Champagne Assets on a Beer Budget

Rachel Medeiros

Rachel Medeiros
INSTRUCTIONAL DESIGNER

What's your budget?

How much money do you have to spend on finding and creating quality assets?
Can you afford champagne?
Or do you need to stick to beer?

In this resource, we'll explore different resources for finding high-quality assets, no matter the size of your budget.

I have champagne taste.

I've loved champagne since my first taste of it at 16 at my sister's wedding. Since then, there's been no turning back.

This champagne taste trickles into many things in my life… including finding high quality assets for instructional design projects.

But I'm cheap.

At every stage of my life, I've been trained to save money. From my Dutch upbringing to eight years in the middle school classroom to self-employed, I've constantly been encouraged to spend as little as possible.
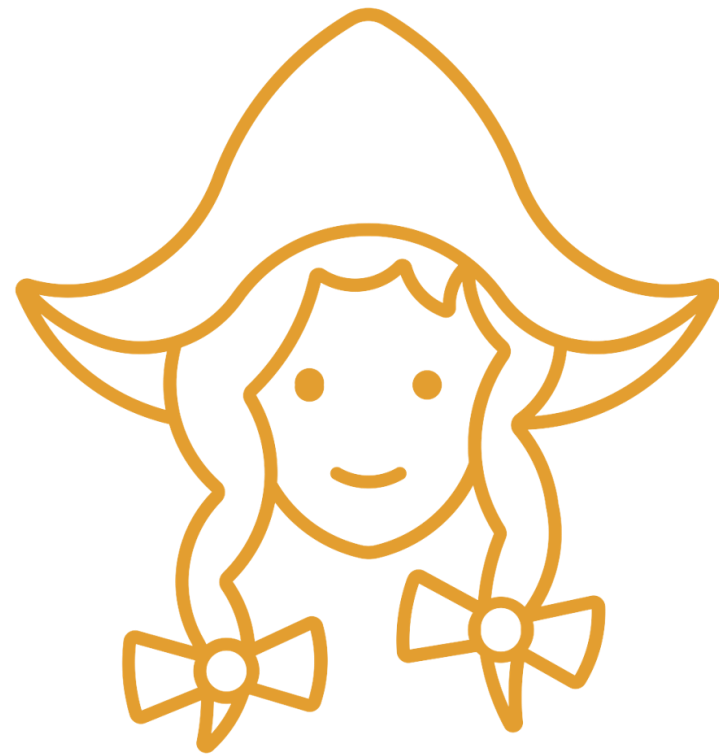
DUTCH

"Cheap is good, but free is better."

TEACHER

"How do I do this without a budget?"

SELF-EMPLOYED

"Money spent is money out of my pocket."

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And yet…

I know that behind every asset is another person sitting behind the computer, trying to earn money as they create. Every time I use an asset for free is an hour (or more!) that person doesn't get paid for their work.

Challenge

So as you work though these resources, here's your challenge:

Add 1
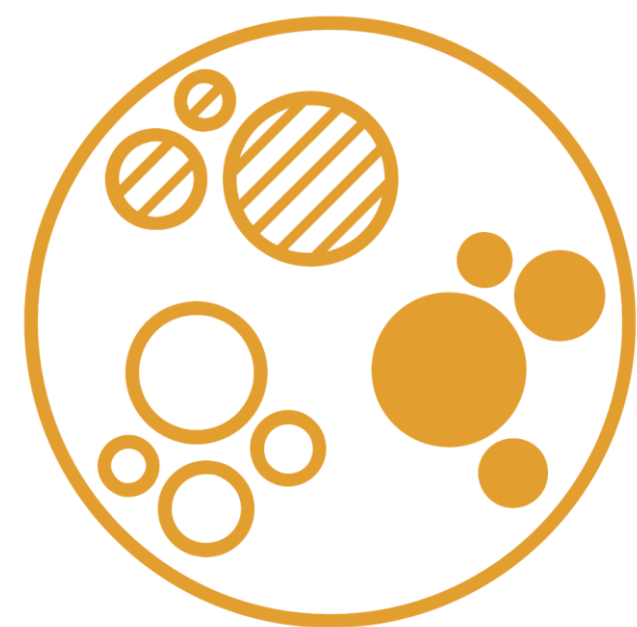*Choose something to add to your toolbox*

Support 1
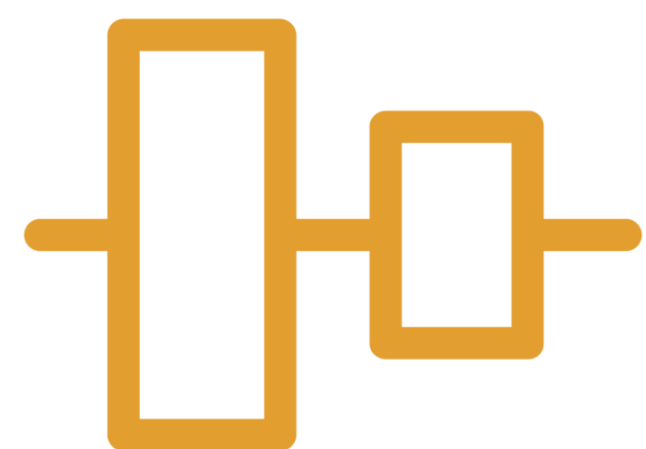*Go premium on a tool you love*

Principles of Design

Using the Principles of Design helps users focus on the material being presented, make meaning from that material, and ultimately retain the information. As we develop assets, it is important to remember to utilize these principles.
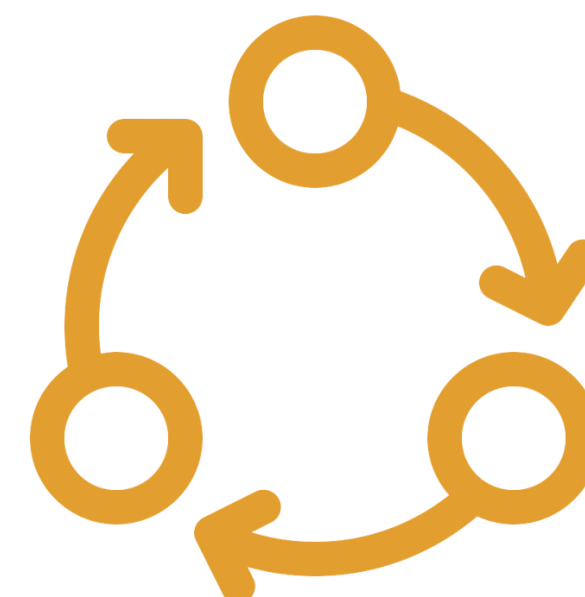
PROXIMITY

Connects ideas that are placed close together

ALIGNMENT

Establishes order & allows for digestible content
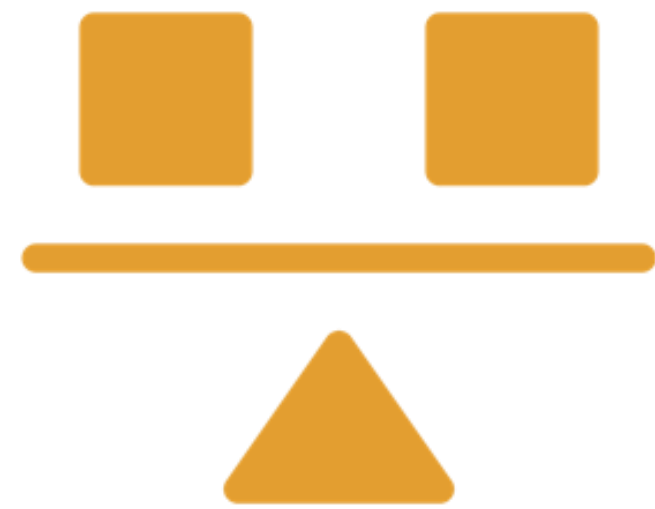
REPETITION

Creates sense of consistency & cohesiveness

CONTRAST

Makes ideas pop

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Design Tools

In order to apply the principles of design we ought to keep these design tools in mind. Each of these are used in partnership with proximity, alignment, repetition, and contrast to create effective assets in instructional design.

BALANCE

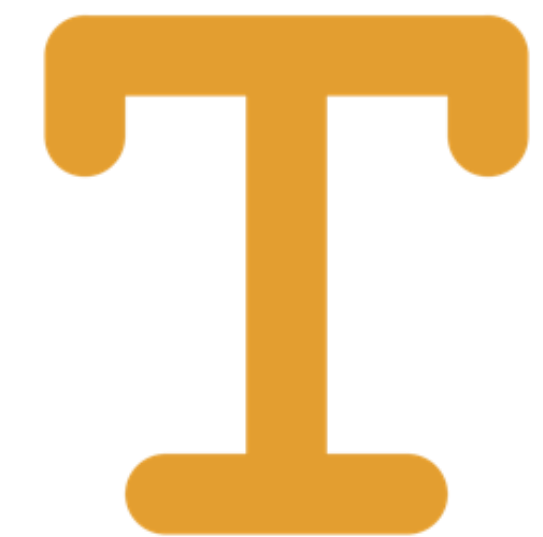Prevents clutter and allows eyes to focus on most important info

