

Graphic Design 101.

Co-Girls Club.

Graphic Design

Noun

/ 'græfɪk dɪ'zaɪn /

the art or profession of visual communication that combines images, words, and ideas to convey information to an audience.

//

Learn the Rules Like a Pro, So You Can Break
Them Like an Artist.

//

- Picasso

White space

Micro white space

the space between the small elements like letters, text lines, paragraphs, icons, and buttons.

Leading



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum



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Tracking

Tracking



Tracking



Kerning



The image displays two pairs of the letters 'A' and 'W' in a bold, black, sans-serif font. The left pair, labeled 'without kerning', shows a narrow gap between the 'A' and 'W'. A single vertical red line is positioned at the center of this gap. The right pair, labeled 'with kerning', shows a wider gap between the 'A' and 'W'. Two vertical red lines are positioned at the centers of both the 'A' and 'W' characters.

A W A W

without kerning

with kerning

Macro white space

the space between bigger elements like text columns and graphics. It also refers to paddings and margins.

SALE

#ZARASALE

STARTS IN ALL STORES ON JANUARY 2

BENGALURU PHOENIX MARKET CITY, WHITEFIELD ROAD
ORION MALL, RAJAJINAGAR / NEW DELHI SELECT CITYWALK, SAKET
DLF PROMENADE, VASANT KUNJ / PACIFIC MALL, TAGORE GARDEN.
GURGAON AMBIENCE MALL / CHANDIGARH ELANTE MALL.
JAIPUR WORLD TRADE PARK, JLN MARG / MUMBAI PALLADIUM,
LOWER PAREL / INFINITI MALL, MALAD / PHOENIX MARKET CITY, KURLA
VIVIANA MALL, THANE / PUNE PHOENIX MARKET CITY, VIMAN NAGAR
SURAT VR SURAT / CHENNAI PHOENIX MARKET CITY

ZARA

www.zara.com



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Macro white space

Negative space

Negative space is most often neutral or contrasting, focusing our attention on the main subject, the positive shape, and providing a place for the viewer's eye to rest.

Active space



INTRODUCING

Pocket Penguins



Passive space

Jim Caviezel

Guy Pearce

Richard Harris



The Count of Monte Cristo

TOUCHSTONE PICTURES and SPYGLASS ENTERTAINMENT present GARY BARBER produced by KEVIN REYNOLDS THE COUNT OF MONTE CRISTO JIM CAVIEZEL GUY PEARCE RICHARD HARRIS
JAMES FRAN DACCARLA DOMINIQUE LOS GUAJAN MUSIC BY EDWARD SHEARMUR DIRECTOR OF PHOTOGRAPHY MORGAN O'SULLIVAN EDITOR TOM RAND PROPS STEPHEN SINGER PROPS DESIGNER DAVID CRACHT
DIRECTOR OF PHOTOGRAPHY ANDREW GUYN TRAILER DESIGNER CHRIS SHIGHAM PRODUCED BY ROGER BIRNBAUM GARY BARBER JONATHAN GLUCKMAN STYLING JAY WOLPER DIRECTOR OF PHOTOGRAPHY KEVIN REYNOLDS

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The longest
battery life ever
in an iPhone.

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MailChimp is the world's largest marketing automation platform. It's like a **second brain** that helps millions of customers—from small e-commerce shops to big online retailers—find their audience, engage their customers, and build their brand.



Balance

ROBERT
DOWNEY JR.

JUDE
LAW

RACHEL
MCADAMS

MARK
STRONG

SHERLOCK HOLMES



HOLMES FOR THE HOLIDAY.

WARNER BROS. PICTURES INC.

CHRISTMAS DAY

www.SherlockHolmesMovie.com



He had a scheme.
She had a motive.

