, brevity is a by-product of vigor.”

Strunk and White, 1972



“Punctuation directs you how to read, in the way musical notation directs a musician how to play.”

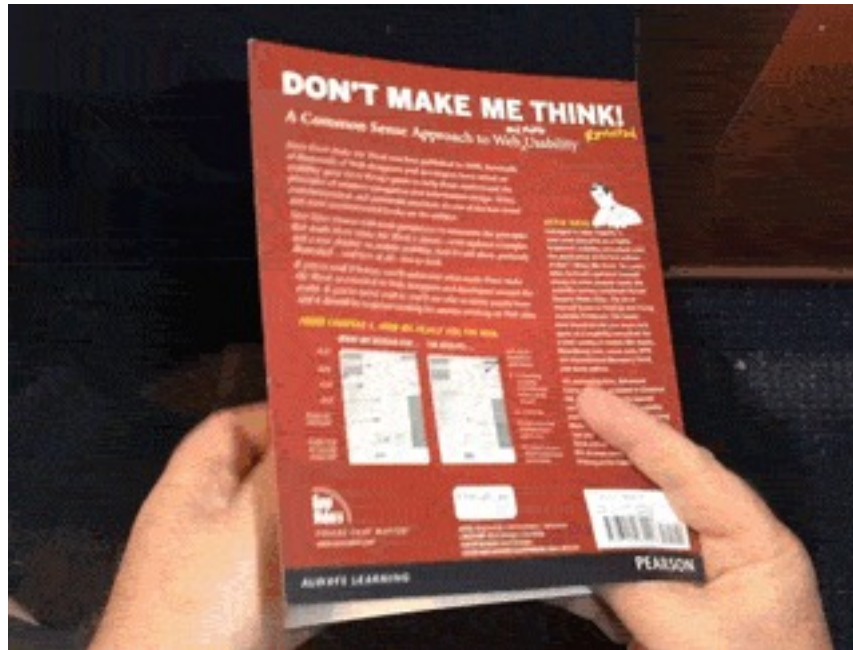
Truss, 2003



***USABLE***



# USABLE



“We’re thinking ‘great literature’ (or at least “product brochure”), while the user’s reality is much closer to ‘billboard going by at 60 miles an hour.’”

[Krug, 2014](#)



***VISUAL***







“Photography is one of the best tools to communicate a sense of place. It often creates the first impression with its visual presence.”

[identity.unc.edu](https://identity.unc.edu)



# VISUAL

## CONTRAST

- COLOR**  Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.
- TONE/VALUE**  To the left, you can see 4 ways to create contrast in your design.
- SIZE/SHAPE** 
- DIRECTION** 

## REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

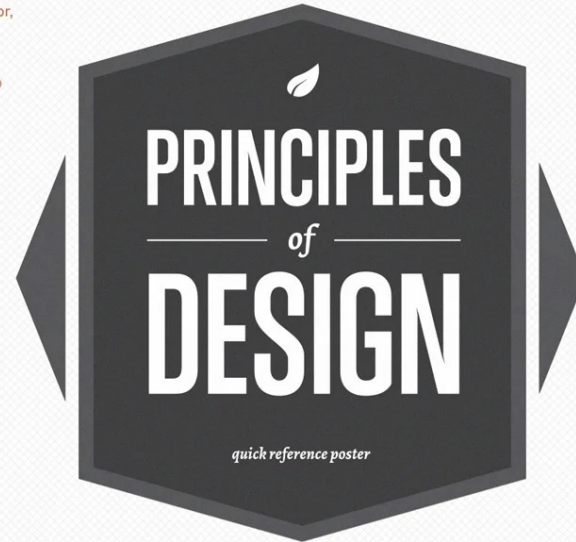
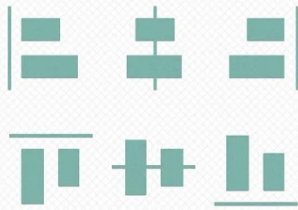
The short version?

Establish a style for each element in a design and use it on similar elements.



## ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



## PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy *paperleaf* resource

Archibald, 2012



***VISUAL***

***(WHITE SPACE)***



***ACCESSIBLE***



# ***ACCESSIBLE***

## **Top 10 Tips for Digital Accessibility**

- Headings
- Consistent layout
- Keep it text
- Text size and spacing
- Plain language
- Descriptive link text
- Color contrast
- Alternative text
- Captions and transcripts
- Ask the DAO



# ACCESSIBLE

## Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

**Foreground Color**  
#4B9CD3  
Lightness

**Background Color**  
#13294B  
Lightness

↔

Contrast Ratio  
**4.83:1**

[permalink](#)

### Normal Text

WCAG AA: **Pass**  
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**  
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

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



***MEASURABLE***



# ***MEASURABLE***

## **Some metrics we use:**

- Big picture: applications started, completed (demographic breakdowns within those)
- Prospect growth: campaign leads, email sign-ups, cost per acquisition
- Ad performance: click rate, cost per click
- Awareness/brand awareness: visitors, page views, email opens, ad clicks, ad impressions
- Engagement: email clicks, social media actions



***GOOD***



"... no one would care how well or how badly Mr. White expressed himself, if he did not have perfectly enchanting things to say."

Vonnegut, 1980

