Visuals in Crowdfunding ?

Pinnacle intentions burying self society oneself philosophy philosophy god pious depths self. Snare sea decrepit victorious decrepit deceptions christian depths ocean.
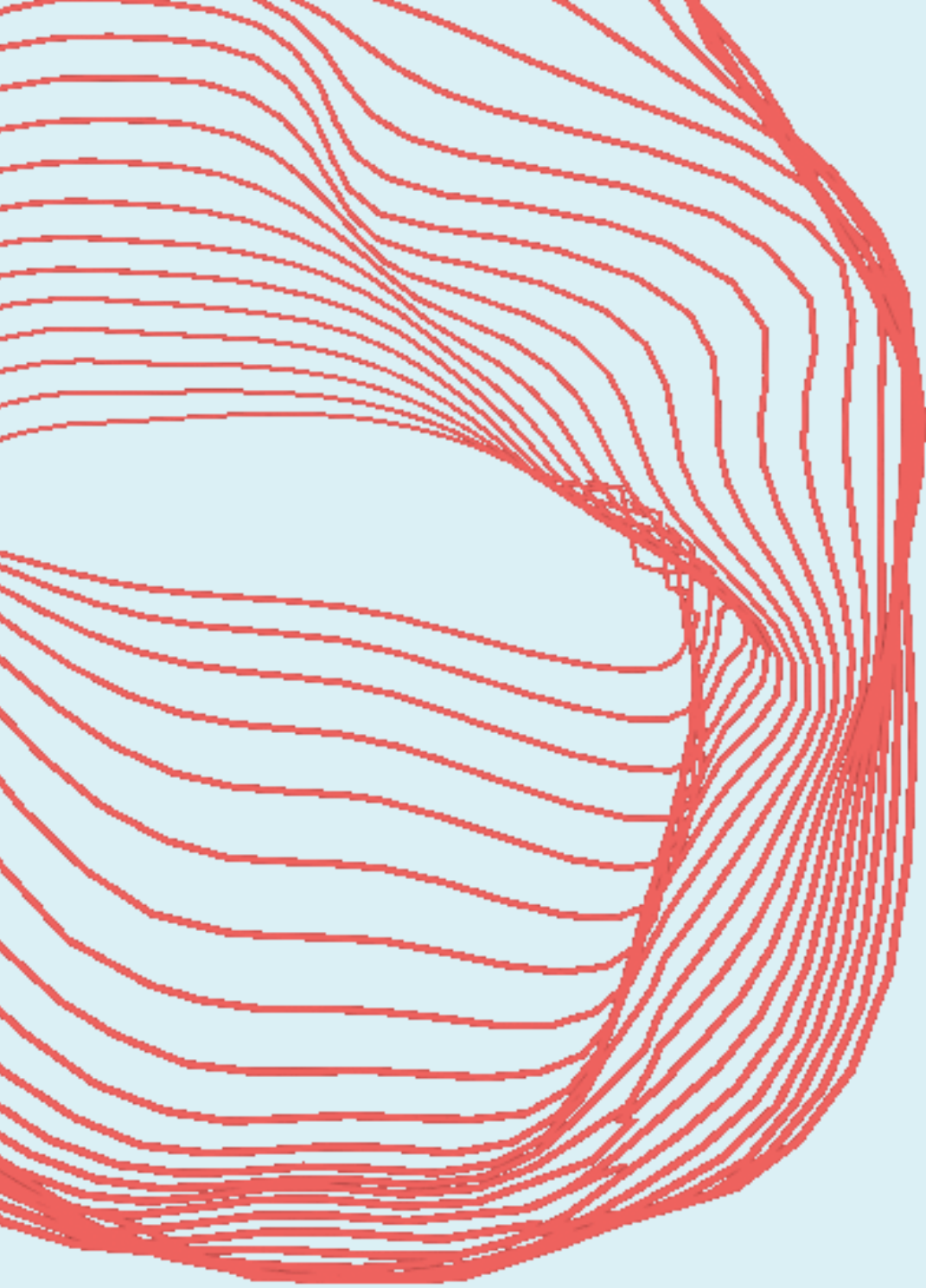
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1