DEMI
MOORE MICHAEL
CAINE

Flawless

A BRAND NEW WEB SERIES

RUMSPRINGA

VIRGIN SOIL PICTURES



designer

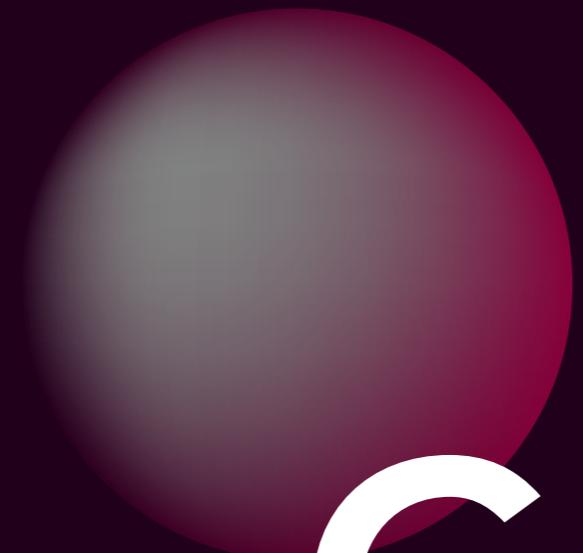
UI/UX Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.



<coder>

Front End Developer who focuses on writing clean, elegant and efficient code. Love HTML, CSS, WordPress and a touch of jQuery.

<html>

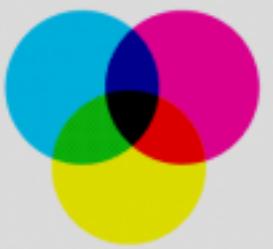


Color

COLOR THEORY



RGB
Additive Color



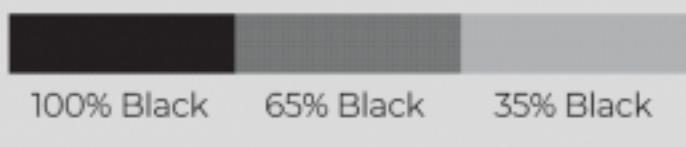
CMYK
Subtractive Color

Used by screens.
Tiny dots of light of
these colors blend
together to form
images. The more
color added, the
lighter the image.
Areas with the most
color are white.

Used by printers.
Tiny dots of ink of
these colors blend
together to form
images. The more
color added, the
darker the image.
Areas with the most
color are black.

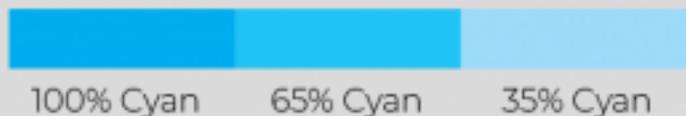
GRAYSCALE

Intensity of Black to White



MONOCHROMATIC

Intensity of Colors within a Single Hue



WARM COLORS



COOL COLORS



ANALOGOUS

Colors that are next to each other
on the color wheel.



COMPLEMENTARY

Colors that are opposite each other
on the color wheel.



TRIADIC

Three colors spaced equally apart
on the color wheel.



SPLIT

COMPLEMENTARY

A color and the two colors next to
its complement on the color wheel.





Color Psychology

Red

energy, passion
and danger



Red

THE COLOR OF PASSION AND DRAMA. THIS COLOR ATTRACTS THE MOST ATTENTION AND IS ASSOCIATED WITH STRONG EMOTIONS SUCH AS LOVE AND ANGER. RED IS THE COLOR USED UNIVERSALLY TO SIGNIFY DANGER, COURAGE, STRENGTH, AND POWER. RED IS STIMULATING, VIBRANT AND EXCITING. RED INSPIRES DESIRE WITH A STRONG LINK TO SEXUALITY.

WAVELENGTH 700 - 635 nm

EMOTION
EXCITEMENT
ENERGY
PASSION
COURAGE
ATTENTION

USED TO
STIMULATE
CREATE URGENCY
DRAW ATTENTION
CAUTION
ENCOURAGE

INDUSTRY
ENTERTAINMENT
FOOD
SPORT
FIRE PROTECTION
CHILDREN PRODUCTS

MAHOGANY
#420D09

MAROON
#800000

BURGUNDY
#8D021F

CRIMSON
#B80F0A

SCARLET
#FF2400





ORACLE®



Canon

AVIS®





A close-up photograph of an open paint can. The lid is off, and bright orange paint is spilling out from the bottom edge onto a flat, orange-painted surface. The paint is thick and glossy, with some drips and a smooth texture. The can's metallic silver base and the top edge are visible against the orange background.

