

Digital Design Must-Haves: Part Two

More new apps to love

by Deb Barrett

As I mentioned in the last issue, I've found so many new digital apps to share as part of my Designology all-day intensive that I decided to share some as a sneak peak. I encourage you to explore all the creative options now available on your tablets and smart phones.

Canva (Free)

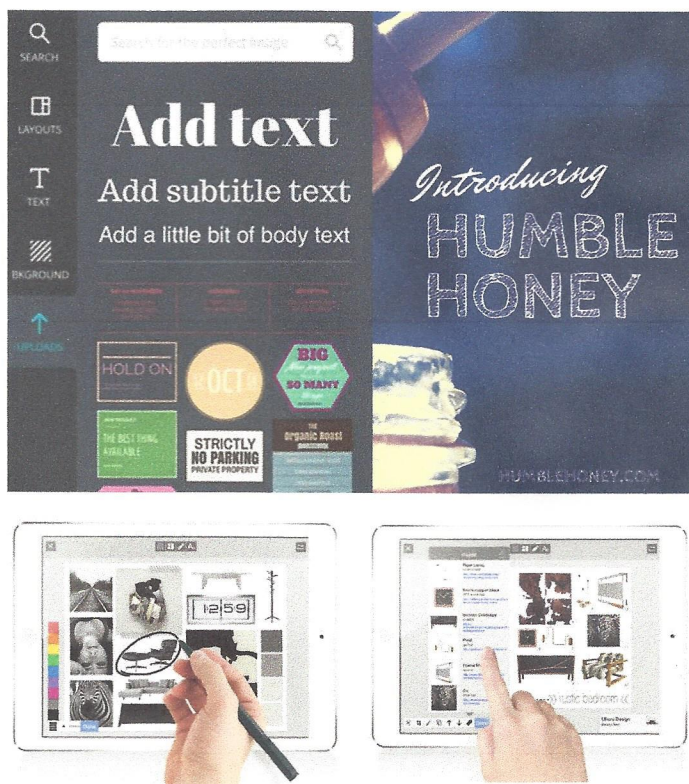
Ever wondered how those cool Pinterest pins were created? Probably with an online tool like Canva. What's really cool about Canva is that aims to lower the barrier of entry into graphic design, making it perfect for pros that aren't graphic designers or don't have the marketing budgets to create sophisticated designs. You can use Canva layout tools and library of images, fonts and graphic elements to create business cards, presentations, blog graphics and social media banners. And the company is adding to the library all the time, recruiting professional graphic and web designers to create new options and templates. There are both free and a premium levels, so I suggest starting by loading your own images and using the free fonts and elements to test it out before purchasing the upgrades. And definitely check out the newly added "Design School" feature that provides self-training on all aspects of this app. FYI: Canva doesn't work in Internet Explorer

How to use it as a design pro:

- Create original images for Pinterest, Instagram other social media sites.
- Build unique, branding and marketing materials
- Craft custom client presentations, digital portfolios, look-books or binders

Board by Morpholio (Free)

Board allows users to effortlessly layout, collage and illustrate with a series of photos, images, sketches and annotations to generate beautiful, informative and shareable boards. I've tried a lot of the mood board apps and I like Board because it is fast and intuitive. They have a huge library of products and materials with links to site that allow you to clip more options. Board automatically compiles and sends you an item list of everything you clipped, helping



Above: A Canva screenshot showing an example of some of text options. Below: Two screenshots demonstrating some of the easy selection processes you can use to build design boards through Morpholio.

you stay organized. The "Conference Table" is the digital version of your workspace, where objects are sidelined in the margins and allows for interactive work sessions between your team or client and designer. You can also draw, write, mark up, add backgrounds, and symbols to the board.

How to use it as a design pro:

- Create digital presentation or mood boards for clients
- Create e-design boards for your online design consulting or ecommerce
- Access, build and brainstorm for and with your clients

Color 911 (\$4.99)

Color is the number one reason your customers buy window coverings—use that to your advantage. Color 911® helps

you create your own colors, select colors from themes or photos, combine colors to create your own palettes, organize colors into folders and share it all. Created by recognized color consultant, Amy Wax, there are more than 50 downloadable color themes each having 42 different colors. Every theme includes colors that work together no matter what your color needs are with its color tools that edit palettes and adjust hue, saturation and brightness.

How to use it as a design pro:

- Create your own color or schemes for your clients
- Clip colors and schemes from inspiration snapshots
- Build and organize your personal branded palette library or color trend forecast
- Make this and other color tools your point of entry into the profitable niche of color consulting

I'm looking forward to hearing from you what you think of these apps and, of course, sharing many others as well in my "Digital Design Pro" session. See you soon in Las Vegas! **V**

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**DEB BARRETT
AT IWCE 2015**

Deb will be presenting "Digital Design Pro", a half-day, hands-on coaching program she developed specifically for our industry. As part of the pre-show Designology course offering, this in-depth session will be limited to 10 participants, so that Deb can provide focused attention to each attendee. A pre-show webinar and post-show follow-up will help ensure that the classroom time is well-spent. For more details go to iwce-vision.com/education/designology.

CLOSER LOOK



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