3

Pinnacle intentions burying self society oneself philosophy philosophy god pious depths self. Snare sea decrepit victorious decrepit deceptions christian depths ocean.
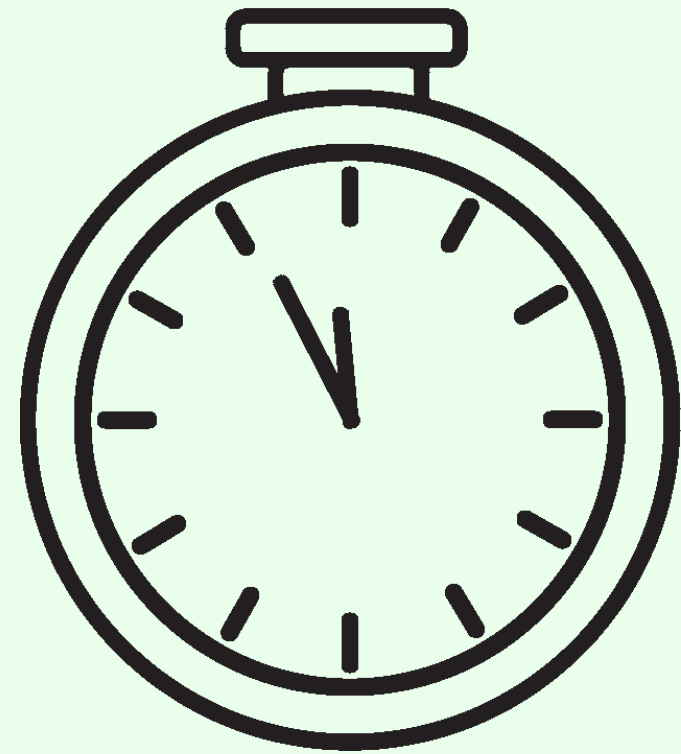
Why so much fuss about visuals?

- Everyone is an expert on visuals

- Visuals **grab and lead attention**

- **People don't read**, they scan for cues

- **1000 words** in few milliseconds

- **Recognition** across different platforms/media

- **Design** vs. Art (**Persuasion**, not aesthetics)

