Content

MAGAZINE

PEOPLE TO KNOW

Anyone can be a model

Tips and tricks

Content, Contrasts & COOL GRAPHIC

WEB trends 2015

The rumour has it ...

Tools to create great Content

Know these names
Joe Pulizzi
Ann Handley
Seth Godin
Jonah Berger

Understand these tools
Personas
Viral marketing
Strategic planning
Content curation
Social selling

Learn these abilities
Storytelling in writing
SEO friendly copy writing
News feed writing
Show don't tell techniques

Master at least 3 of these platformes
Facebook
LinkedIn
Instagram
Pinterest
Twitter
A blog
An e-mail marketing solution

Consider developing
Podcasts
Movies
E-books (singles and whitepapers)
Apps

Web trends
2015

Full screen pictures
This looks amazing when the right photo or picture is used. Don't over do it, as it is heavy for both eye and download rate.

Parallax scrolling
A new way of making 3D feels on backgrounds.
Parallax is based on HTML5 and CSS3. No longer any need for Flash sites.
See 5o beautiful sites here:
http://www.creativebloq.com

Flat design
No shadows or highlights in icons. No 'plastic' or glass look.
Icons are full, rich coloured and so are backgrounds.

1-page design
For the last 2-3 years everything important has been 'above the fold'. This is changing as more web sites are looong and scrollable.
1-page design is a consequence of mobile friendly design. The smaller menu, the easier it is to use.
1-page design is cut into chunks of information by graphics, full screen pictures and colour blocks.

Card design
You know, like Pinterest. Small boxes of graphic and short information.
This way of presenting different subjects is highly visual and easy on the eye.

Mobile and tablet focus
It's not really necessary to say, but no one with a serious business can do without responsive or mobile friendly web designs anymore.

Content Marketing – this is what you have

Text

On Blogs
On Facebook, Google+ and Twitter
In white papers and e-books
In e-magazines and articles
In forums and for Public Relation

Writing

Tell a simple story
Make it valuable
Make it relevant
Make it clear
Talk to 1 person
Tell the truth
Check your spelling and grammar

Graphic

On Blogs
On Facebook, Instagram and Pinterest
For e-magazines and e-books
For LinkedIn, Google+ and e-news
For Flickr, Tumblr etc.

Composing

Use photos
Use infographic
Use technical drawings and sketches
Use icons
Use good quality selfies

Do still compress for fast loading.
Use colours to match your own design.
Don't steal from the internet, but use Canva for instance

Video

Use Youtube, Google Hangouts, Vimeo or similar
Make videos of stills
Make educational videos with yourself
Make animations
Record conferences
Record and share webinars
Or combine the above
Make sure the sound is immaculate
Make videos no longer than 3 minutes unless it is educational

Sound

Make Podcasts
Make music
Read aloud
Make sound-bits for movie effects (thunder, dog barks etc.)
Share sound-bits for information (sound of a Starling etc.)

There is NO MORE selling!

Only helping
and providing service.

Teach yourself more about:
❧ push and pull sale ❧
❧ storytelling ❧
❧ social selling ❧

Using *contrasts*
in graphic design

Rules:

- There can never be more than **1 focus** per page
- All other things must be less important and ordered according to that
- Using contrast shows your viewer what's important and what to pay attention to

Contrast can be made of:

- Form (circles to squares, triangles to organic and so on)
- Size (small to big)
- Numbers (few to many)
- Colour (light to dark, warm to cold, strong to faded etc.)
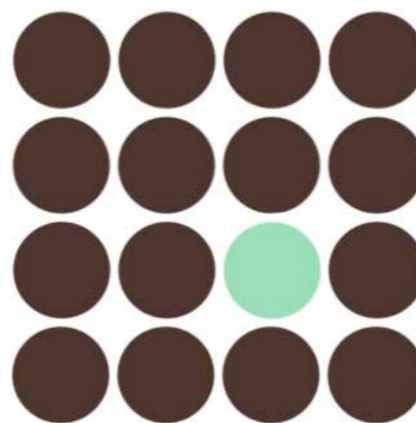- Placement (top to bottom, right to left etc.)