COLOR

Creates hierarchy in text, labels, & more

SHAPE

Connects, separates, & visualizes ideas

TYPE

Creates hierarchy

All the things

Finding inspiration for your next project
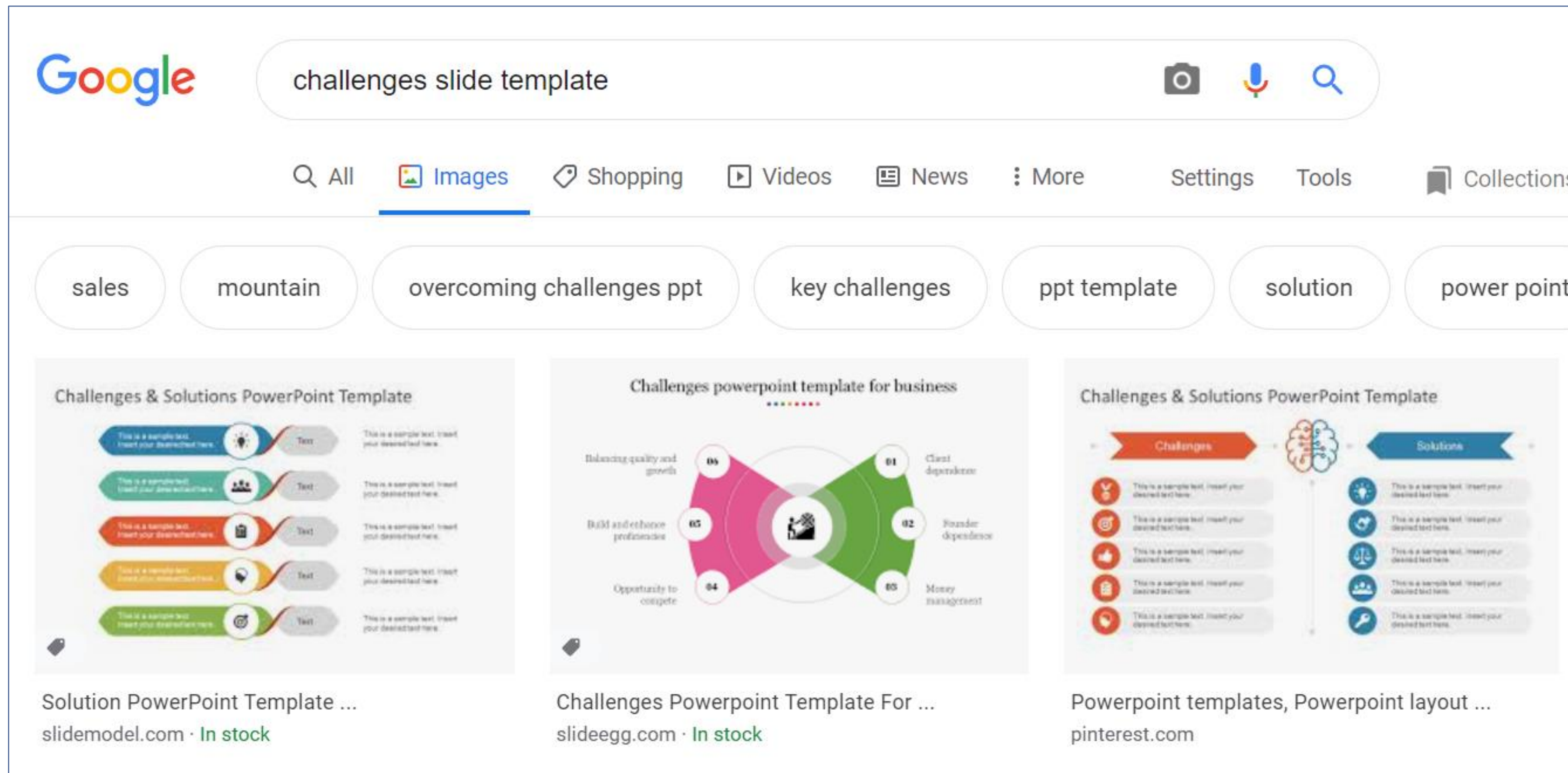
Google
google.com

Image search for "slide template"
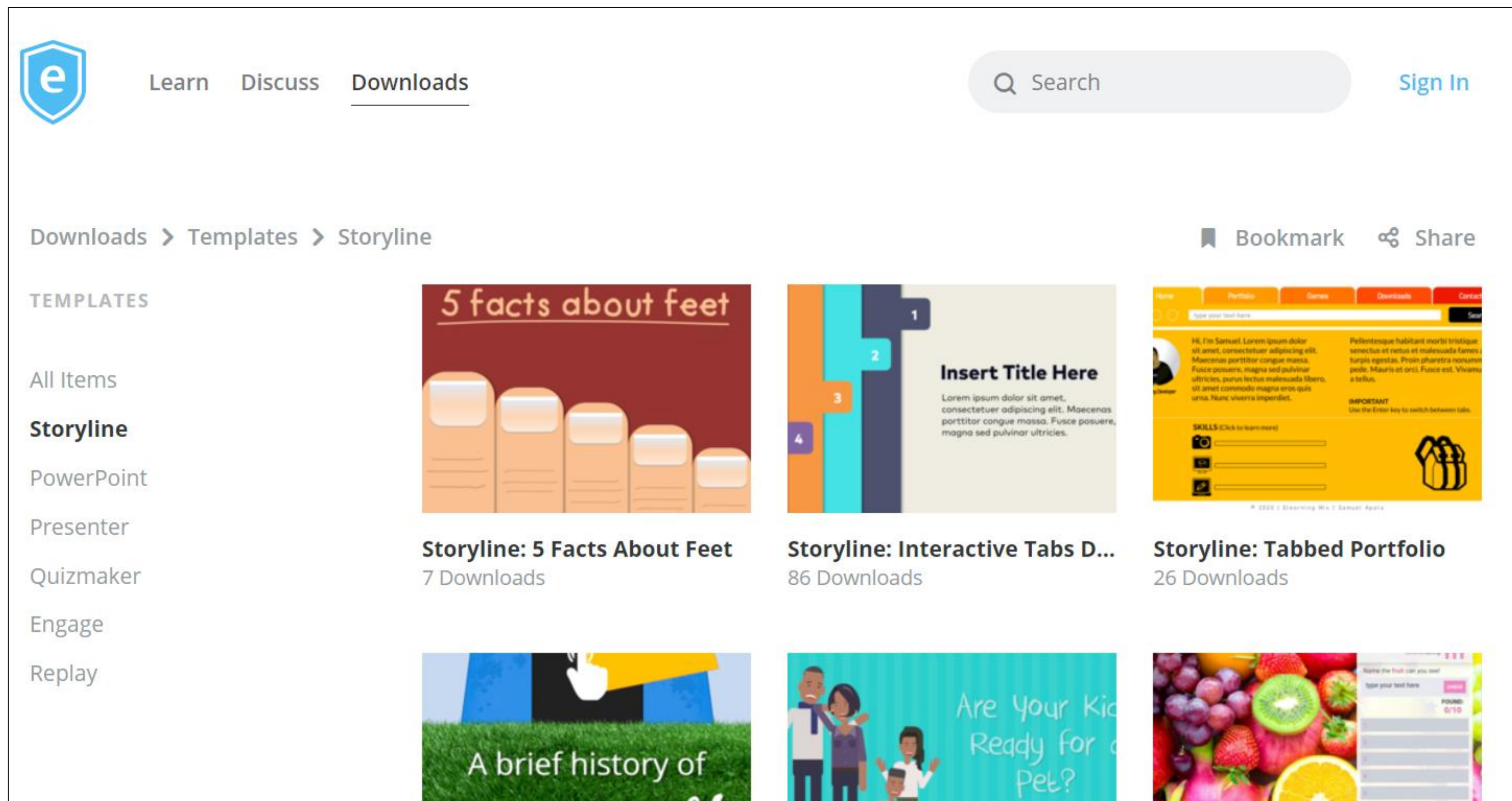
🍾 Follow the link & pay for the template

OR

🍺 Use as inspiration to recreate your own

Icons made by Freepik & Good Ware on flaticon.com

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eLearning Heroes

community.articulate.com/downloads

Find templates & assets

Get an Articulate subscription & download

OR

If you already have a subscription, it's FREE!

Icons made by Freepik & Good Ware on flaticon.com

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Canva

Canva.com

PRO
Brand Kit
Resizing
Assets

Social Media	Personal	Business	Marketing	Education	Trending
Instagram Story	Invitation	Presentation	Poster	Lesson Plan	iOS Templates
Instagram Post	Card	Website	Flyer	Worksheet	Halloween Flyers
Facebook Post	Resume	Logo	Infographic	Certificate	YouTube Intro
Facebook Cover	Postcard	Business Card	Brochure	Storyboard	Halloween T-shirts
Facebook Videos	Planner	Invoice	Newsletter	Bookmark	Education Presentati...
...phic	T-Shirt	Proposal	YouTube Video Ad	Class Schedule	Christmas Cards

Create almost anything

Pay a graphic designer to create your look

OR

Use Canva templates to make it look like you know what you're doing

Collect UI

CollectUI.com

86. Progress Bar (8)

You can see the designs from the challenge below. Check out our Chrome extension to upload and browse similar designs easily.

Sort by: Popularity ▾

Filter 🔍

1. Sign Up
2. Checkout
3. Landing Page
4. Calculator
5. App Icon
6. User Profile
7. Settings
8. 404 Page
9. Music Player
10. Social Share
11. Flash Messages
12. Single Product
13. Direct Messaging
14. Countdown Timer
15. On/Off Switch
16. Pop-Up / Overlay
17. Email Receipt
18. Analytics Chart
19. Leaderboard
20. Location Tracker
21. Monitoring Dashboard

Create your account in just three easy steps

Account Info   Business Info   Personal Info

Progress Bar by Joshua Krohn

GROW YOUR COMMUNITY WITH INTERACTIONS

Sponsor: Immersive Events

Downloading

Progress Bar by Alex MacDuff

👉 25,000+ icons   🙌 Level-up Virtually   🛡 20%OFF Stock Photos

80%

Downloading speed 16.5 Mbps

78%

Please wait while the application is loading...