Orange

creativity, youth and
enthusiasm

Orange

THE COLOR OF ENCOURAGEMENT. THE COMBINATION OF YELLOW AND RED MAKES ORANGE CONVEY EXCITEMENT, WARMTH AND ENTHUSIASM. SOCIAL AND INVITING, THIS IS THE COLOR OF THE EXTROVERT, EXUDING HAPPINESS AND JOY, RELEASING INHIBITIONS. ORANGE IS A MOTIVATING AND ENCOURAGING COLOR THAT APPEALS TO YOUNG PEOPLE.

WAVELENGTH 635 - 590 nm

EMOTION
OPTIMISTIC
INDEPENDENT
ADVENTUROUS
CREATIVITY
FUN

USED TO
STIMULATE
COMMUNICATE
DRAW ATTENTION
EXPRESS FREEDOM
FASCINATE

INDUSTRY
ART
ENTERTAINMENT
FOOD
SPORTS
TRANSPORTATION

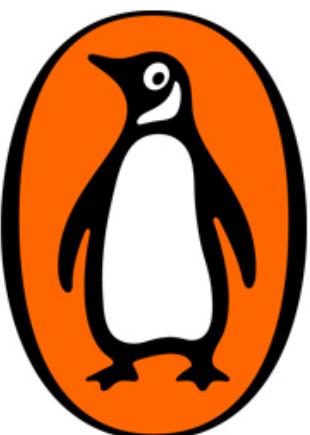
BURNT OR.
#964000

TANGERINE
#CF9812A

TIGER
#FD6A02

GOLD
#F9A602

BR. AMBER
#FFBF00



amazon.com®

A close-up photograph of a yellow paint can. The lid is off, showing the yellow paint inside. A thick, curved brushstroke has been painted onto the side of the can, starting from the bottom right and curving upwards towards the top left.

Yellow

**happiness, hope
and spontaneity**

Yellow

THE COLOR OF OPTIMISM. YELLOW IS A COMPELLING COLOR THAT CONVEYS YOUTHFUL AND FRESH ENERGY. THIS COLOR OF SUNSHINE IS UPLIFTING AND ILLUMINATING AND ASSOCIATED WITH SUCCESS AND CONFIDENCE. YELLOW STIMULATES THE LEFT SIDE OF THE BRAIN, HELPING WITH CLEAR THINKING AND QUICK DECISION MAKING.

WAVELENGTH 590 - 560 nm

EMOTION
ENTHUSIASM
OPPORTUNITY
SPONTANITY
HAPPINESS
POSITIVITY

USED TO
STIMULATE
RELAX
AWAKE AWARENESS
ENERGIZE
AFFECT MOOD

INDUSTRY
FOOD
SPORTS
TRANSPORTATION
TRAVEL
LEISURE

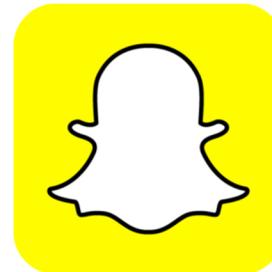
BUMBLEBEE
#FCE205

MUSTARD
#FEDC56

LEMON
#EFFD5F

BANANA
#FCF4A3

EGG NOG
#F9E29C



Created By
artitudes !
design C!



Green

**nature, growth, harmony,
wealth and stability**

Green

THE COLOR OF GROWTH AND HEALTH. THINK OF NATURE AND SEE GREEN IN ALL ITS GLORY EXPRESSING RENEWAL AND LIFE. GREEN HAS A STRONG ASSOCIATION AS A REFRESHING AND PEACEFUL COLOR. IT EVOKE'S FEELING OF ABUNDANCE AND A PLENTIFUL ENVIRONMENT WHILE PROVID-
ING A RESTFUL AND SECURE FEELING.

WAVELENGTH 560 - 520 nm

EMOTION
SAFETY
HARMONY
STABILITY
RELIABILITY
BALANCE

USED TO
RELAX
BALANCE
REVITALIZE
ENCOURAGE
POSSESS

INDUSTRY
ENVIRONMENT
BANKING
REAL ESTATE
FARMING
NON PROFIT

SACRAMENTO
#043927

FOREST
#0B6623

SEA
#2E8B57

MINT
#98FB98

SAGE
#9DC183



htc



Carlsberg®



XBOX



ANIMAL
PLANET™

Blue

calm, trust and
intelligence



Blue

THE COLOR OF TRUST. BLUE, THE SHADE OF THE SEA AND THE SKY, IS THOUGHT TO INDUCE CALM AND CONVEY SERENITY AND PEACE. THE POPULAR COLOR INSTILLS CONFIDENCE AND INSPIRES FEELINGS OF LOYALTY, INTEGRITY AND RESPONSIBILITY. COOL BLUE IS CONSERVATIVE AND CAN ALSO BE PERCEIVED AS ALOOF.

