



Open Pedagogy & Instructional Design Workshop

Create meaningful engagement
for your courses in this 2-part
workshop at **#USGTL** 2020!

**Wednesday, April 8
9:00 – 10:45 AM, Room L**

@tiffanikreardon
@jortongrissett

Open Pedagogy & Instructional Design Workshop Twitter Flyer Design Rationale

As my initial primary font, I chose Open Sans, a sans serif font, both for Internet readability and because it is an open-sourced font and is appropriate to the content of the event. To compliment Open Sans, I chose a the modern Bree Serif font for the title and time information because the light and easy-to-read serif compliments the sans serif well without compromising digital readability.

As the audience of this flyer maintains its most active communication on Twitter, it is designed with the appropriate proportions for Twitter image posting. It also includes the hastag for the conference at which the event takes place (bolded for empasis) as well as the handles of the two presenters.

Most content is right-justified and aligned on the right side of the page, and the description of the event is closer to the title to create a relationship between the two. The time and location of the event is placed in its own box to set it apart from the rest of the flyer, calling attention to it.

The Twitter handles are shaped around the edge of the coffee cup to create contrast and subtle emphasis, inviting readers to follow the presenters.

Finally, the background image of a keyboard, notepad, and cup of coffee is selected to attract the academic audience for which it was designed. It has less opacity so that text can be read over it, and a gradient to white on the right side so that the text on that side is not overrun by the background image.

Tiffani Reardon
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