If there is no contrast, it's a so called 'wallpaper' effect.
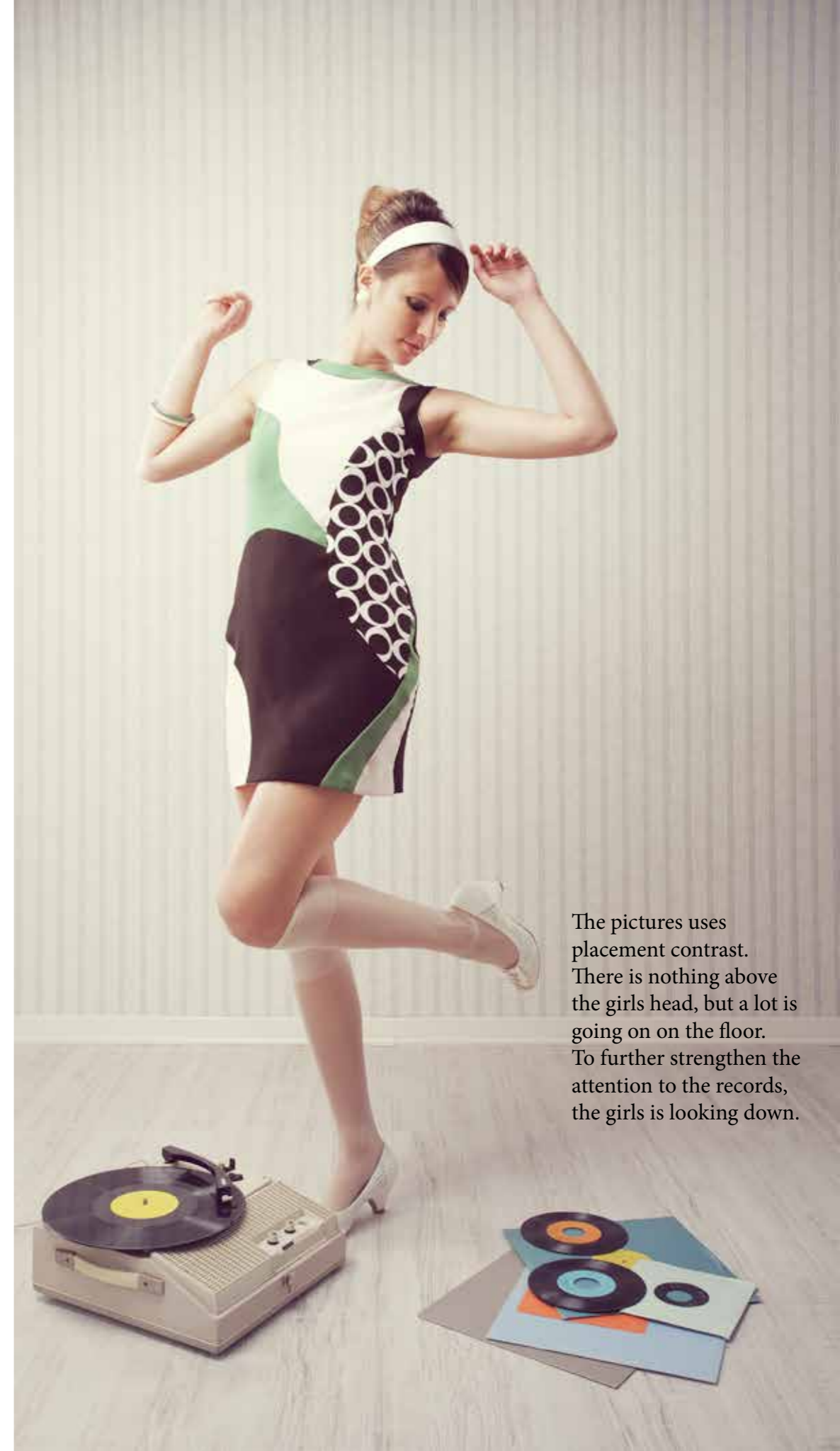This is best as ... wallpaper and backgrounds.
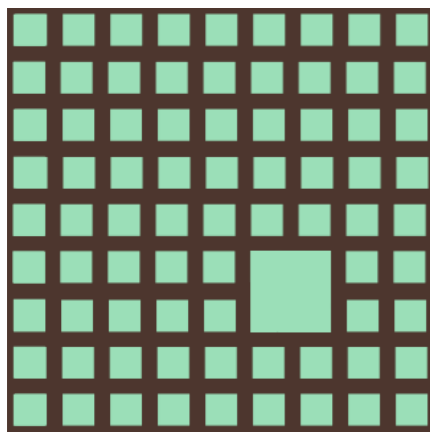
Size contrast. The bigger square jumps out from all the small ones. The bigger square is also the only one, which emphasises the contrast by its number.

