

# Principles of Graphic Design for **Everyday Use**

Christopher Villarreal

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# Educator



# Creative



# Parent



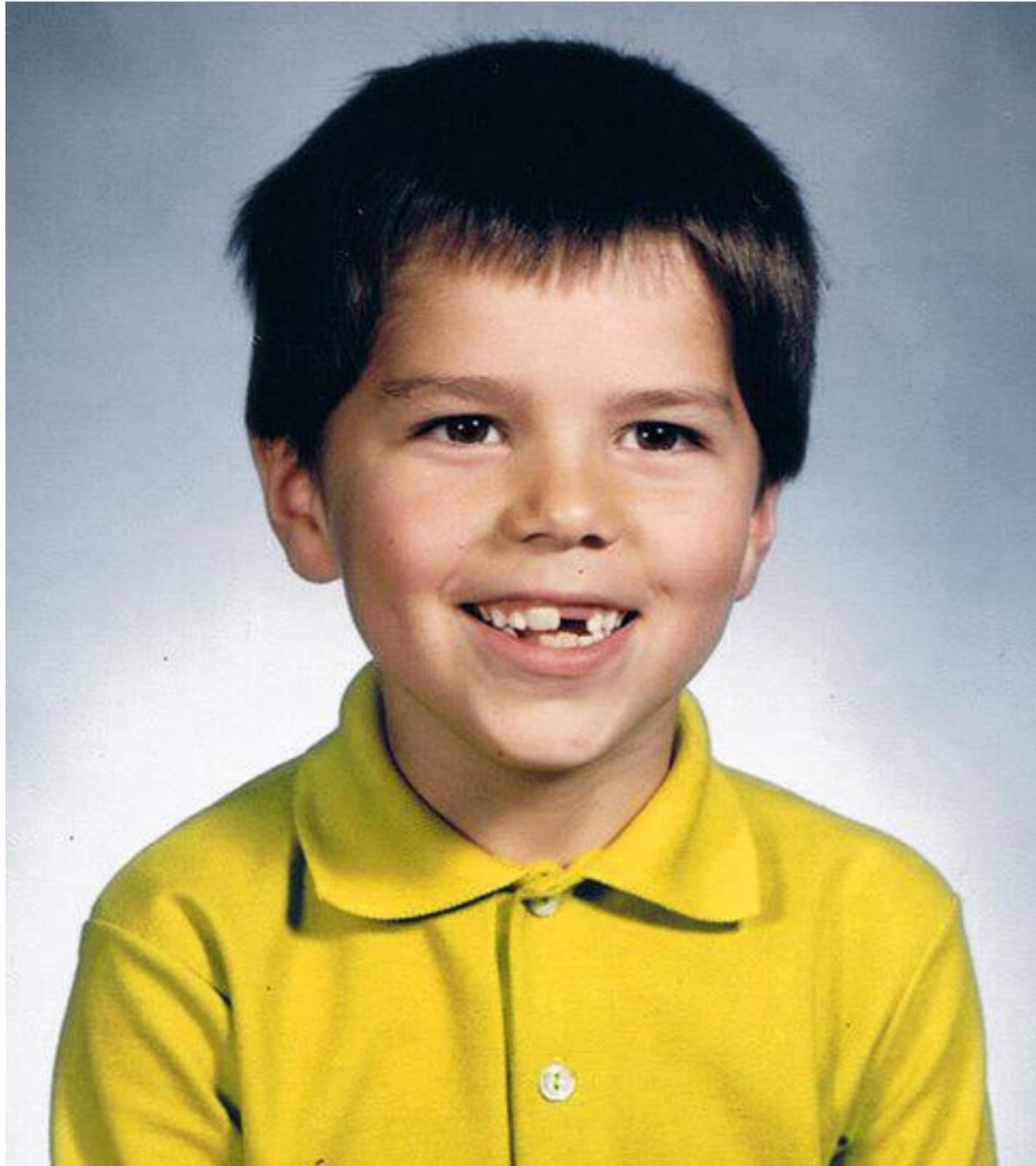


**richie owens**

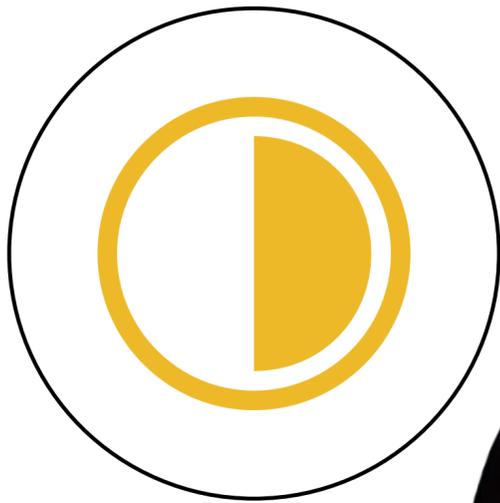
@iamRichieOwens

Bart Simpson: “Eat my shorts”

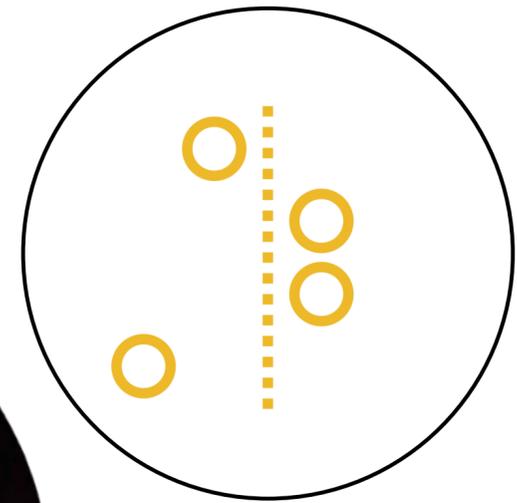
Parents in the 90s: “This is...the worst thing I’ve ever heard.”



