Creating Compelling Images

Chronic Disease Coalition

Studies show that visually compelling social media posts get more engagement than simple text posts. However, creating compelling imagery can be easier said than done, especially when design is not your cup of tea. Free online tools like Canva provide a great space to practice your design skills and create stunning social media content with minimal experience.

When creating visual content consider these design elements:

Color **Using consistent colors in your images** can help make your social media content cohesive and easily identifiable. Try using **complementary colors** or colors that are opposite on the color wheel, like red and green. If you are having trouble deciding what colors to use, take a look at the colors associated with your condition.
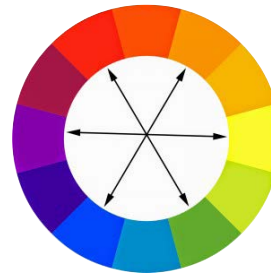
Space When designing visual content, it is important to remember how you are using space. **Don't clutter your design with unnecessary words and design elements. words and images.**

Type Choosing the right type face can make or break an image. **A good rule of thumb is to choose fonts that fit the tone of your image.** For example, if the image is informative, a clean and legible typeface may be best. You can utilize various fonts and sizes to highlight specific messages and make certain elements stand out.

Emphasis Determining the emphasis of your graphic can be the difference between engaging and boring content. Be sure to remember the emphasis of your message and **create your design accordingly by making the most important information stand out**.

Balance Aside from the basics of design, considering the balance of your imagery can be a great way to elevate your content. When thinking about the balance of your graphic, consider where the majority of the color and content are in the design. **Try and balance elements in your design by remembering the rules of symmetry and considering where there is blank space!**

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DIGITAL HUG!

Thank you for being a part of our chronic disease community

#ChronicTogether   Chronic Disease Coalition   @ChronicRights

TRAVEL TIP:

BRING HEATING AND COOLING PADS TO EASE ANY PAIN FLARE-UPS

Comfort is key on extended trips. It is smart to be prepared for any unexpected pain.