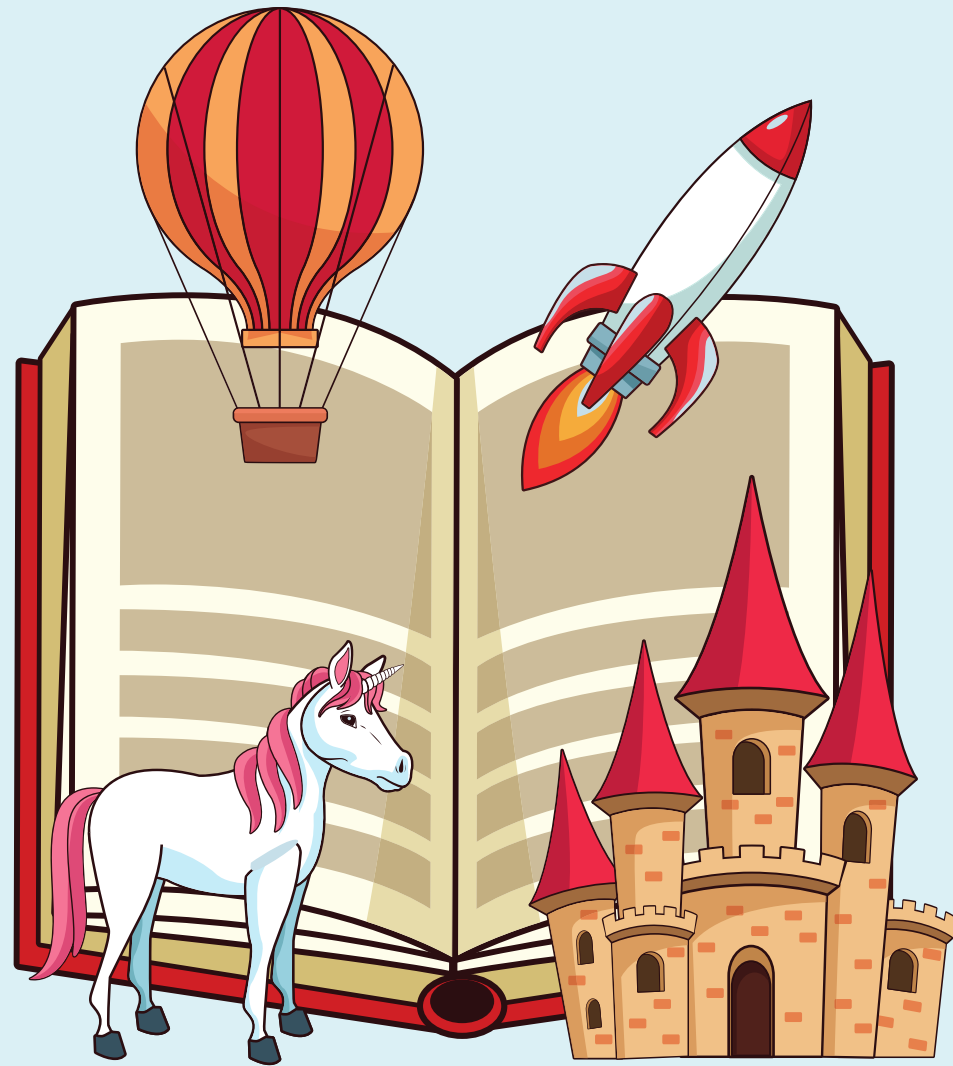- **International** language

Visuals serve your communication strategy.

You only have a matter of seconds to make an impression

Indiegogo found that campaigns with videos raise 4x more

Telling your story

- Stories without pictures? I don't think so!!

- **Storytelling via long scroll**

- Image to Text ratio? 80/20? 20/80?

- Established format

- Clear call-to-action (support)

Who designs

You   **vs.**   Professional Designers

you design?

Steal and copy!

i mean get inspired

see how this slide is ugly? thats because it has a lot of text!!!

Elements (whoa! so many?!)

- Logo / branding
- A campaign explainer video
- Video screenshot
- Header/Chapter Images
- Perks / rewards visuals
- Gifs or short videos
- Call-to-action buttons

- Pitch book
- Documents
- Website
- Press kit
- Social media images, content & ads
- Don't forget milestones & updates

- Project Timeline
- Product (in real life, not on a table)
- Faces / people (beneficiaries and team)
- Interesting production processes
- Data visualisation / Infographics
- Photos
- Before / after images
- Supporter-generated designs (perks,...)
- Email / Newsletter

