SESSION 4

Creative Resources: Useful Links

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Useful links:

- Social media image sizes
  - When in doubt or if you don't have capacity to create multiple sizes, a square image (1080 x 1080px) will work across most platforms.
- Preparing files for print
- Difference between digital and print design
- Design principles

Free stock image sites:

- Unsplash, Pexels and Pixabay
- Vecteezy (free if you include attribution)
- Nappy (specifically features Black and Brown people)

Design programs:

- Canva: Nonprofits can apply for a free premium account.
- Adobe Creative Cloud
  - **Photoshop**: Best for photo editing, digital graphics, single page print materials and light animation/video editing. [Beginner tutorial | Free alternative: GIMP]
  - **InDesign**: Best for copy-heavy documents with multiple pages (e.g., annual reports, brochures) [Tutorials | Free alternative: Scribus]
  - **Illustrator**: Best for creating graphics and illustrations, especially logos. Since it is a vector-based program and images created in it can be enlarged without losing quality, it is suitable for both digital and print materials. [Beginner tutorial | Free alternative: InkScape]
- Google Slides: Best for online collaboration, similar to PowerPoint. [Beginner tutorial]
- Adobe Express: Very similar to Canva. [Comparison of Adobe Express and Canva]

Sites for finding freelance graphic designers:

- Upwork
- Women Who Design; API Who Design; Blacks Who Design (+ other sister sites)