# Don't R.A.P.

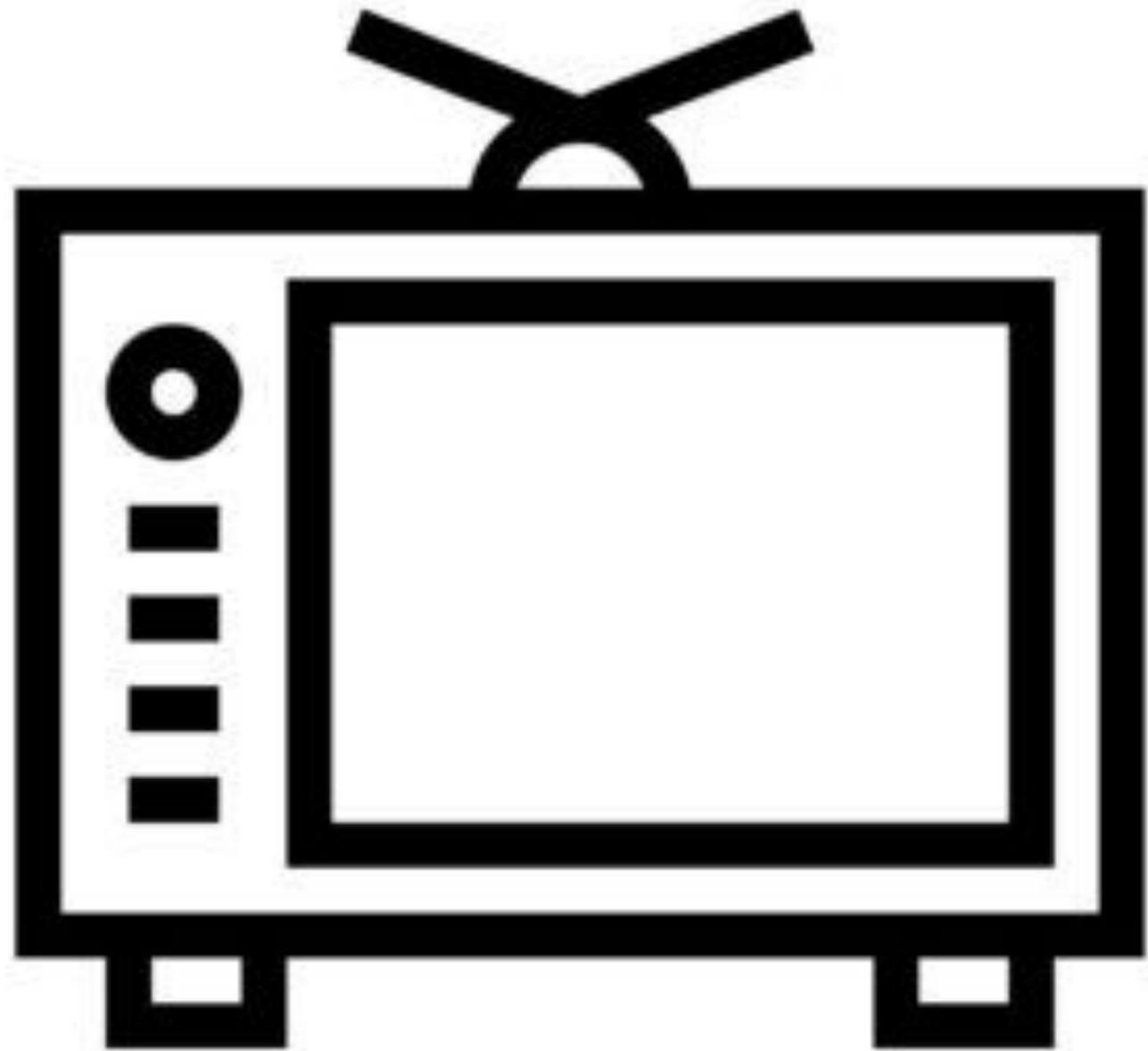


Contrast



Proximity





What **TV show** or **movie** did your parent(s) and/or guardian(s) **try to stop you from watching?**



**Design Software**

**Typography**

**White Space**

**Grid Theory**

**Color Harmony**



Google Docs



**Typography**

*Only Use* **TWO**

**Typefaces.**



# White Space

Use of whitespace between paragraphs and in the left and right margins **increased comprehension by almost 20%** (Lin, 2004).



# Grid Theory



## GIRLS STATE BASKETBALL CHAMPIONS



[2003] was a year for dreams to come true for the members of the varsity girls' basketball team. For the senior members of the team, this state championship was six years in the making.

"I told the girls that if they stayed together they could win a state championship," said Terry Sharp, middle school basketball coach.

[The State tournament] came down to the final game of the seniors' career against Topeka-Hayden.

"It was like every other game. I knew as a team we could do it. I just stayed relaxed and tried not to think of it as the championship game," said Holly Gault, senior.

As the final buzzer sounded, the Spring Hill section erupted with fanatic cheering.

"Finally! Was the first thought that went through my head as the buzzer sounded at the end of the game," said Charise Mellen, senior. The girls brought home the first State Basketball championship ever.

*Excerpt from the 2003 volume of The Bronco yearbook.*

## ALUMNI SPOTLIGHT CLASS OF 2003



**MEGAN SULLIVAN**

"Bringing home a championship senior year with my best friends was so incredibly special. The town of Spring Hill, our families and our classmates rallied behind us every step of the way."



**JESSICA CRAWFORD**

"[Coach Bernie Smith] was an intense, tough coach that prepared me for collegiate basketball. As a coach now, I understand how rare it is to get a talented group and motivated group on the same team. The entire community of Spring Hill supported us, and I am not sure they will ever understand how grateful we were for that."



**AMANDA McDONALD**

"I have to say that being a part of the SHHS basketball program was the biggest highlight of my high school experience. While I didn't get much playing time in the 'big' games, [Coach Smith] always made me feel that my role on the team was important."



**JOSIE KALLHOFF**

"Coach Bernie Smith instilled a work ethic in her program that carried me through as I played college basketball at Allen County College. My teammates and coaches were like family and it made winning the state title that much more special."



**TRACY NEWTON**

"Being a part of the Girls Basketball team at Spring Hill was an honor! Being State Champions will be a memory of a lifetime. We were the best!"

Column Grid

## FROM THE SUPERINTENDENT

Welcome to second semester for Spring Hill USD 230! Our district continues to be the fastest growing district in Kansas with an additional 276 students reporting to school this year. We continue to be blessed with an outstanding community supportive of our district.

As with the start of any school year, there was enormous excitement as to what 2021-22 would be like. We were able to start on time with only K-6 under a county mask mandate. We are hoping the mask mandate will be able to be lifted soon.

Our school district's Strategic Plan has two primary goals: academic excellence and personal development. Our goals continue to be to show improvement every day. None of this would be possible without our outstanding teachers and our support staff. These staff members continue to go above and beyond for our students. We are very fortunate and blessed to have such an incredible staff working in our school district.

We opened our fifth elementary school this year and will be opening our third middle school in two years. Our Educational Support Center and our new District Administrative Center are open. We've finalized



the purchase of land that should help us with future schools when the need arises. With two recent bond issues, we've been able to build new school buildings, upgrade our technology, and take care of deferred maintenance.

We certainly appreciate our community and we will continue to work to provide the best educational opportunities possible for our students knowing our staff will receive support from our stakeholders.

Spring Hill continues to be a great place to go to school, work, and live.

Regards,  
*Dr. Wayne Burke*  
Dr. Wayne Burke, Superintendent

## WHAT'S INSIDE

- 3 From the Superintendent
- 4 #LEARN230 Social Media Roundup
- 6 The Hoop Scoop: Lorelei Harris Leads Bronco Basketball
- 10 Inspiring Creativity in the PE Classroom
- 14 Bridging the Gap with FastBridge
- 16 Middle School Students Explore Future Careers
- 18 Alumni Spotlight: Class of 2003



