### Graphic Design

Robin Williams  
*The Non-Designer’s Design Book*  
ISBN: 0133966151

**Advice**  
- Contrast  
- Alignment  
- Repetition  
- Proximity

**Task**  
Think like a designer.  
Look at a piece of advertising and consider:  
1. Which of the 4 design principles have been used?  
2. How has the designer controlled perception and attention?  
3. How does the eye flow over the advert?

**Bonus**  
- Person: Garr Reynolds  
- Website: www.presentationzen.com  
- Book: *Presentation Zen*

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### Social Learning

Charles Jennings  
*70:20:10 by Charles Jennings & Fuse*

**Advice**  
- Experience  
- Exposure  
- Education

**Task**  
Think like a teacher.  
1. Where does your main learning take place? The next time you get sent something interesting create a landing place for a social learning lesson.  
2. Do you have opportunities for Experience and Exposure?

**Bonus**  
- Person: Julian Stodd  
- Website: julianstodd.wordpress.com  
- Book: *Exploring the World of Social Learning*

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### Marketing

Robert Cialdini  
*Influence: the Psychology of Persuasion*  
ISBN: 006124189X

**Advice**  
- Reciprocity  
- Commitment  
- Social Proof  
- Liking  
- Scarcity  
- Authority

**Task**  
Think like a marketer.  
1. Actively try mapping one or more of the 6 influence triggers to your outputs.  
2. What behaviour are you trying to change?  
3. What’s the call for action?

**Bonus**  
- Person: Seth Godin  
- Website: www.sethgodin.com  
- Book: *Permission Marketing*

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**INFORMATION SECURITY**  
YOU are our first line of defence

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