WAVELENGTH 490 - 450 nm

DENIM
#131E3A

PRUSSIAN
#003151

YALE
#0E4C92

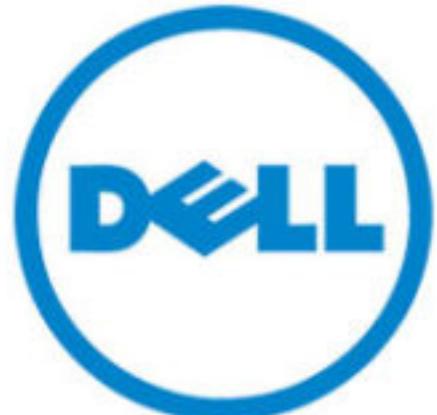
STEEL
#4682B4

SKY
#95C8D8

EMOTION
TRUST
RESPONSIBILITY
HONESTY
LOYALITY
INNER SECURITY

USED TO
REDUCE STRESS
CREATE CALMNESS
RELAX
SECURE
CREATE ORDER

INDUSTRY
SECURITY
FINANCE
TECHNOLOGY
HEALTH CARE
ACCOUNTING



Unilever

facebook

Oral-B®

SAMSUNG

A close-up photograph of a paint can with a silver lid. Purple paint is being poured from the side of the can onto a dark, textured surface. The paint has a glossy, liquid texture.

Purple
luxury, mystery and
spirituality

Violet

THE COLOR OF SPIRITUALITY. THE ENERGY OF RED WITH THE CALM OF BLUE COMBINE TO CREATE VIOLET, A COLOR THAT INSPIRES REFLECTION AND SELF AWARENESS. IT IS THE COLOR OF THE SENSITIVE, COMPASSIONATE INTUITIVE SOUL – THE INTROVERT. ALSO, VIOLET HAS LONG BEEN ASSOCIATED WITH ROYALTY, AND CHARACTERISTICS OF QUALITY AND LUXURY.

WAVELENGTH 450 - 400 nm

EMOTION
IMAGINATION
SPIRITUALITY
COMPASSION
SENSIVITY
MYSTERY

USED TO
ENCOURAGE CREATIVITY
INSPIRE
COMBINE WISDOM
IMPRESS WITH LUXURY

INDUSTRY
HUMANITARIAN
PSYCHIC
RELIGION

EGGPLANT
#311432

BYZANTINE
#702963

GRAPE
#6F2DA8

ORCHID
#AF69EE

FLORAL
#B47EDE

The Milka logo features the word "Milka" in a white, italicized, rounded font. It is set against a thick, jagged, light purple bar that has a torn paper effect at the ends.

YAHOO!

SyFy

The twitch logo consists of the word "twitch" in a bold, white, sans-serif font. The letters have a slight shadow or glow effect, and the entire word is enclosed within a thick, white, three-dimensional rectangular border.The Cadbury logo features the brand name in a white, cursive, handwritten-style font. The letters are slightly rounded and have a soft, flowing appearance.



Pink

femininity, playfulness
and romance

Pink

THE COLOR OF SENSITIVITY – THE PASSION OF RED COMBINED WITH THE PURITY OF WHITE CREATE THIS COLOR ASSOCIATED WITH LOVE, TRANQUILLITY AND FEMININITY. PINK HAS ASSOCIATIONS WITH TENDERNESS AND NURTURING WHILE CONVEYING A SENSE OF SAFETY AND EVEN VULNERABILITY.