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# W

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# I



SCAN ME

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# 2022

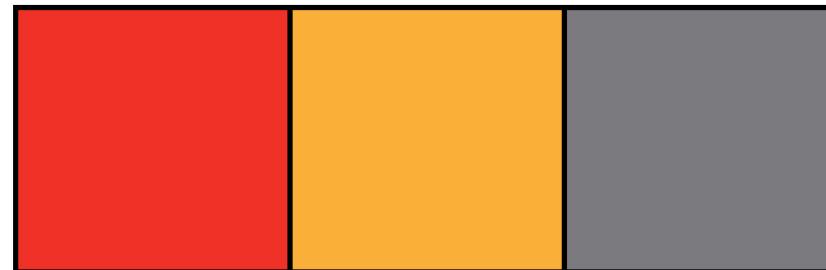
Modular Grid



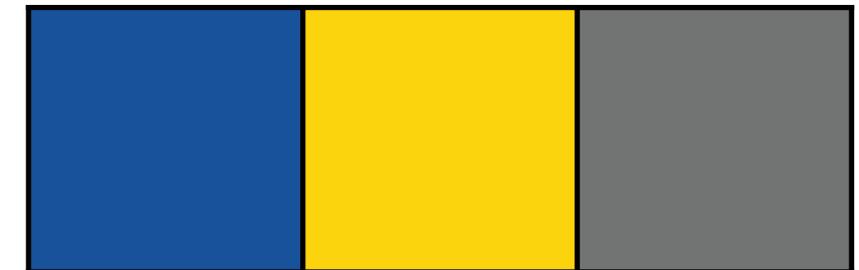
# Color Harmony



Monochromatic



Analogous

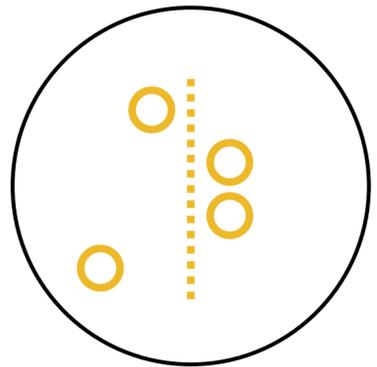
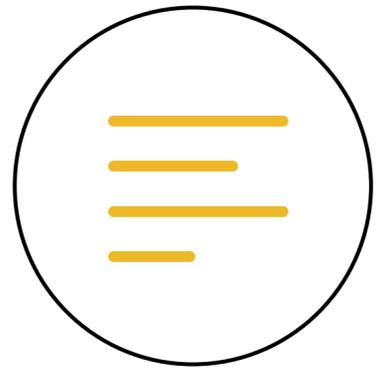
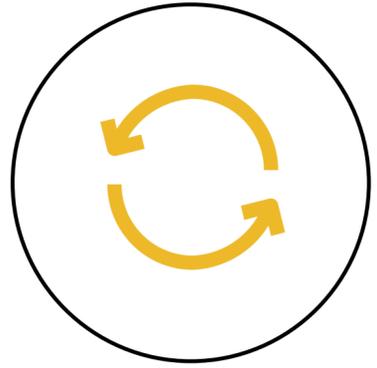
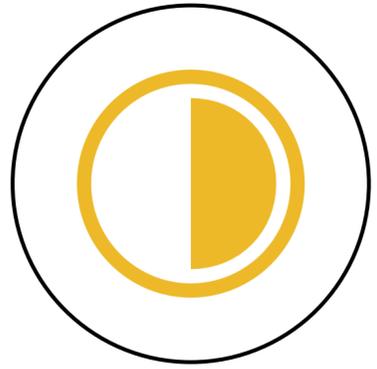


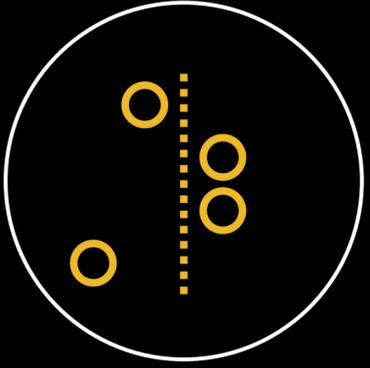
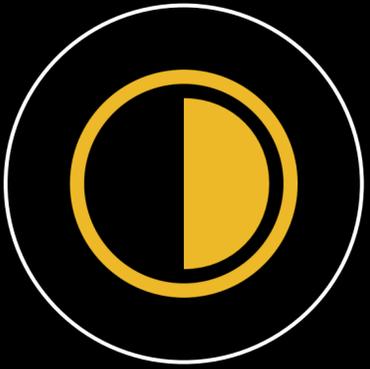
Complementary



# POP QUIZ

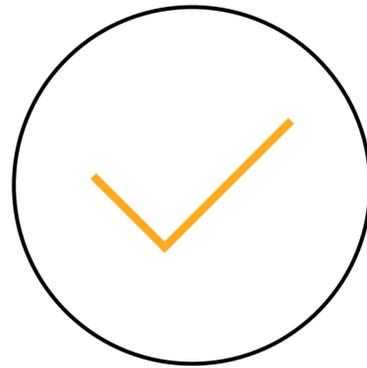
1. What is my **son's name**?
2. What allowed me to **keep my street cred** at school when I wasn't allowed to watch *The Simpsons*?
3. Which **three district logos** appeared on the color story slide?





# Principle

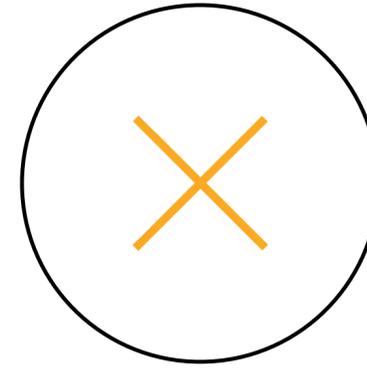
This is the definition of the principle. It should take up no more than two lines.



## Do this

Here is one thing you should do to apply this principle.

Here is another thing you should do to apply this principle.



## Don't do this

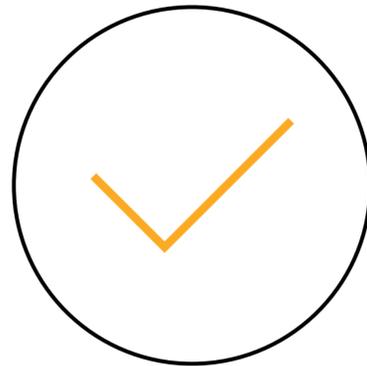
Here is one thing you should do to apply this principle.

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# Contrast

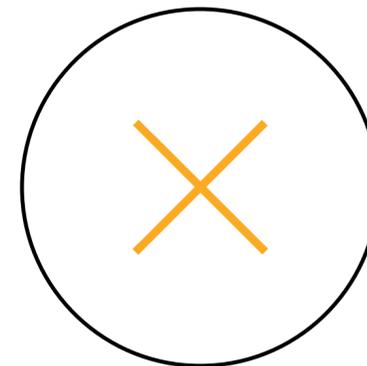
If two items are not exactly the same, then make them really different.



## Do this

Add contrast through typeface, font, weight, color, shape, size, space, etc.

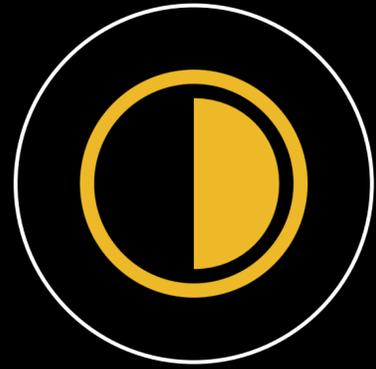
Everything has an opposite. Pick something that would have the most impact and USE CONTRAST.



## Don't do this

Make something slightly different and call it contrast.

Add contrast to every element on the page.



# Contrast



Superintendent Search

## The Position

The Spring Hill USD 230 Board of Education is seeking applications from interested and highly qualified candidates to fill the position of superintendent. Spring Hill School District is accredited by the Kansas State Department of Education.

A contract with salary based on qualifications and experience along with a benefits package will be offered to the successful applicant. Spring Hill School District is an equal employment/education opportunity agency.

## Selection Timeline

Applications Due: February 16, 2022  
 Screening Begins: February 18, 2022  
 Anticipated Hire Date: March 2022  
 Contract Begins: July 1, 2022

## How to Apply

Letters of inquiry, requests for applications, or other questions about the process should be directed to:

Dr. Britton Hart  
 Kansas Association of School Boards  
 1420 SW Arrowhead Road  
 Topeka, KS 66604-4024  
 bhart@kasb.org  
 1-800-432-2471

## SPRING HILL SCHOOL DISTRICT



## USD 230 Mission and Vision

**Mission:** To be a school district that engages students to learn, create, adapt and succeed in an ever-changing world.