Form contrast. We see the circle immediately.

Colour contrast but also light dark contrast.
The light green circle is definitely the one getting our attention.

The pictures uses placement contrast.
There is nothing above the girls head, but a lot is going on on the floor.
To further strengthen the attention to the records, the girls is looking down.

Just for fun ...

Before

10 years younger after 1 hour in Photoshop

DOVE are very good at showing us, what photo manipulation is about.
That is great, viral content.
See the **Body Evolution** here:
www. youtube/dove

This photo was taken with a smart phone in a pretty bad light.

Tools used in Photoshop:
Healing Brush for wrinkles
Filter Liquify for eye lift
Brushes for make up
Burn tool for shadows
Dodge tool for highlights
And a stolen hairstyle and dress

Wrinkles gone

A minor eye-lift

Make up and highlight

Anyone can be a MODEL

Starting the strategy

1, 7, 30, 4, 2, 1

1
What you must publish every day?
Perhaps Facebook, Instagram, Twitter

7
What you must publish every week?
LinkedIn, Google+, Pinterest, blog post?

30
What you must publish once a month?
LinkedIn, blog post, film, podcast?

4
What you must publish quarterly?
Blog post, reports, whitepaper, film?

2
What you must publish every six months?
E-books, whitepaper, film, updated homepage?

1
What you must publish once a year?
Reports, e-books, whitepaper, updated home-page?

Remember all the above is just suggestions.
Add whatever platform suits your business

