

## Typography

- Online articles:  
<https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/>  
<https://99designs.com/blog/tips/typography-design/>
- Book: Thinking with Type by [Ellen Lupton](#)
- Infographic: <https://www.toptal.com/designers/typography/web-typography-infographic>

## Color

- Basic color theory, article: <https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/>
- Tool for quality colour palettes for map visualizations: <https://colorbrewer2.org/>
- Tool for picking a colour palette: <https://projects.susielu.com/viz-palette>
- Simple tool to check/generate a colour palette with one or more given colours:  
<https://gka.github.io/palettes/#/6|s|00429d,96ffea,ffffe0|ffffe0,ff005e,93003a|1|1>
- Classical theory on colour, book: Interaction of Color by Josef Albers

## Graphic Design

- Designing for accessibility, article: <https://www.smashingmagazine.com/2018/04/designing-accessibility-inclusion/>

## Powerpoint

- Guide to Powerpoint Templates, article: <https://24slides.com/presentbetter/ultimate-powerpoint-template-guide>

## Data Visualization

- Book: Fundamentals of Data Visualization <https://clauswilke.com/dataviz/>
- Data Science For Psychologists has a good chapter on colours in R:  
<https://bookdown.org/hneth/ds4psy/D-apx-colors.html>
- Book: Data Visualisation: A Handbook for Data Driven Design by Andy Kirk

## Examples of visual identity guides or similar:

- [Complete Alienware Brand Guide](#), that I used for examples
- Article about creating your visual identity: <https://www.canva.com/learn/brand-identity/>
- Material Design, Google's guide for designing Android applications, very comprehensive.  
Version 2: <https://m2.material.io/> Version 3: <https://m3.material.io/>
- »Branding« tags on Behance and Dribbble  
Behance and Dribbble are design showcase websites, where designers post their work or experiments. »Branding« category contains many examples of visual identity for different type of clients.  
<https://www.behance.net/search/projects?field=branding>  
<https://dribbble.com/shots/popular/branding>
- Powerpoint tag on Behance:  
[https://www.behance.net/search/projects?tracking\\_source=typeahead\\_search\\_direct&search=presentation+powerpoint](https://www.behance.net/search/projects?tracking_source=typeahead_search_direct&search=presentation+powerpoint)

Oral Presentation:

- Ten Simple Rules for Making Good Oral Presentations, article:  
<https://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.0030077>
- Good oral presentation of scientific work, article:  
<https://link.springer.com/article/10.1007/s00216-006-0441-2>

Audio recording:

- Audio Postproduction for Film and Video, book:  
[https://books.google.si/books?hl=en&lr=&id=PdYJAgAAQBAJ&oi=fnd&pg=PT3&dq=how+to+record+good+video&ots=HhMzagsZQN&sig=rZP2U42-fGGyKJhiR6rnFc0ASlc&redir\\_esc=y#v=onepage&q=how%20to%20record%20good%20video&f=false](https://books.google.si/books?hl=en&lr=&id=PdYJAgAAQBAJ&oi=fnd&pg=PT3&dq=how+to+record+good+video&ots=HhMzagsZQN&sig=rZP2U42-fGGyKJhiR6rnFc0ASlc&redir_esc=y#v=onepage&q=how%20to%20record%20good%20video&f=false)