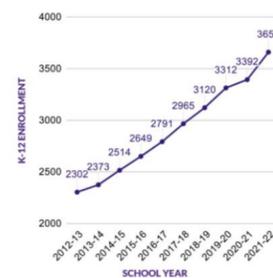
**Vision:** Maintain small-town values and empower each student to achieve world-class success.

## 2021-22 Financial Information

General Fund	\$39,245,119
LOB Fund	\$8,753,410
Assessed Valuation	\$335,979,885

Capital Outlay Levy	8.00 mills
Total Mill Levy	67.719 mills

## Student Enrollment Growth



(Chart includes only brick-and-mortar students, not students in the virtual program)



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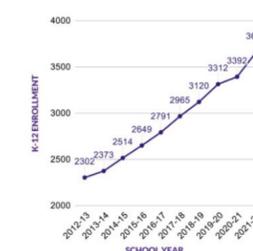
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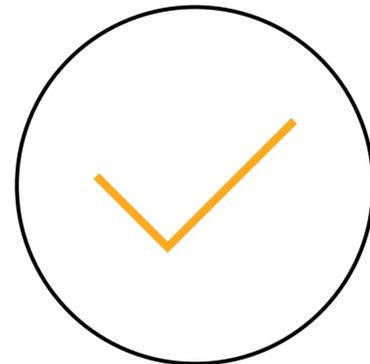
## STUDENT ENROLLMENT GROWTH



(Chart includes only brick-and-mortar students, not students in the virtual program)

# Repetition

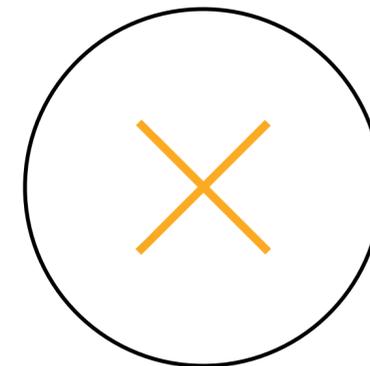
Repeat some aspects of the design throughout the entire piece.



## Do this

Think about repetition as consistency and apply it to everything.

Add elements whose sole purpose is repetition.

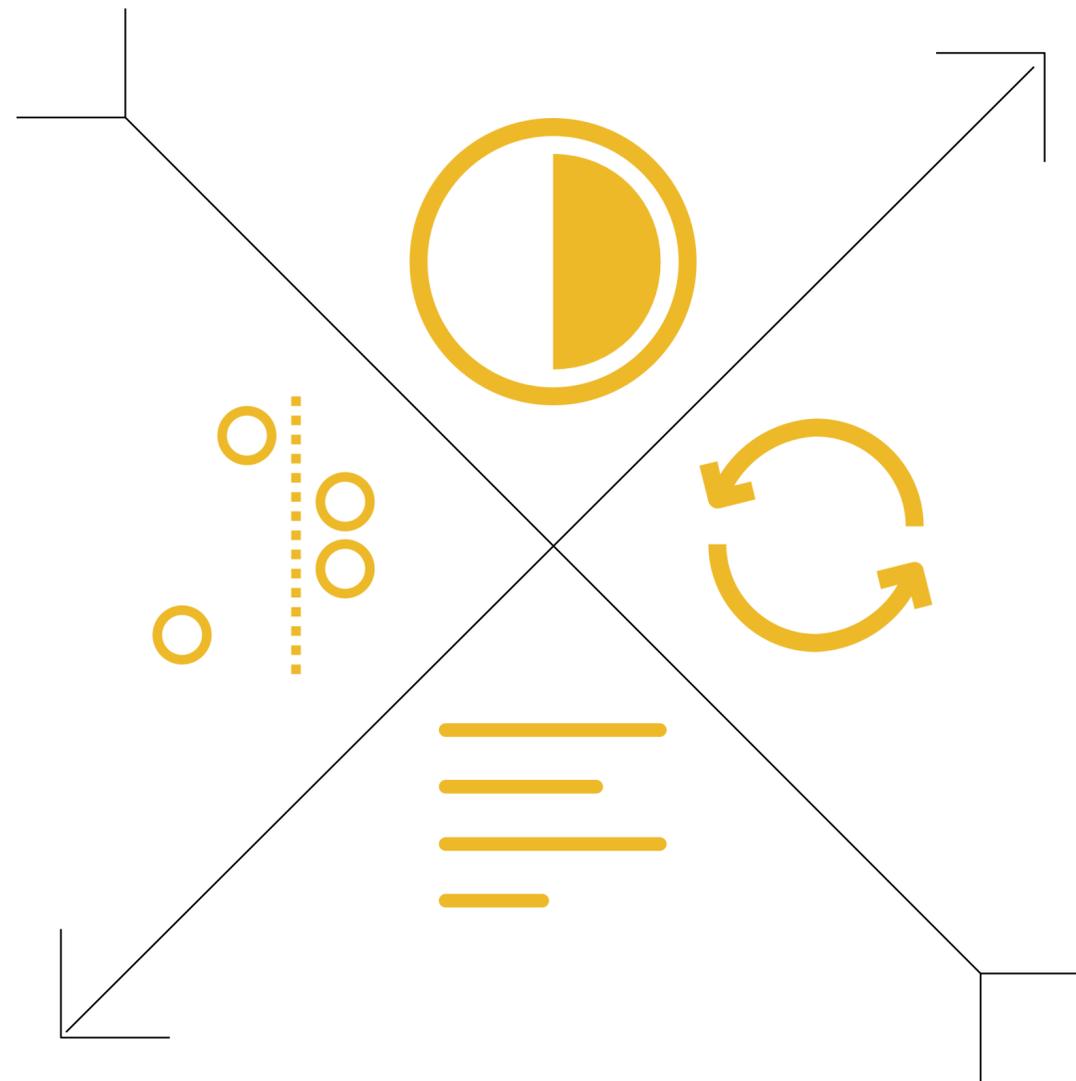


## Don't do this

Repeat a visual element so much that it becomes annoying or overwhelming.

Try to repeat too many elements on a single page design.

# Repetition



Don't make **C.R.A.P.**



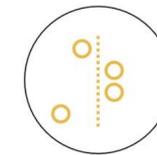
Contrast



Repetition



Alignment



Proximity

## Principle

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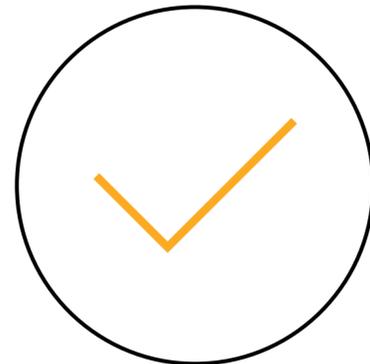
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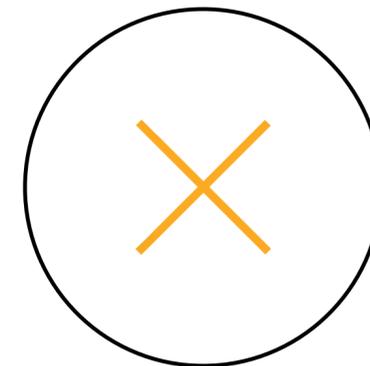
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# Repetition





**SPRING HILL  
SCHOOLS**  
LEARN • CREATE • ADAPT • SUCCEED

### Important Dates for New Certified Staff

Welcome to the Spring Hill Schools team! The theme for the 2023-2024 school year is, "I love it here," and we love that you are here with us. Here are a few important dates to mark on your calendar.