Gather inspiration
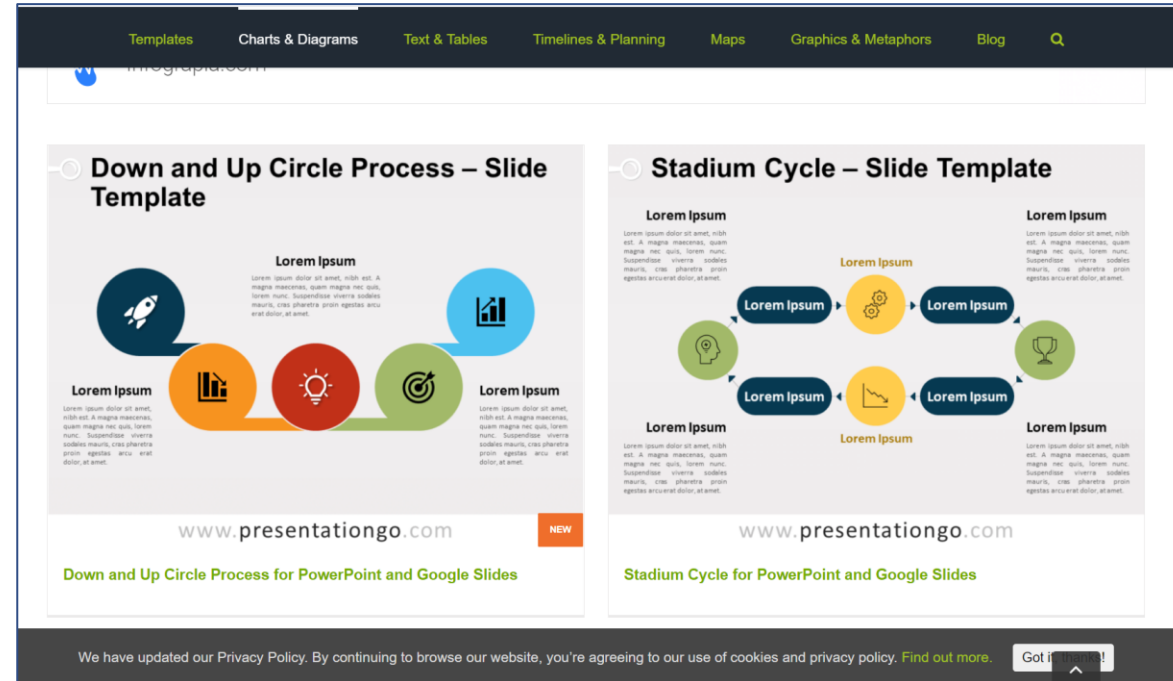
Pay a graphic designer to create your look
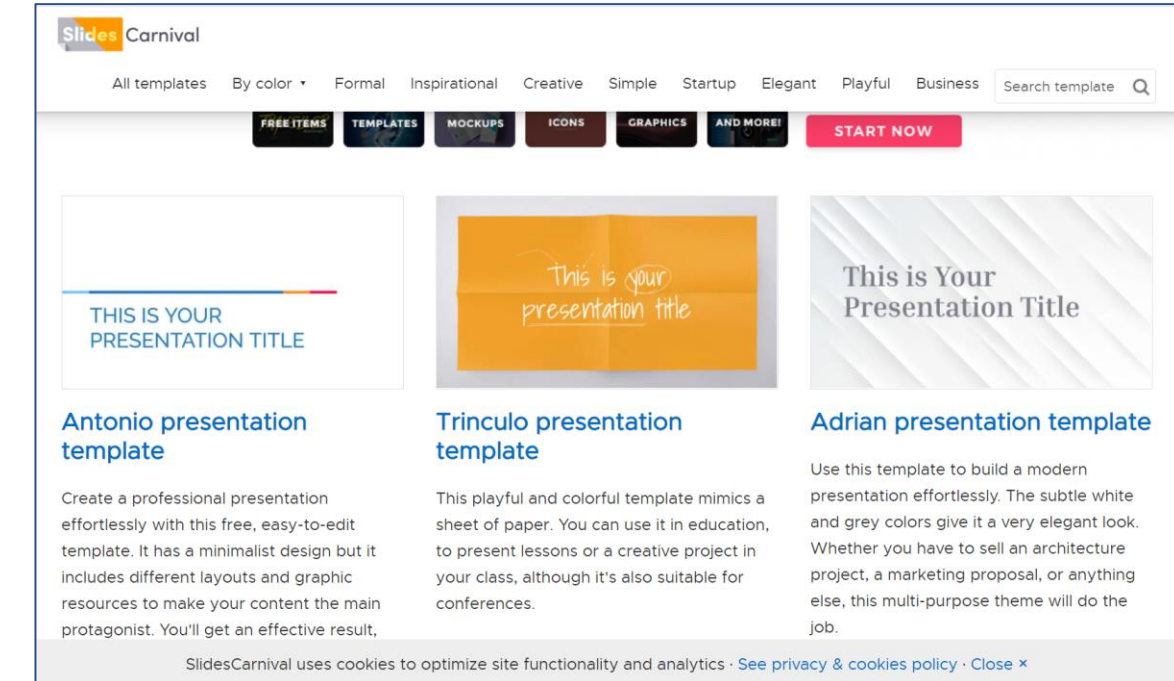
OR

Gather inspiration and recreate with shapes & states

Icons made by Freepik & Good Ware on flaticon.com

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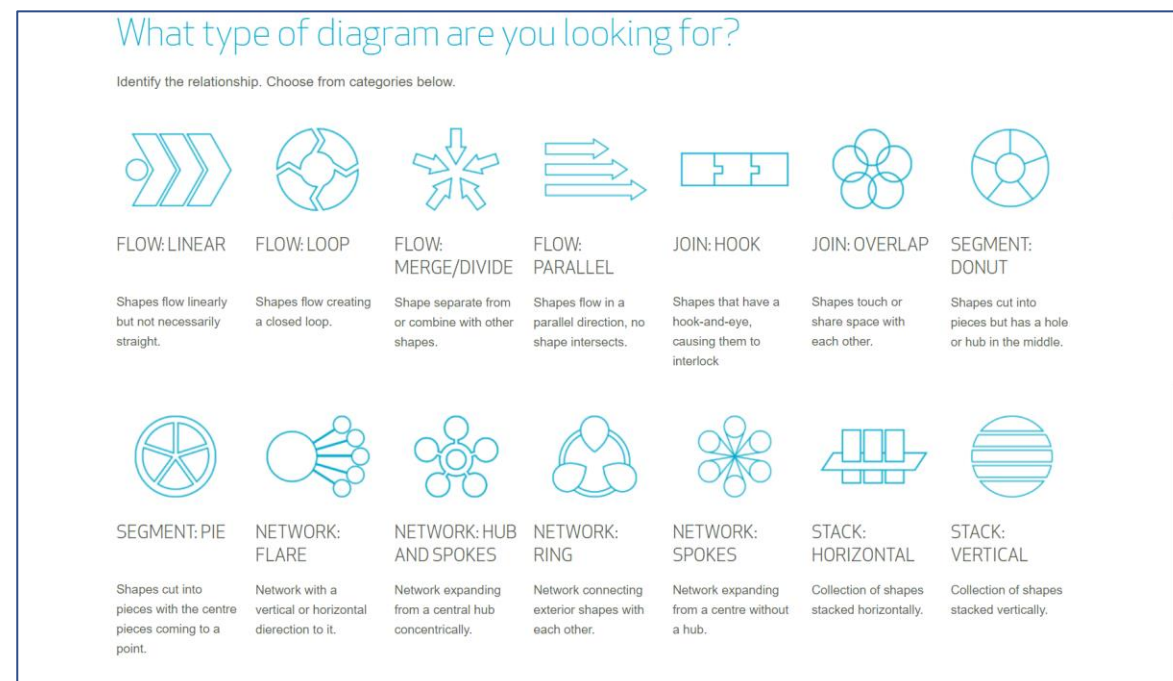
More Options
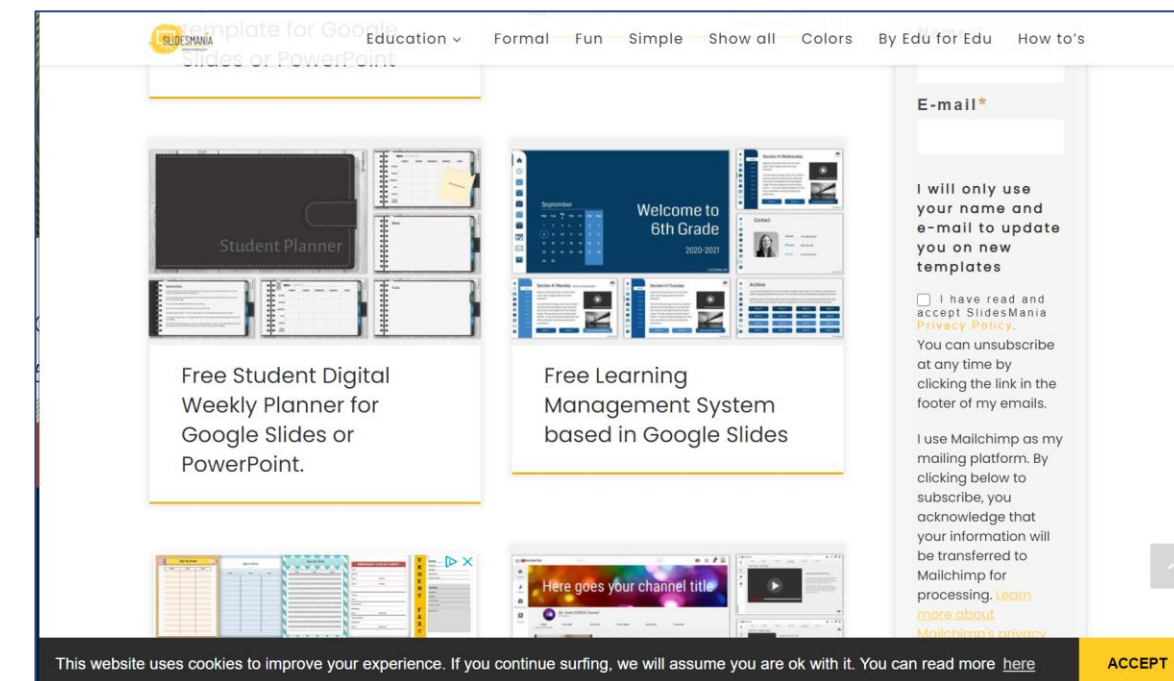*Slide templates to inspire & use*

