Attitude

THE WORLD OF PROFESSIONALS
AN ISO 9001 : 2008 COMPANY

GRAPHIC
DESIGNING

e-Book
For Beginners

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What is Graphic Deisgning ?

Graphic design is a creative process, used to convey a message through visual communication and presentation. The Graphic designing field as a whole is also referred to as Communication Design. A graphic designer may use a variety of typography combinations, visual arts and page layout techniques to build a great design. However, our brain is the most important design tool.

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Graphic Designer

A Graphic Designer is a professional within the graphic design and graphic arts industry who assembles together images typhography or motion graphics.

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GRAPHIC DESIGNING SOFTWARES ARE :

COREL DRAW

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

LAYOUT & GRID

Good layout is about balancing consistency and variety.

Consistency

Things that help establish consistency:

- **GRIDS**

- **LIMITED TYPE PALETTE**

- **STANDARDIZED ELEMENTS**

IMAGES

Vector vs. Raster

Vector images are infinitely scalable, like logos. Illustrator is a common software for creating vector images.

Raster images are made up of pixels, like photos. They have resolution and are not infinitely scalable. Photoshop is commonly used for editing and preparing raster images.

Resolution

With print, images must be at least 240 dpi (dots per inch). 72 dpi is sufficient for web use.

Images consist of a set number of pixels, based on resolution. You can *generally* shrink images, but not make them larger without "pixelation."

COLOR

Definitions

CMYK stands for Cyan, Magenta, Yellow and Black. Use in print and digital printing, and also reffered to as "4-color process".

RGB stands for Red, Green and Blue. It is the color space of any screen and web format.

SPOT COLOR is a specific ink color. Most well known are Pantone colors, which are often used with corporate identities to ensure consistncy.

Logos: examples

Logo: a symbol that may be a combination of image and type

The most successful logos are the ones that become symbols themselves. Usually the type is removed once the logo becomes universally known.
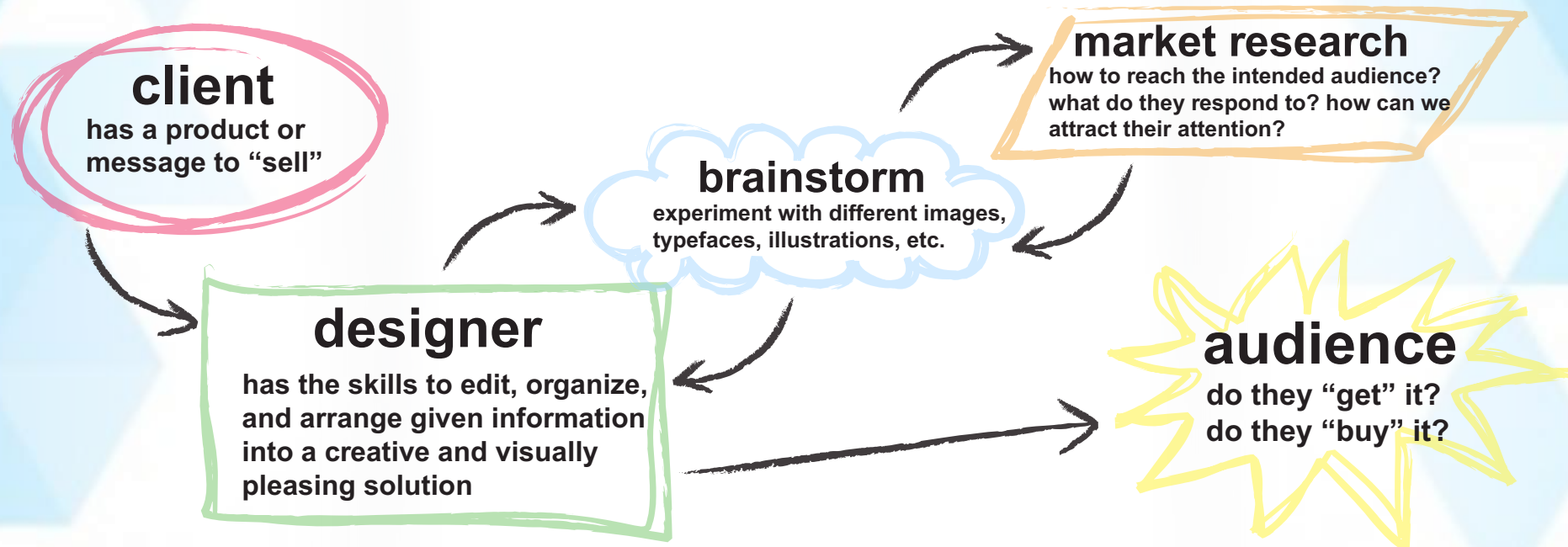
Image and type design: examples

Symbols: examples

Symbols: an abstract representation of an idea or identity.

How design works:

Designers are the link between the client and the audience. On the one hand, a client is often too close to the message to understand various ways in which it can be presented. Graphic designers learn how to construct a message and how to present it successfully. They work with the client to understand the content and the purpose of the message. They often collaborate with market researchers and other specialists to understand the nature of the audience. Once a design concept is chosen, the designers work with illustrators and photographers as well as with typesetters and printers or other production specialists to create the final design product.

client
has a product or
message to "sell"

market research
how to reach the intended audience?
what do they respond to? how can we
attract their attention?

brainstorm
experiment with different images,
typefaces, illustrations, etc.

designer
has the skills to edit, organize,
and arrange given information
into a creative and visually
pleasing solution

audience
do they "get" it?
do they "buy" it?

The design process:

A good graphic design process is structured around ensuring the client gets the highest quality solution and service appropriate to their business, marketing or communication problem. There are four major steps involved in the graphic design process.

1. **Briefing**
2. **Design**
3. **Artwork**
4. **Production**

Image-based design: examples