Date	Event	Location
May 24	Receive @usd230.org email account	Sent to your personal email address
July 18	Benefits, Technology Distribution, and Staff Photo	District Administrative Center
August 3	New Special Services Training <i>(for new Special Education related employees)</i>	Location TBD
August 4, 7, 8	New Team Member Academy	Various Locations
August 9	Enjoy the day off!	
August 10, 11, 14	Professional Development & Pre-Service	Various Locations
August 15	First Day for Students	Various Locations

**Megan Maurer**  
*Human Resources Assistant*  
maurerm@usd230.org

**Nancy Miller**  
*Benefits Coordinator*  
millern@usd230.org

**Michelle Hackney**  
*Director of Human Resources*  
hackneym@usd230.org

## Kathryn Mueller




Foreign Language  
Forest Spring Middle

## Tristan Bartley

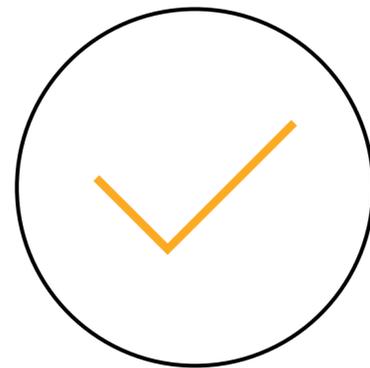



Band  
Spring Hill High



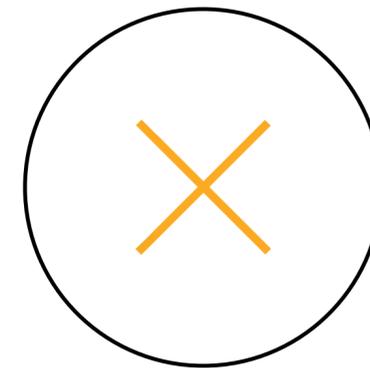
# Alignment

Every item should have a visual alignment with something else on the page.



## Do this

Always find something else on the page to align with, even if the two objects are far away from one another.



## Don't do this

Use every different text alignment (right, left, center) on the same page.

Use center alignment as a default.

# Alignment



**Marc Williams**

*Principal*

*Spring Hill High School*

*Spring Hill High School  
19701 S Ridgeview Road  
Spring Hill, KS 66083*

*Phone: 913-592-7299  
Email: [shhs-info@usd230.org](mailto:shhs-info@usd230.org)  
Website: [shhs.usd230.org](http://shhs.usd230.org)*



**Marc Williams**

*Principal, Spring Hill High School*

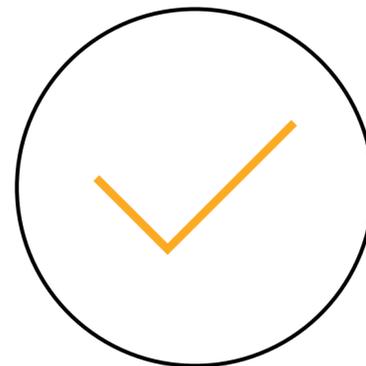
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# Proximity

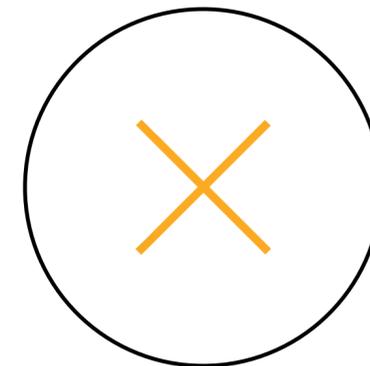
Group related items together. Physical closeness implies a relationship.



## Do this

Create 3-5 visual elements on a single page.

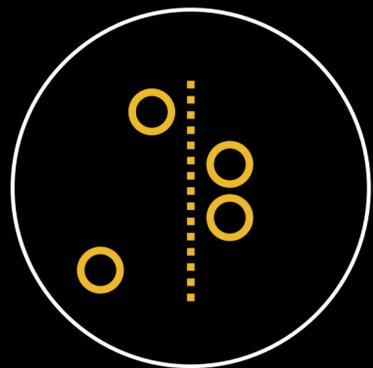
Use white space to separate visual elements.



## Don't do this

Create relationships with elements that don't belong together.

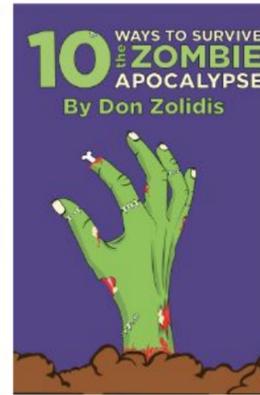
Add extra elements just because the space is empty.



# Proximity

SPRING HILL SCHOOL DISTRICT

## 2023-24 DRAMA PRODUCTIONS



Friday, November 1 at 7 p.m. | *We Will Rock You* | Spring Hill High School  
Based on the music of Queen, *We Will Rock You* is set 300 years in the future in a futurist and globally corporate world. The bohemian rebels are at odds with the Globalsoft Corporation. The only thing that can turn the tide is the lost instruments! With the help of Pop, an aging hippie librarian, Galileo and Scaramouche search for Rock's Holy Grail.

Friday, March 4 at 7 p.m. | *Under the Big Top* | Woodland Spring Middle School  
Step right up for an evening of memorable fun with characters like Topsy Toe-The Rope Walker, Bertha The Bearded Lady and a host of other unbecoming characters. Everybody's on a bucket-hunt and "the greatest show on earth" is turned upside down!

Friday, May 1 at 7 p.m. | *10 Way to Survive the Zombie Apocalypse* | Spring Hill Middle School  
It's the end of the world and hordes of rampaging zombies are about to kill you. What do you do? Try your hand at kung fu against the undead? Attempt to reason with creatures that would rather eat brains than use them? Turn to this handy and hilarious guide to survive the apocalypse!