PRESENTATION GO
Templates, Charts, Timelines

SLIDES CARNIVAL
Templates

DUARTE DIAGRAMMER
Charts, Diagrams

SLIDES MANIA
Templates, Manipulatives, Interactive Notebooks

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The Professionals

Your favorite graphic designer
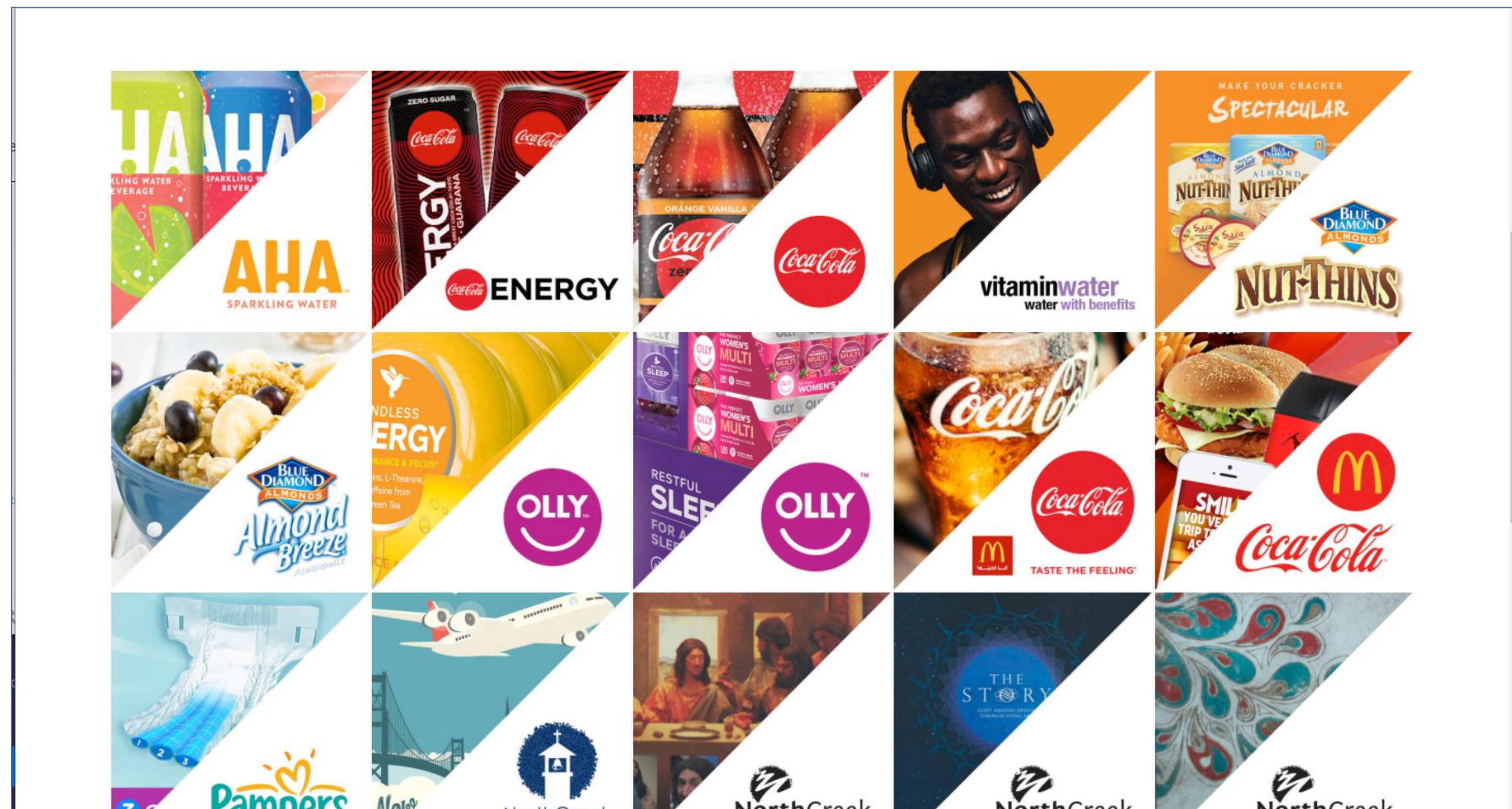
Faster & fancier designs

🍾 Spend 10 hours agonizing over getting it perfect

OR

🍺 Pay a graphic designer to do it in 1 hour

Repping the brand

Matching color & type

Style Guide

We have been conditioned to recognize brands by their specific colors and fonts. Consider, for example, Coca-Cola. You can easily picture both the specific colors and the specific font that is used in their logo.

Similarly, it is important that you stay true to your brand's colors and fonts. Always consult your brand's style guide in the creation of your assets to ensure you're creating in line with the brand's look and feel. The resources in the following pages will help you in matching or creating your brand's style.

Don't have a style guide?
Create your own with Canva's help.

AMPLIFIED ⫶⫶⫶ EDU   color logo

AMPLIFIED ⫶⫶⫶ EDU   black logo

COLORS

HEX #2F4D85
RGB 47-77-133
CMYK 100-78-18-5
PMS 8785C

HEX #E39E30
RGB 227-158-48
CMYK 0-44-100-0
PMS 1375C

HEX #EAB251
RGB 234-178-81
CMYK 0-33-82-0
PMS 136C

HEX #00607B
RGB 40-98-122
CMYK 100-51-37-14
PMS 2224C

GRADIENT

EFC480   EAB251   E39E30

FONTS

SOURCE SANS PRO
TITLES

Andada
body copy

ColorPick Eyedropper
ColorPick Eyedropper in the Chrome Web Store

Find the brand's HEX codes

🍾 Wait for the SME to return your email

OR

🍺 Pick the colors from the logo or website

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Adobe Color

Color.Adobe.com

	A	B	C	D	E
	#2F4D85	#E39E30	#EAB251	#EFC480	#00607B

Color Blind Simulator

Deuteranopia					
Protanopia					
Tritanopia					

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Check accessibility

Send your brand guide to a specialist
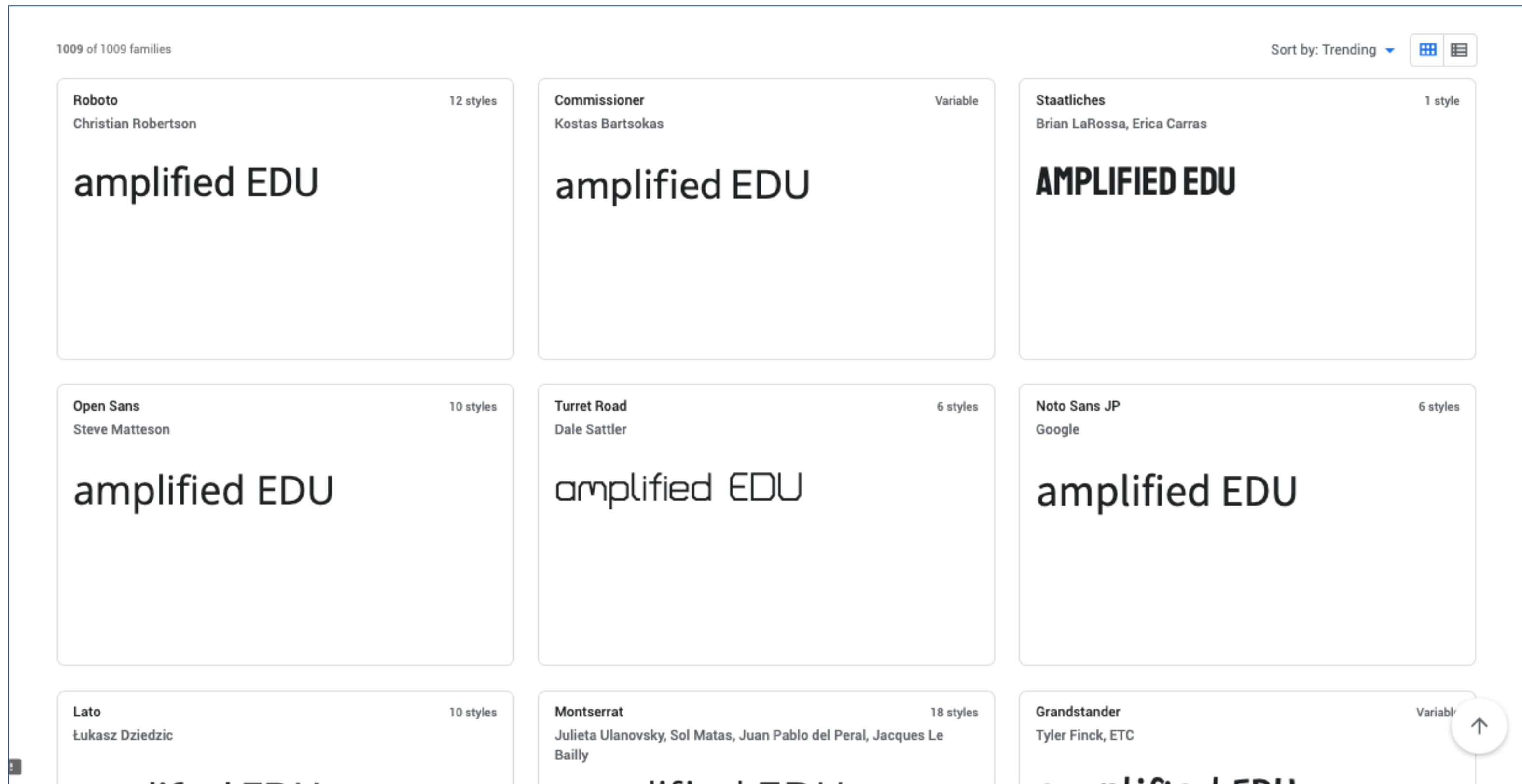
OR