Curation:
For every **1 post** you make with your own content, you should share **4 other** peoples content and comment at least **6 other** peoples posts wisely. You have to give and share, to be shared yourself.
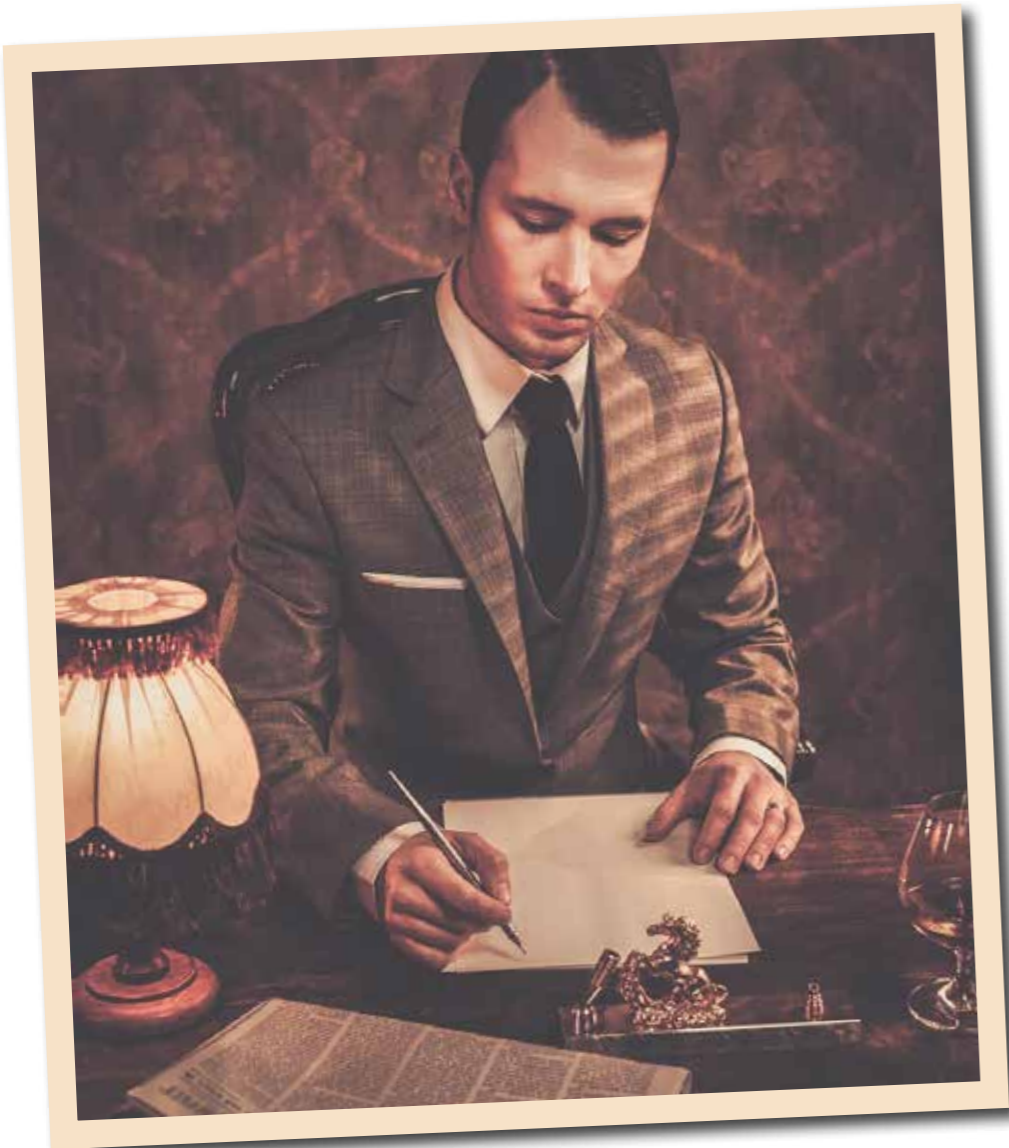
Zigns
Grafik, tekst og Content Marketing

Kim Hansen
Møllevej 4
5792 Årslev
Tlf.: 28 43 37 38
info@zigns.dk

www.zigns.dk

Stick with me:

Facebook.com/zignsDK

instagram.com/#zignsdk

google.com/+ZignsDk

Youtube.com

Final words
I've been working with graphic design for almost two decades.
I love good graphic and I'm a geek when it comes to typography.

And since I was a child, I've been writing stories. Short stories and novels. A bunch of stories were in my head for many years, until in 2008 when I started to write for real.
I wrote five novels for my desk drawer, before I finally published a book. Actually two. One non-fiction and one fiction.

I nourish on words. I devour anything related to the writing process as I find it interesting and exiting on a thriller like level.
As Danish is my native language, I may slip in the English grammar or punctuation. I hope you'll forgive me for that.

Being able to combine graphic design with writing in Content Marketing seemed like a dream come through, and therefore my heart is with the online media and it's possibilities.

Nothing has ever made more sense than adding service and sharing your expertise with your customers. Join me in that!

About the front page
Using typography as graphic elements can work very fine. But don't do it when you are actually writing serious text.
Stick to one or two fonts and use them wisely.

That's all for now, folks. See you in cyberspace.