

Social Media Graphics



Welcome to the Design Lab

Tools We'll Use Today

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Get Help with Design

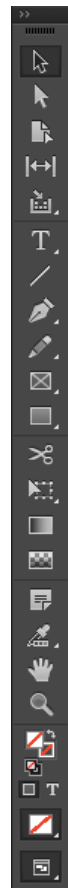
- Tomorrow 01/126: Intro to Adobe
- Ask at the Main UL Desk for design help
- Sign up for a design consultation on our web page:
www.library.unc.edu/house/designlab
- Sign up for the Design Lab's listserv to get email alerts for our programs:
https://lists.unc.edu/read/all_forums/subscribe?name=libraryworkshops
- Watch a Lynda video tutorial at
<http://software.sites.unc.edu/lynda/>

File Formats

JPEG
PNG

Resolution Best Practices

72 ppi for web



Selection tool

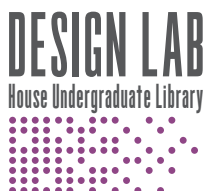
Text tool

Shape tool

Color theme/
Eyedropper tool

Keyboard Shortcuts

- ★★Use Control on PCs, Command on Macs
- Ctrl z Undo
- Ctrl + Zoom in
- Ctrl - Zoom out
- Ctrl c Copy
- Ctrl v Paste



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Lesson Outline

Navigate to: skillful.web.unc.edu to download the images needed for this workshop

Download the files

Download the cake image from <http://skillful.web.unc.edu/social-media-graphics/>

Create a new document

File > New > Document
Web (RGB)
1024px x 512px

Place image

File > Place
Drag out image on canvas

Create a color block of yellow

Select the rectangle tool
Draw out a rectangle on the right side of the image
With the rectangle still selected, select the Eyedropper tool and sample the yellow edge

Add text

Select the text tool and drag out a text box
Enter text
Adjust font, color, and size in the top menu with text highlighted

Remember to save

Export: JPEG or PNG
72 ppi is sufficient