Use Adobe Color to check how colors are seen by those who are colorblind

Google Fonts

Fonts.Google.com

Download & preview fonts

🍾 Buy something from DaFont.com

OR

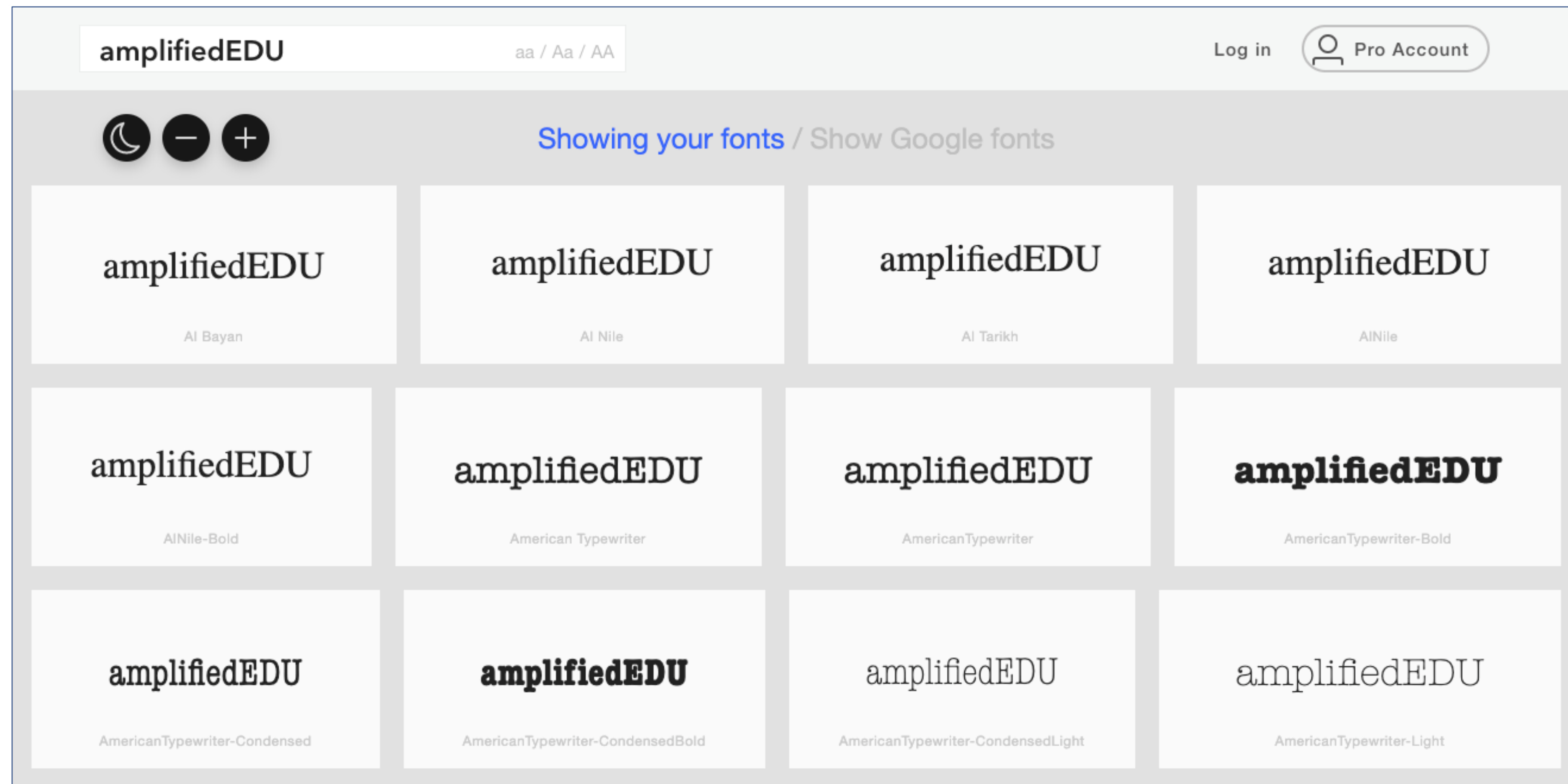🍺 Download a new font for FREE!

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Workmark.it

Wordmark.it

Icons made by Freepik & Good Ware on flaticon.com

Preview system fonts

🍾 Spend hours agonizing in PowerPoint

OR

🍺 Scroll through Wordmark.it, beer in hand

Cupcake Ipsum

CupcakeIpsum.com

CUPCAKE IPSUM
SUGAR-COATED LOREM IPSUM GENERATOR

TIRED OF HOW BORING LOREM IPSUM GOT?

How about using auto-generated text that will actually make people love your project even more?

5 PARAGR
⦿ LONG

Cupcake ipsum dolor. Sit amet jujubes candy canes chupa chups oat cake dragée cake gingerbread. Cotton candy chocolate jelly beans topping gummies fruitcake toffee chupa chups marzipan. Sweet roll muffin icing marshmallow. Sesame snaps candy cheesecake bear claw chupa chups. Tart macaroon sweet roll tart caramels icing jelly-o pie cotton candy. Macaroon lollipop tart chocolate cake donut. Muffin soufflé jujubes biscuit lemon drops dragée cake cookie. Gingerbread sesame snaps chupa chups icing donut brownie marzipan tootsie roll wafer. Topping brownie jelly-o jelly. Chocolate toffee carrot cake sugar plum gingerbread candy lemon drops. Candy canes tootsie roll caramels lemon drops lemon drops muffin tart. Tart sesame snaps tootsie roll pudding sweet roll apple pie biscuit gummi bears cheesecake. Gummi bears marshmallow icing tart brownie pie.

Create placeholder text

Be snooty and use Latin text in your project

OR

Have fun with sweet text placeholders

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ForcemIpsum

ForsemIpsum.com

STAR WARS | **THE EMPIRE STRIKES BACK** | **RETURN OF THE JEDI** | 5 | HTML **Plain Text**

And what of the Rebellion? If the Rebels have obtained a complete technical readout of this station, it is possible, however unlikely, that they might find a weakness and exploit it. The plans you refer to will soon be back in our hands. Any attack made by the Rebels against this station would be a useless gesture, no matter what technical data they've obtained. This station is now the ultimate power in the universe. I suggest we use it!

What? Yahoo! Look out! You're all clear, kid. Now let's blow this thing and go home! Stand by to fire at Rebel base. Standing by. Great shot, kid. That was one in a million. Remember, the Force will be with you...always.

Oh! The garbage chute was a really wonderful idea. What an incredible smell you've discovered! Let's get out of here! Get away from there... No! wait! Will you forget it? I already tried it. It's magnetically sealed! Put that thing away! You're going to get us all killed. Absolutely, Your Worship. Look, I had everything under control until you led us down here. You know, it's not going to take them long to figure out what happened to us. It could be worst... It's worst. There's something alive in here! That's your imagination. Something just moves past my leg! Look! Did you see that? What? Help!

There she is. See-Threepio, do you copy? For the moment. Uh, we're in the main hangar across from the ship. We're right above you. Stand by. You came in that thing? You're braver that I thought. Nice! Come on! It's them! Blast them! Get back to the ship! Where are you going? Come back! He certainly has courage. What good will it do us if he gets himself killed? Come on! I think we took a wrong turn. There's no lock! That oughta hold it for a while. Quick, we've got to get across. Find the control that extends the bridge. Oh, I think I just blasted it. They're coming through! Here, hold this. Here they come! For luck!

Have you been in many battles? Several, I think. Actually, there's not much to tell. I'm not much more than an interpreter, and not very good at telling stories. Well, not at making them interesting, anyways. Well, my little friend, you've got something jammed in here real good. Were you on a cruiser or...

Create placeholder text

Be snooty and use Latin text in your project

OR

Have fun with Star Wars placeholder text

Icons made by *Freepik* & *Good Ware* on flaticon.com

1 Typeface
Many fonts

As you create your assets, remember that even with one typeface you have many font options to choose.

Be intentional in how you use each one to create a hierarchy within your assets. For example, always use italics for directions or semibold for subtitles. This repetition will help create consistency and help your learner focus on the content within your course.