SPRING HILL SCHOOL DISTRICT

## 2023-24 DRAMA PRODUCTIONS



### ***We Will Rock You***

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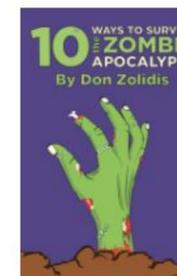
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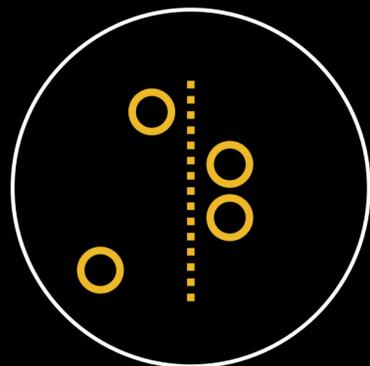
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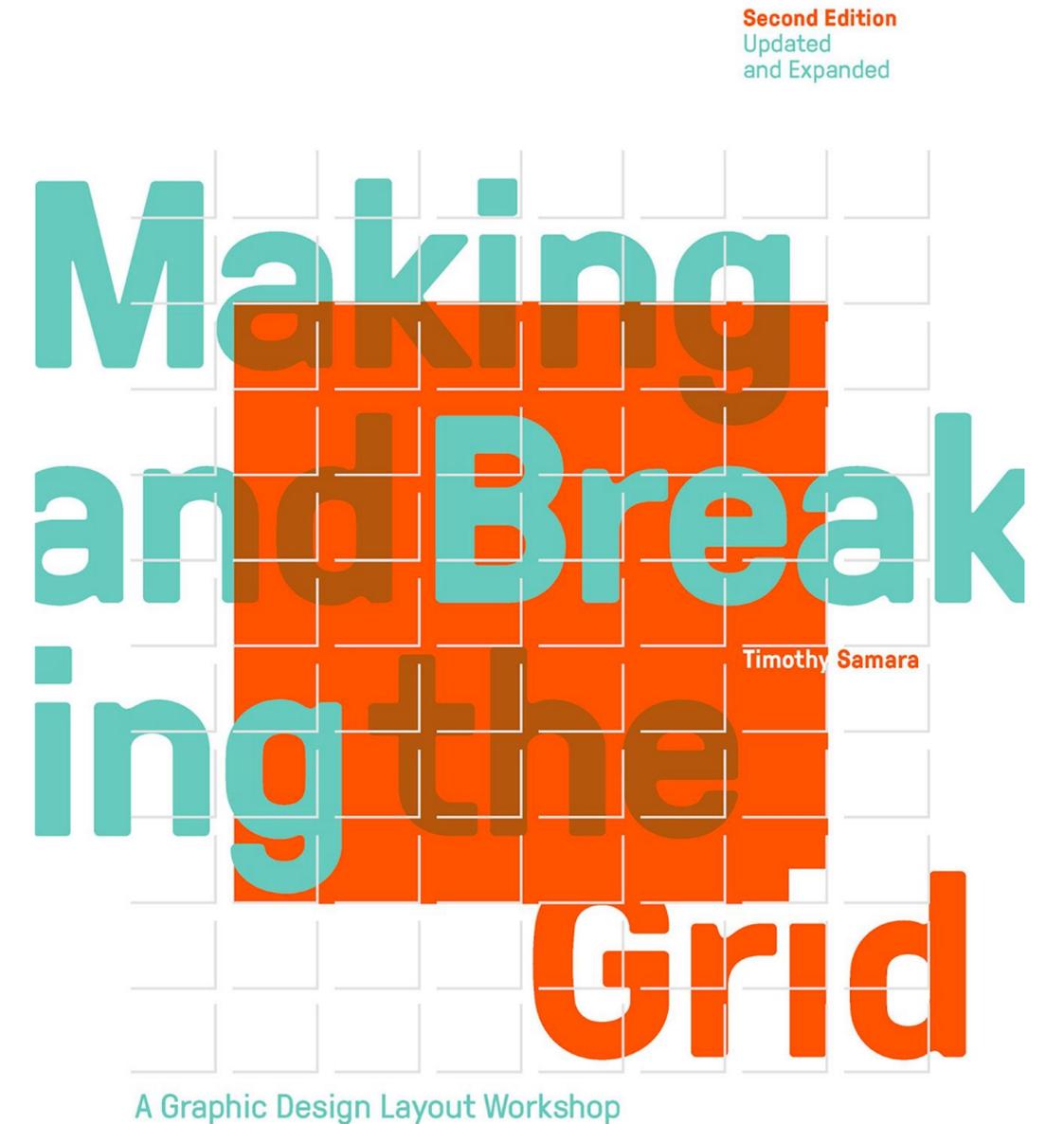
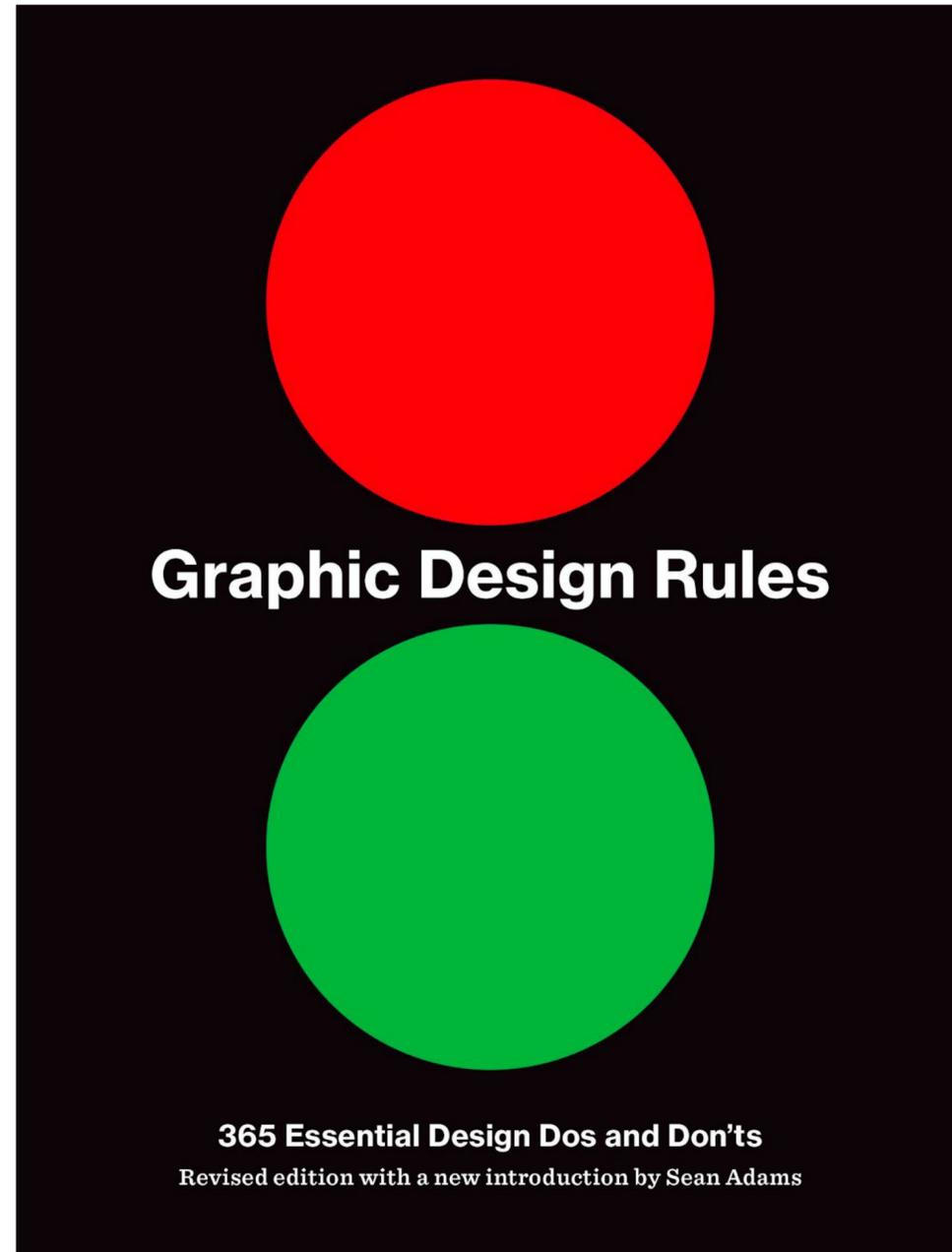
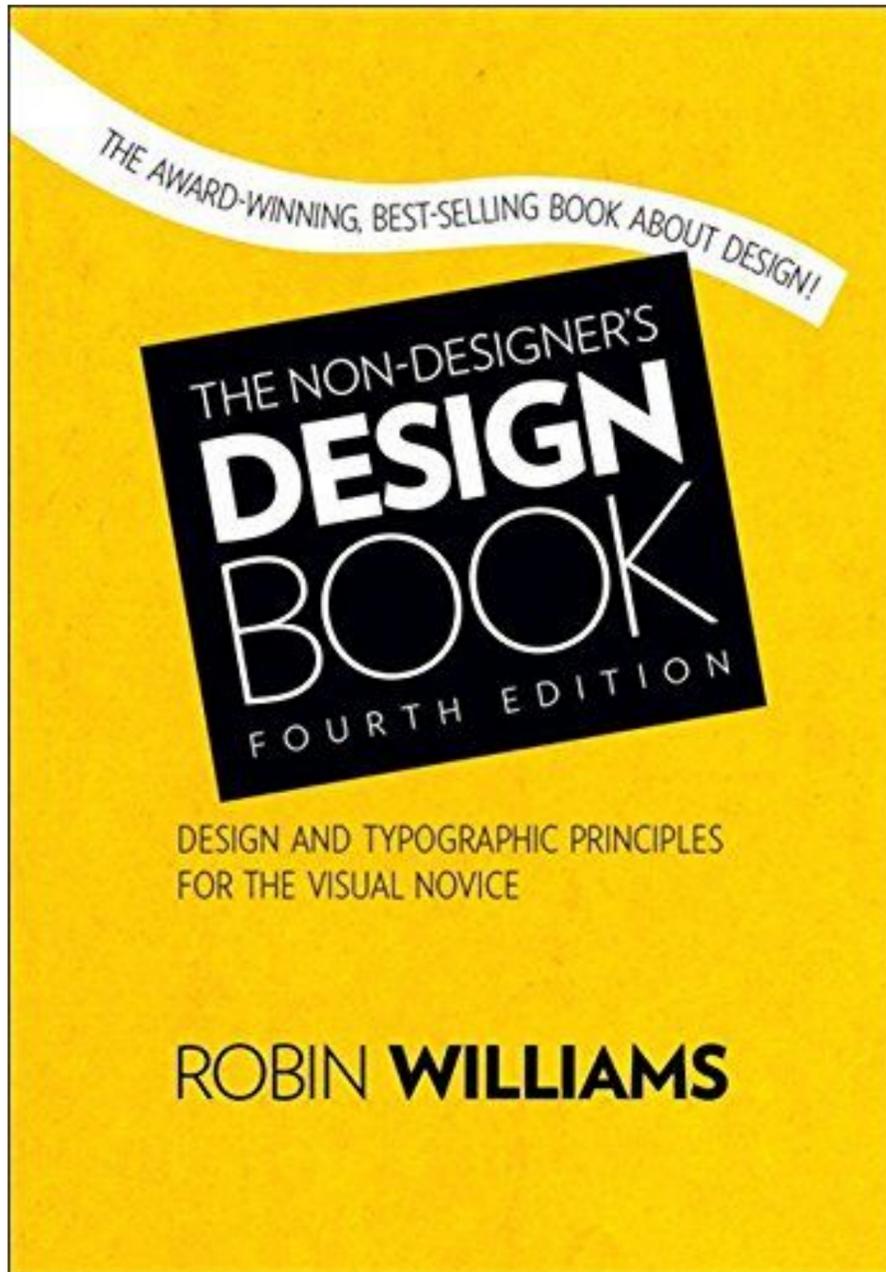
Friday, May 1 at 7 p.m. | SHMS