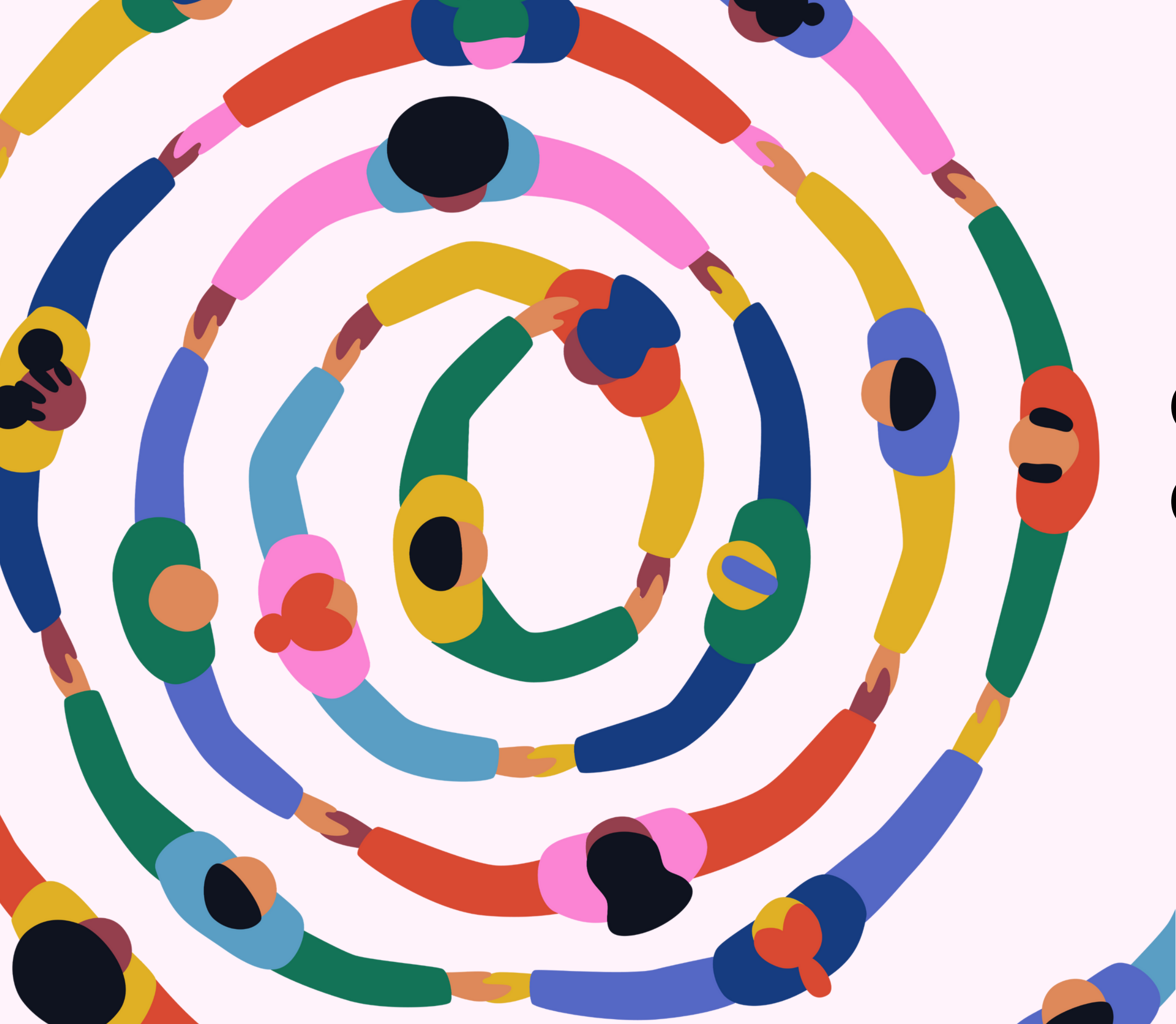care

togetherness

poverty

Abstract or social concept

inclusion

inclusion
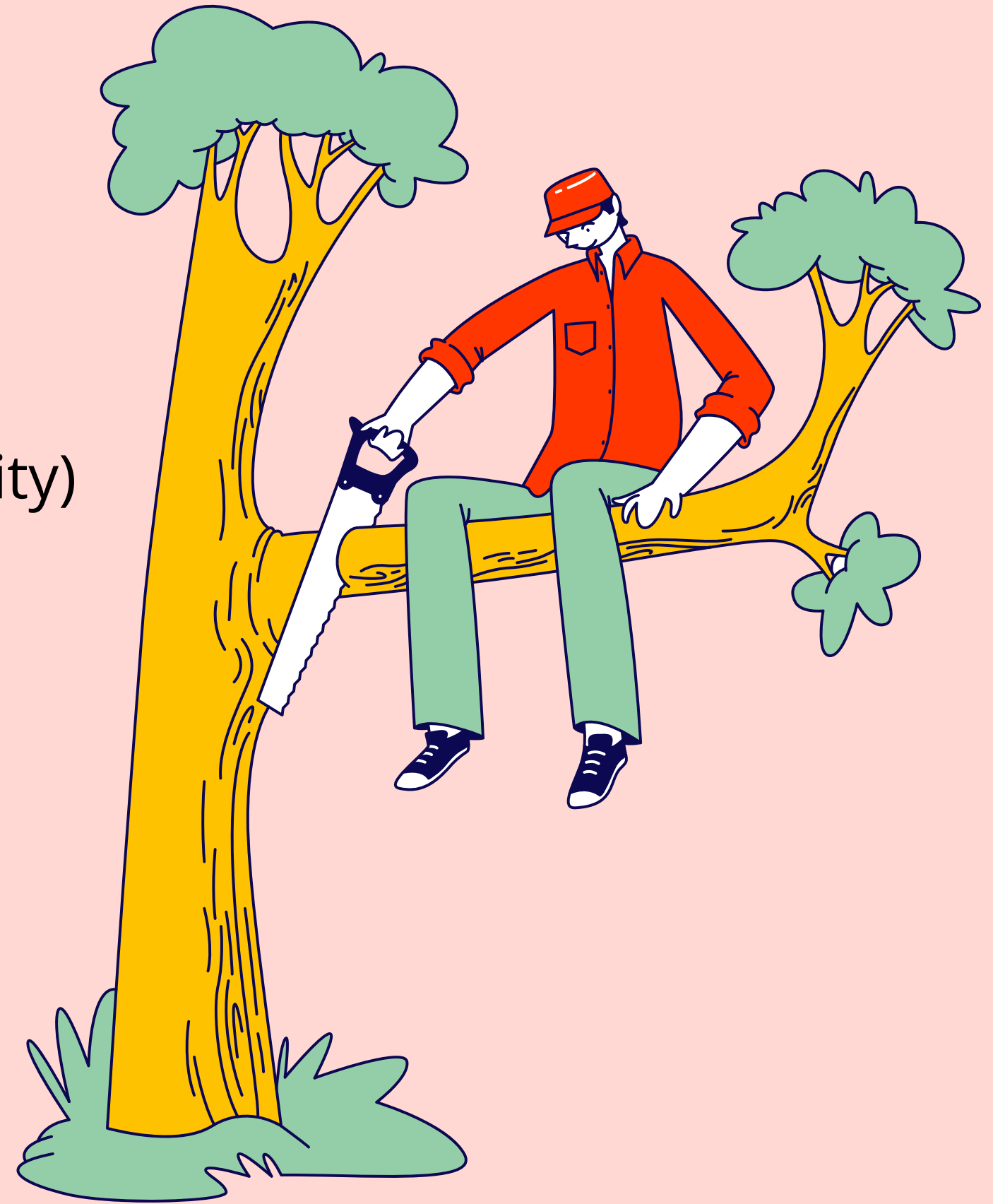
Visuals

CROWD FUNDING

(avoid) **Stereotypes**

Crowdfunding Community

Common mistakes :(

- *Terrible Typography*

- Low resolution images (pixelated, blurry)

- Depressing photographs (aim for hope, not pity)

- Not recognisable / not unique

- Boring video

- Decorative and unnecessary visuals

- Images cropped wrong

- Hierarchy wrong

- Too complicated

Join our masterclass

to learn about basic graphic design & tools to help your crowdfunding campaign shine and succeed.

www.tadamon.community

thank you

extra links

https://www.kickstarter.com/projects/951366942/pixio-magnetic-construction-set-in-the-pixel-art-s?ref=popular
https://www.kickstarter.com/projects/1765747315/ori-kit-replace-your-old-kitchen-tools-with-a-simp?ref=popular
https://www.kickstarter.com/projects/conduitsports/conduit-sports-dynamic-bone-conducting-headphones?ref=popular
https://www.kickstarter.com/projects/1765747315/ori-kit-replace-your-old-kitchen-tools-with-a-simp?ref=popular
https://www.kickstarter.com/projects/conduitsports/conduit-sports-dynamic-bone-conducting-headphones?ref=popular
https://www.indiegogo.com/projects/luna-bring-the-moon-along-with-you#/