Source Sans Pro

Italics

Semibold

Light

Black

Jaw-Dropping Visuals

Engaging your audience with shapes & images

But first…

*Can I *legally* use this asset?*

Copyright ©

Cannot be used without authorization from the original creator

Assume copyright until proven otherwise

Fair Use

Allows use of copyrighted materials under specific circumstances:
- News reporting
- Teaching
- Parody

Creative Commons

Copyright licenses that allow creators to share at certain levels of permission

CC BY

CC BY NC SA

CC BY SA

CC BY ND

CC BY NC

CC BY NC ND
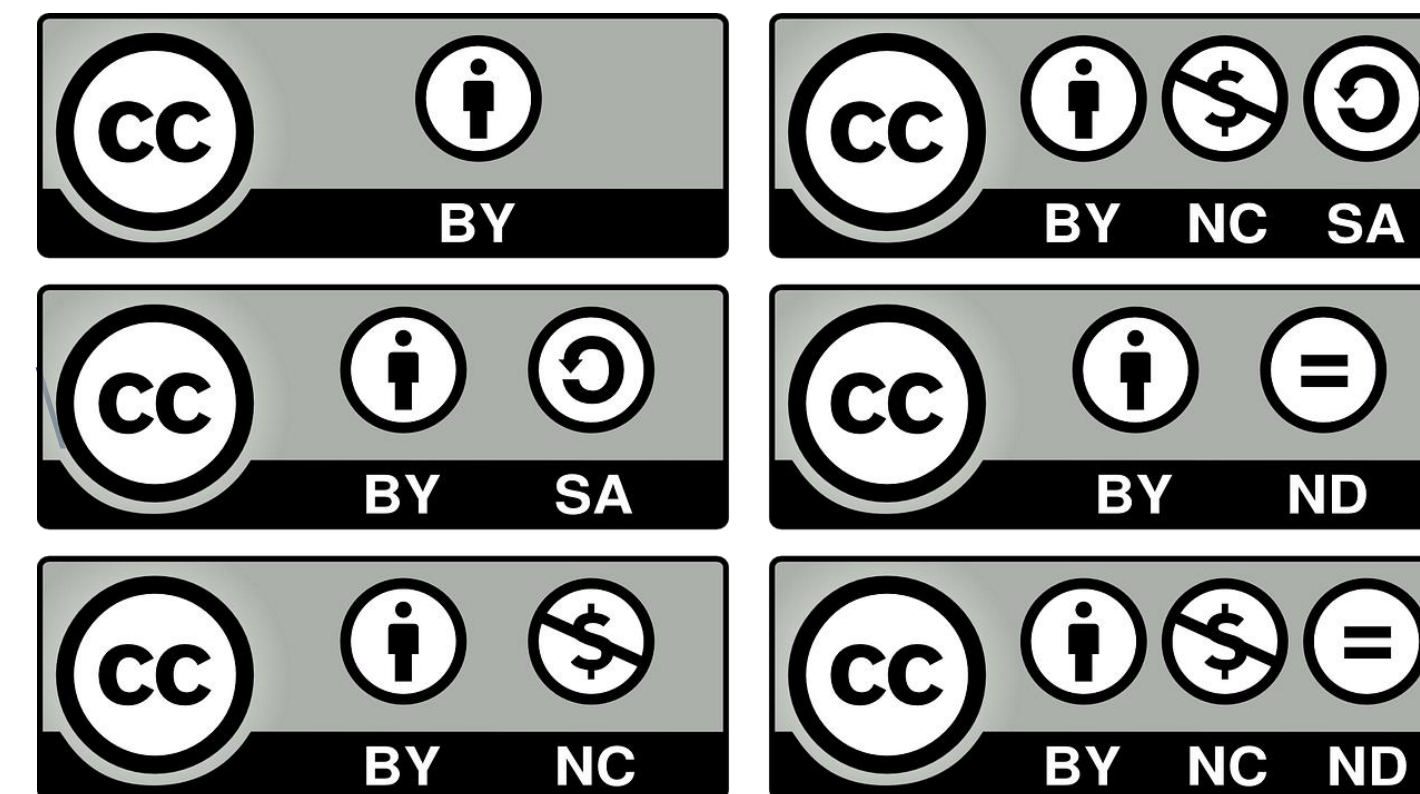
Read more at
creativecommons.org/licenses

Unsplash

Unsplash.com

Icons made by Freepik & Good Ware on flaticon.com
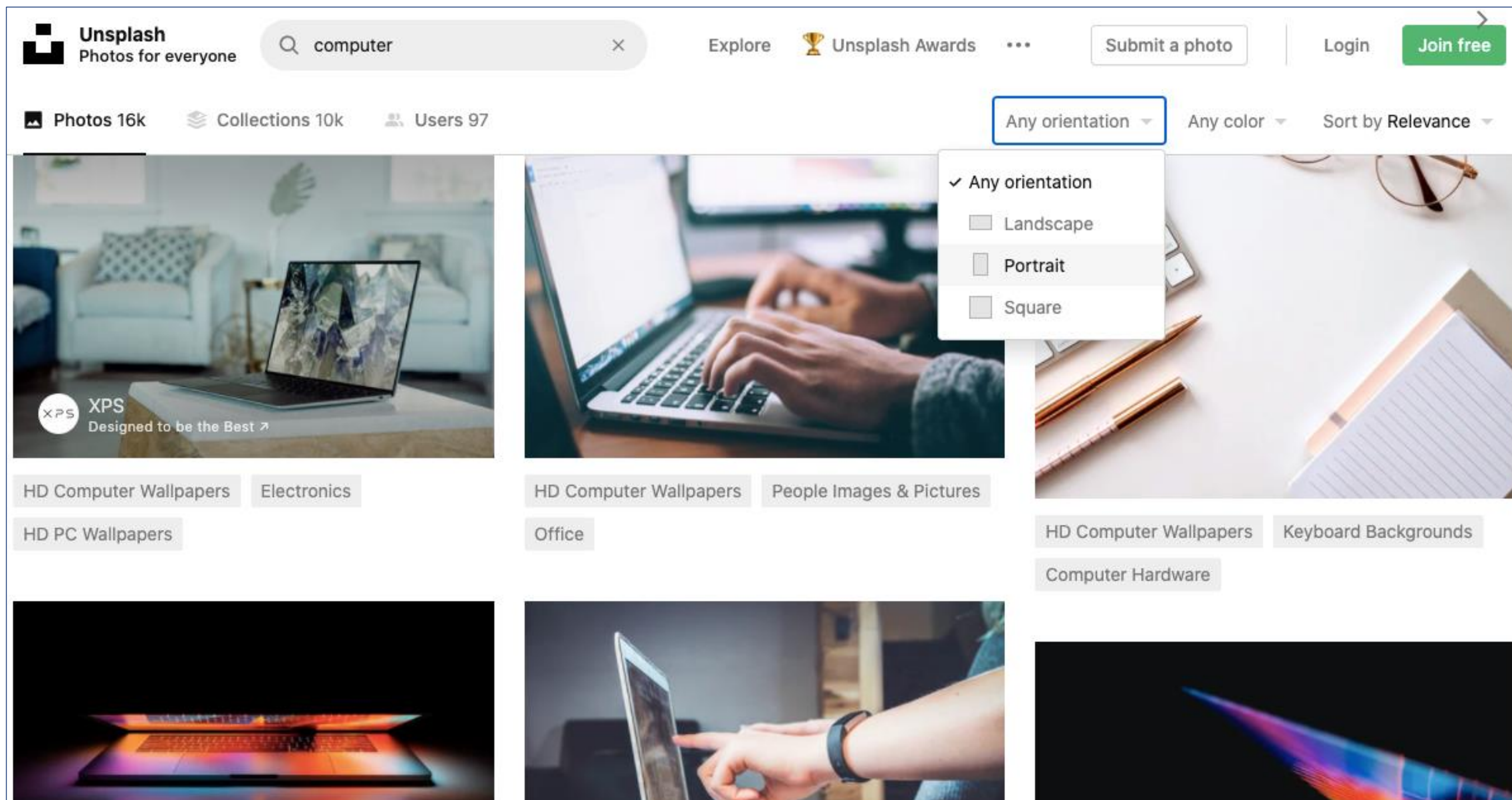
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🍾 Buy stock photos