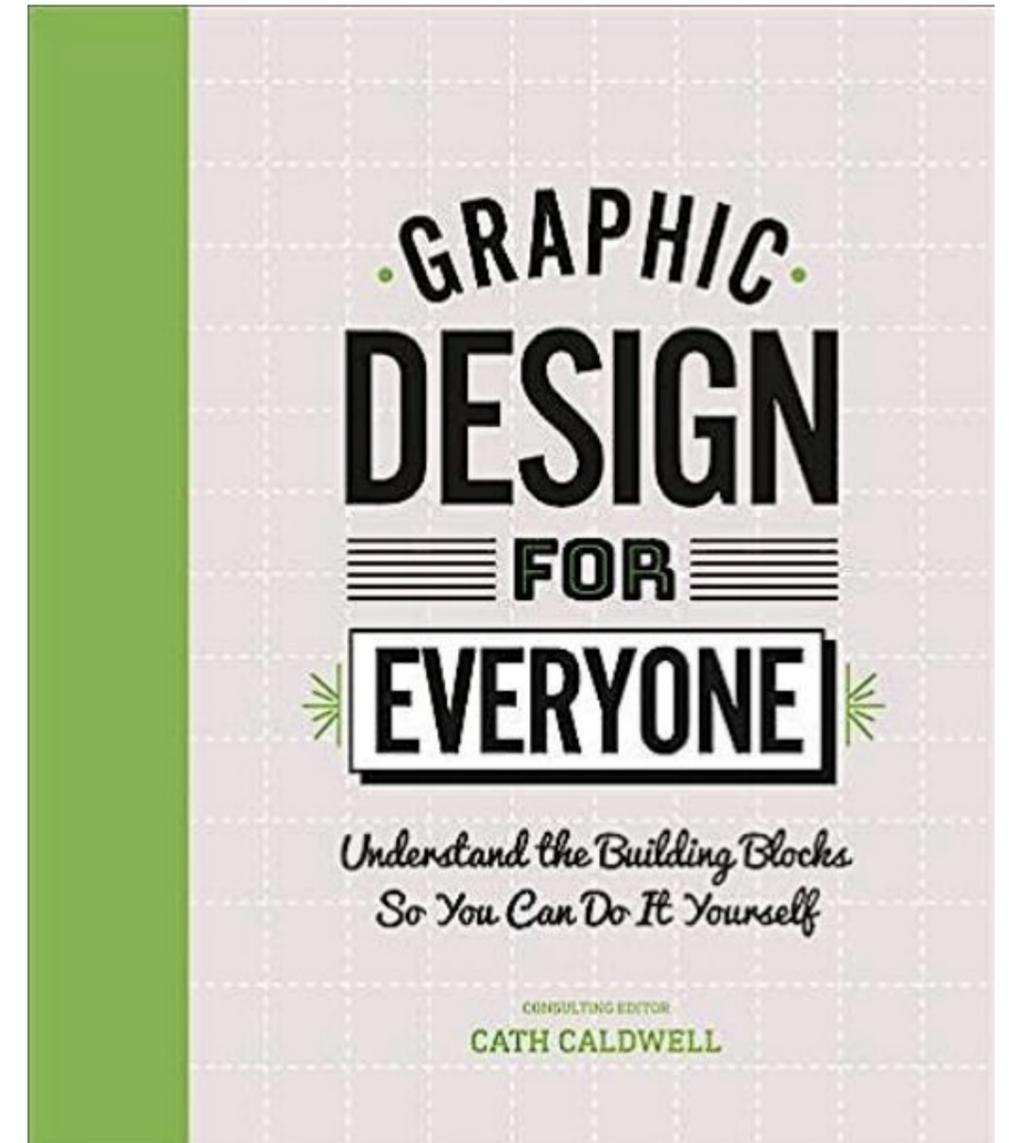
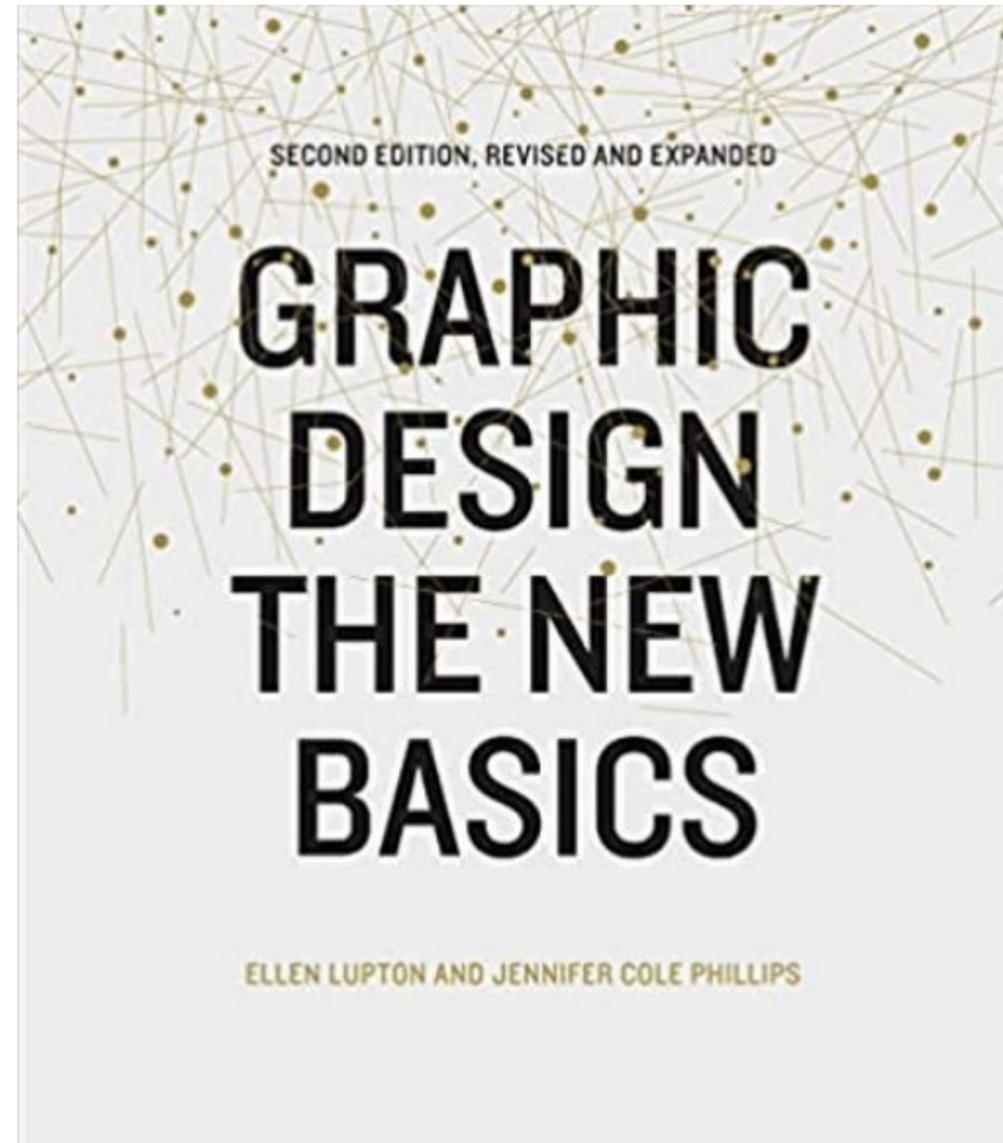
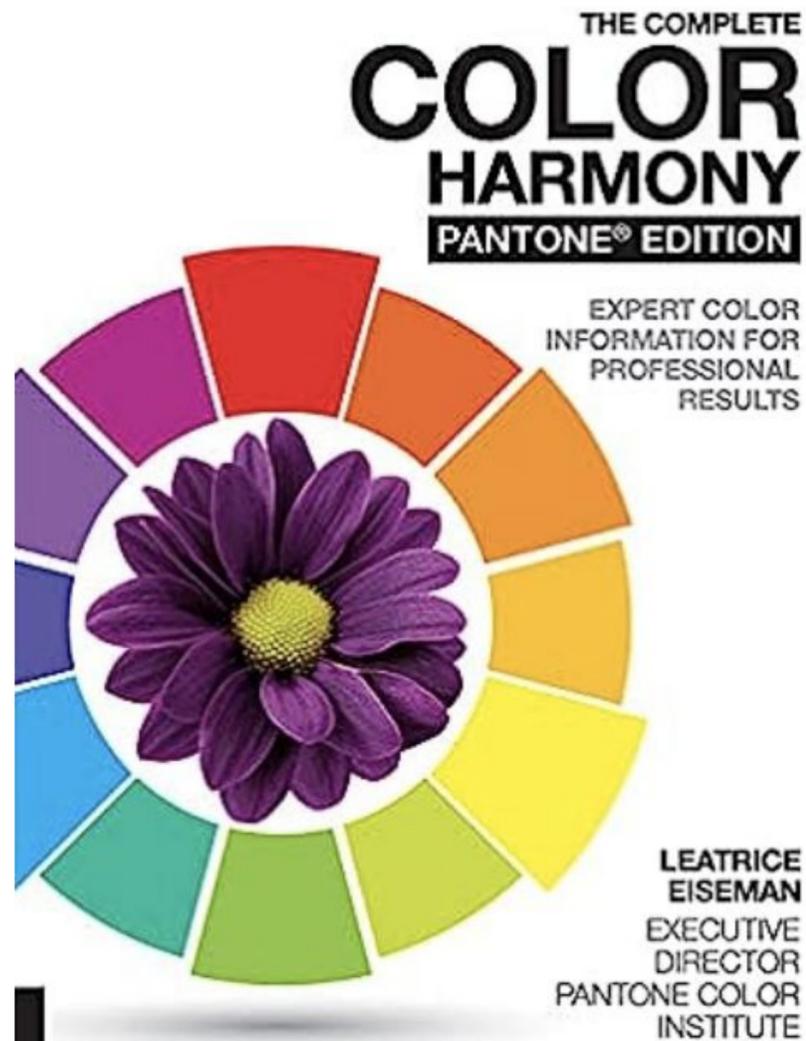
# POP QUIZ

1. What does the acronym **C.R.A.P.** stand for?
2. What was your **favorite** part of this presentation?
3. What was the **most practical or useful** part of this presentation?

# References



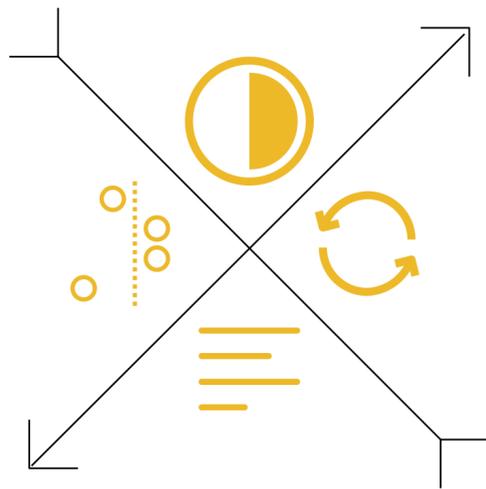
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**Don't  
make**

**C.R.A.P.**





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