OR

🍺 Download royalty-free images

Pexels

Pexels.com

Find more pretty pictures

🍾 Buy stock photos

OR

🍺 Download royalty-free images

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Noun Project

NounProject.com

Find an icon for anything

Pay a designer or buy a stock icon set

OR

Insert *directly from PowerPoint App*

Icons made by Freepik & Good Ware on flaticon.com

Icon Finder

IconFinder.com

Icons made by Freepik & Good Ware on flaticon.com

PRO
Royalty-Free
More

Find an icon for anything

Pay a designer or buy a stock icon set

OR

Search Icon Finder's free selection, paying attention to rights

Flat Icon

FlatIcon.com
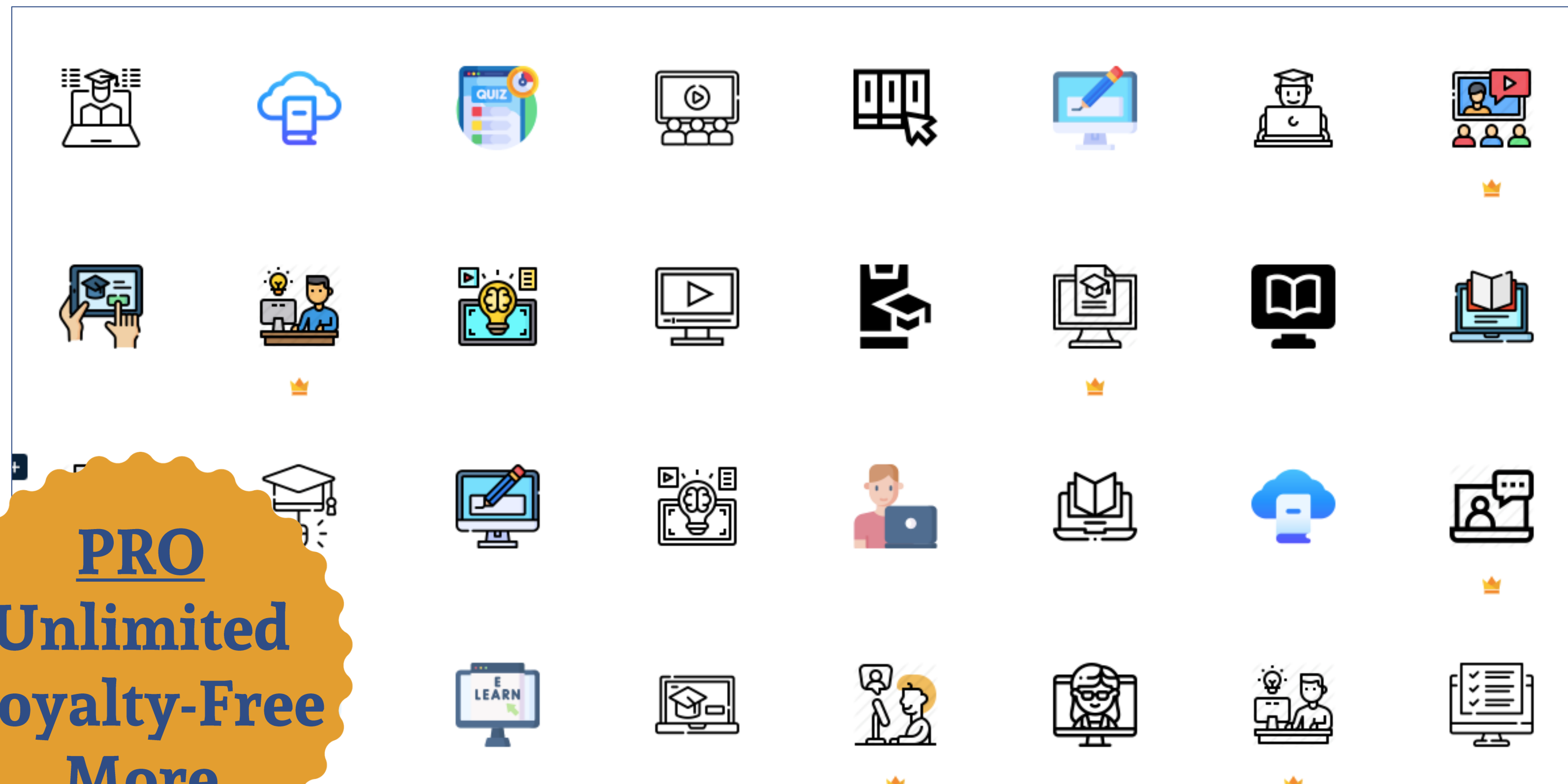
PRO
Unlimited
Royalty-Free
More

Find an icon for anything

Pay a designer or buy a stock icon set

OR

Recolor & share with an attribution
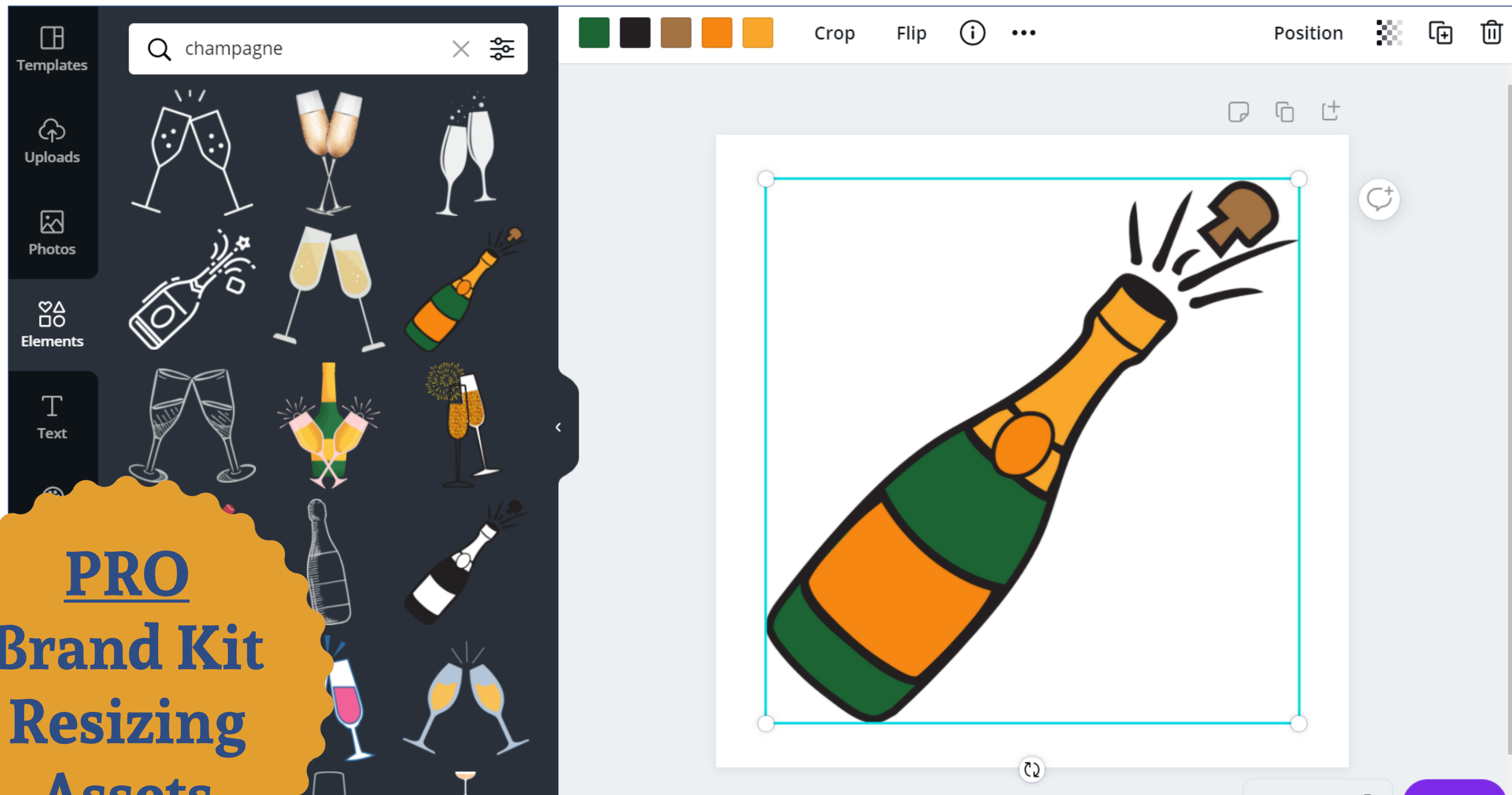
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Canva

Canva.com

PRO
Brand Kit
Resizing
Assets

Find & recolor assets

Subscribe to an icon finding website

OR

Find an icon, recolor, & export with transparent background

Sound & Motion

BenSound

BenSound.com

ROYALTY FREE MUSIC by BENSOUND

| ALL | ACOUSTIC / FOLK | CINEMATIC | CORPORATE / POP | ELECTRONICA | URBAN / GROOVE | JAZZ | ROCK | WORLD / OTHERS |

< 1 2 3 4 5 6 7 8 9 10 11 .... NEXT > POPULAR ▼ Search 🔍

Ukulele 2:26
▶ 00:00 ⓘ DOWNLOAD
Happy and light royalty free ukulele music featuring ukulele, fin...

Creative Minds 2:27
▶ 00:00 ⓘ DOWNLOAD
This Inspiring royalty free corporate music features guitars...

A New Beginning 2:34
▶ 00:43 ⓘ DOWNLOAD
Pop rock royalty free music with an epic and "achievement" feelin...

Little Idea 2:49
▶ 00:00 ⓘ DOWNLOAD
Childish royalty free music track featuring glockenspiel, pi...

Hey!

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Find background music

🍾 Pay royalties every time the song is played

OR

🍺 Download from BenSound and add an attribution to the credits

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Mixkit

Mixkit.co

Chicken

4 Free Chicken Sound Effects. All of our sound effects are free to download and ready to use in your next video or audio project, under the Mixkit License.
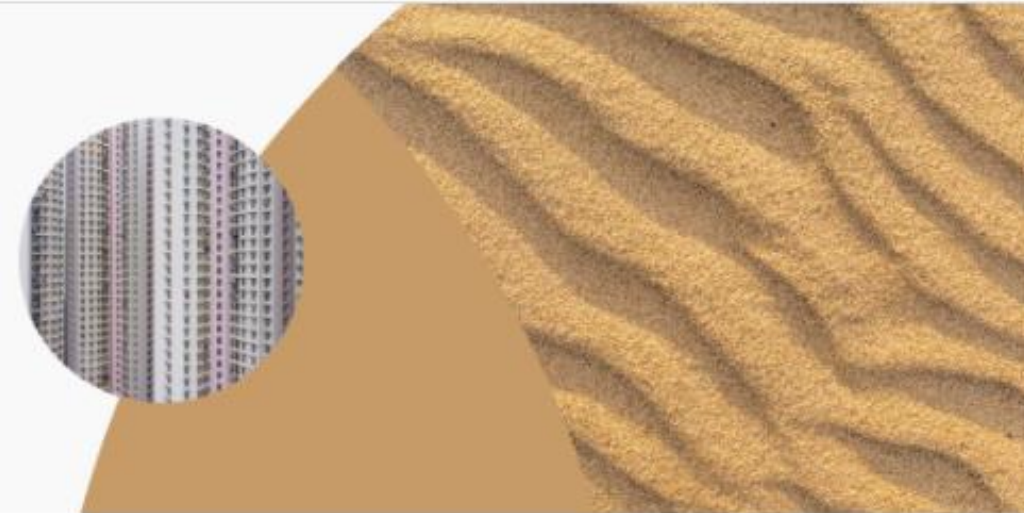
Farm animals in the morning	Chickens and pigeons	Chickens clucking short
Chicken Horse ⋯ 0:44 ⬇	Farm Animals ⋯ 0:05 ⬇	Bird Animals ⋯ 0:02 ⬇
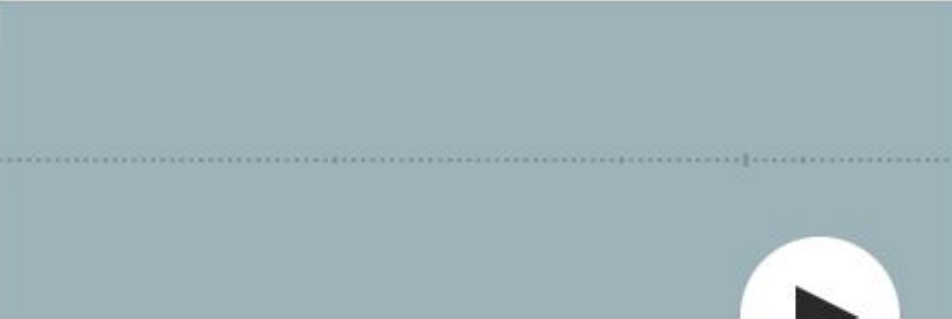
Find sound effects, video, & music

Chase your chickens to record a rooster crowing

OR
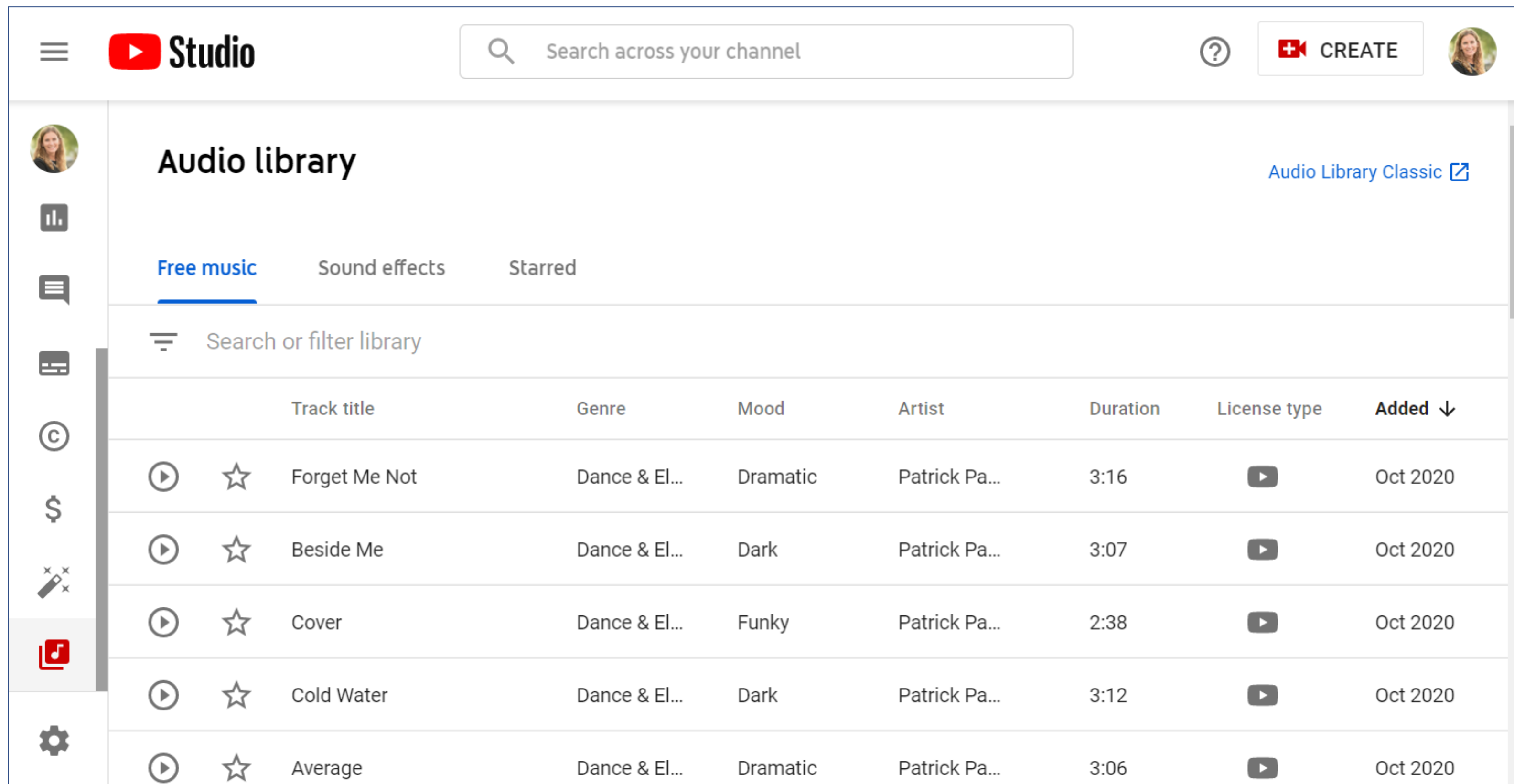
Download the sound effect for FREE!

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YouTube Audio Library

Studio.YouTube.com → Audio Library

Find music & sound effects

🍾 Chase your chickens to record a rooster crowing

OR
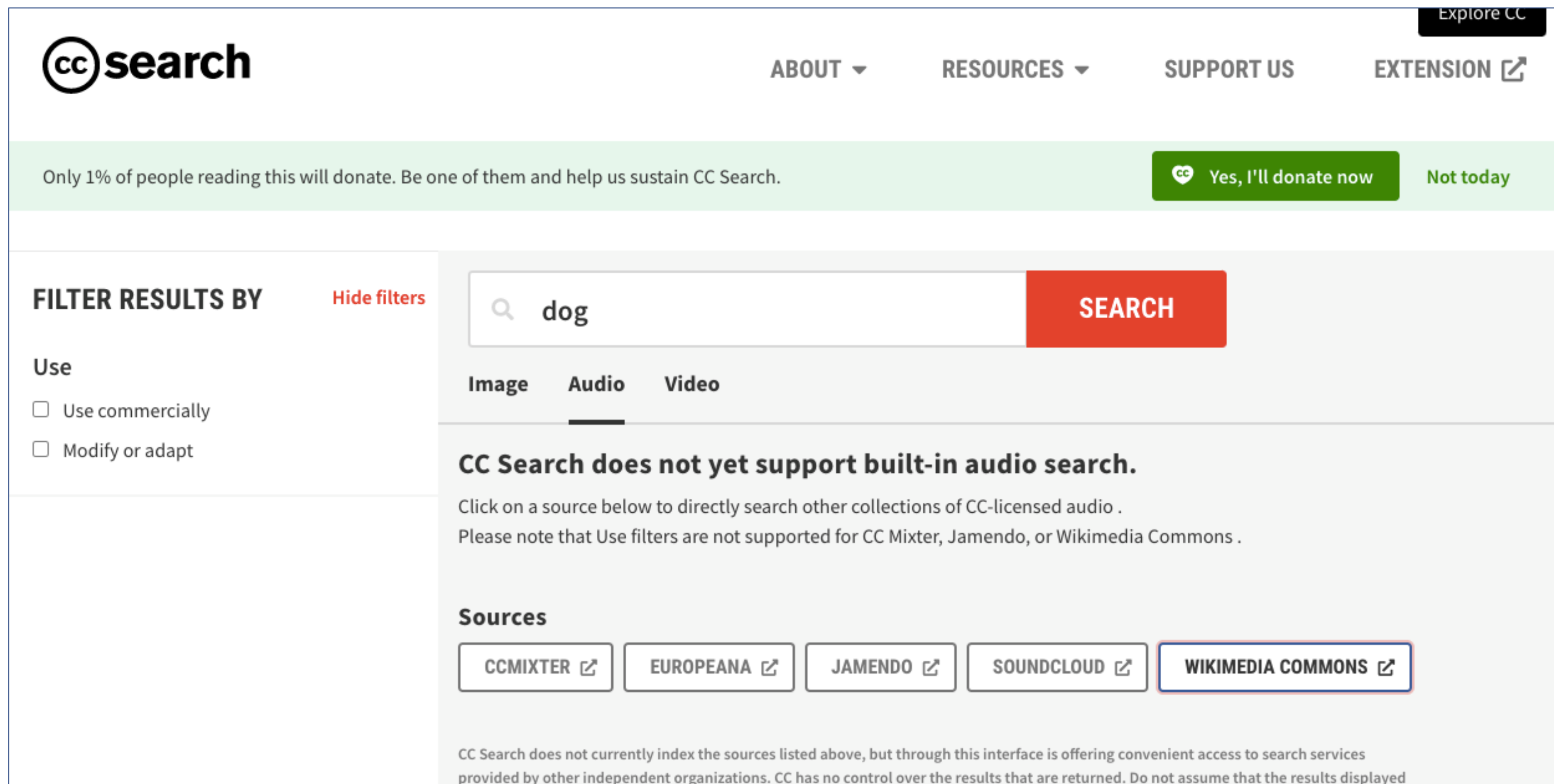
🍺 Download from YouTube for FREE!

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Creative Commons Search

Search.CreativeCommons.org

Easily find Creative Commons Assets

Take the time to filter based on license

OR

Start your search with CreativeCommons.org

Icons made by Freepik & Good Ware on flaticon.com

Challenge

Now that you've reviewed these tools for creating champagne assets on a beer budget, let's return to our challenge.

What will you add to your toolbox?

What app or designer will you choose to support?

Add 1
Choose something to add to your toolbox

Support 1
Go premium on a tool you love

Thank You

🐦 @racheldiep   f /amplifiedEDU

📷 @amplifiedEDU   ✉ rachel@amplifiedEDU.com

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