WAVELENGTH 700 - 635 nm

EMOTION
COMPASSION
LOVE
IMMATURE
PLAYFUL
ADMIRATION

USED TO
COMMUNICATE ENERGY
INCREASE PULSE
MOTIVATE ACTION
FASCINATE
ENCOURAGE CREATIVITY

INDUSTRY
CHILDRENS PRODUCTS
WOMANS PRODUCTS
BEAUTY
FASHION

RUBY
#E0115F

MAGENTA
#FF0090

BUBBLE GUM
#FE5BAC

THULIAN
#FDE6FA1

LAVENDER
#FBAED2



COSMOPOLITAN

MARY KAY

donutking®



Haier



VICTORIA'S
SECRET



Barbie™





Brown

**wholesomeness, warmth
and honesty**

Black

power, elegance and
sophistication

Black

THE COLOR OF MYSTERY. BLACK IS ACTUALLY THE LACK OF COLOUR. IT COVERS, HIDES AND IMPLIES THAT THERE IS A BARRIER. A STRONG AND POWERFUL COLOR, BLACK IS FORMAL AND SOPHISTICATED, AND SECRETIVE. IT CONNOTES FEAR AND EVIL AND CONVEYS PESSIMISM AND A LACK OF HOPE.

EMOTION
POWER
CONTROL
AUTHORITY
DISCIPLINE
ELEGANCE

USED TO
HIDE FEELINGS
INTIMIDATE
RADIATE AUTHORITY
CREATE FEAR
ASSOCIATE WITH
MYSTERY

INDUSTRY
ALL INDUSTRIES
* MOSTLY USED IN
COMBINATION WITH
OTHER COLORS

CHARCOAL
#222021

SHADOW
#363636

IRON
#48494B

ASH
#544C4A

ANCHOR
#3E424B

GUCCI



CHANEL



PUMA®



PRADA

SONY

The New York Times



adidas



Fonts

Serif

A

For print

Sans Serif

A

For digital

Pick Any Typeface

Use any typeface you like as long as it's one of the following:

**Akzidenz Grotesk, Avenir, Avant Garde, Baskerville,
Bembo, Bodoni, Bookman, Caslon, Century, Clarendon,
Courier, DIN, Franklin Gothic, Frutiger, Futura, Montserrat
Garamond, Gill Sans, Gotham, Helvetica, Letter Gothic,
Memphis, Meta, Mrs. Eaves, OCRB, Rockwell, Sabon,
Product sans Times New Roman, Trade Gothic, Trajan
and Univers.**

Don't use these typefaces

Don't use typefaces that are similar to these :

Comic Sans

Papyrus

Typography

Flush left

When in doubt, set your type flush left rag right.
Why? In western culture, people read from top to bottom, left to right. By justifying type left, the eye is able to find the edge and read copy much more easily. Avoid indenting the first line of a paragraph for this reason.

Use One Typeface

Using two typefaces successfully within a layout requires an understanding of the chosen faces in order to be confident that they are complementary. In general, avoid using two typefaces of the same classification. For example, do not use two sans serif, serif, slab serif or script faces together. The reason-**contrast**.

Skip A Weight

Go from light to **bold**, or from medium to extra bold when changing font weights. The key to great design is contrast. Slight changes in weight change make it harder for the audience to notice the difference.

Try mixing bold for the headline and light for the body copy for greater contrast.

Double Point Size

A good rule of thumb when changing point sizes, is to double or half the point size you are using. For example, if you are using 30 pt. type for the headline, use 15 pt. type for the body copy. For other uses try 3x or 4x the point size for something more dramatic.

2x 2x

Align To One Axis

Build your type along one primary axis, and align elements to this grid line. For a vertical axis, align the left edge of your type. This will work regardless of font type or size. For horizontal axis, align on strongest horizontal element. Sometimes this is the cap height while others it's the baseline.

Group By Using Rules

Use rules/lines to group related blocks of information. This will also make dissimilar objects appear more orderly.

SHAPES

Avoid The Corners

Don't place elements along the edge or corners of a page unless to deliberately cut elements off. Negative space is a good thing, so let your design breathe.

Mind The Gap

Typography is all about spacing. Never use forced justified type because of the inherent rivers that will run through your copy. Avoid having a single word on the last line of a paragraph, otherwise known as a widow. Don't allow a new page or column to begin with the final word or line from a previous paragraph, thus separating it from the rest of its paragraph—an orphan.

Use a single space after punctuation in a sentence. Pay attention to the shape that the rag creates to avoid undesired shapes/angles.

Spacing matters. The closer things are together, the more the reader will assume a relationship exists between separate blocks of information.

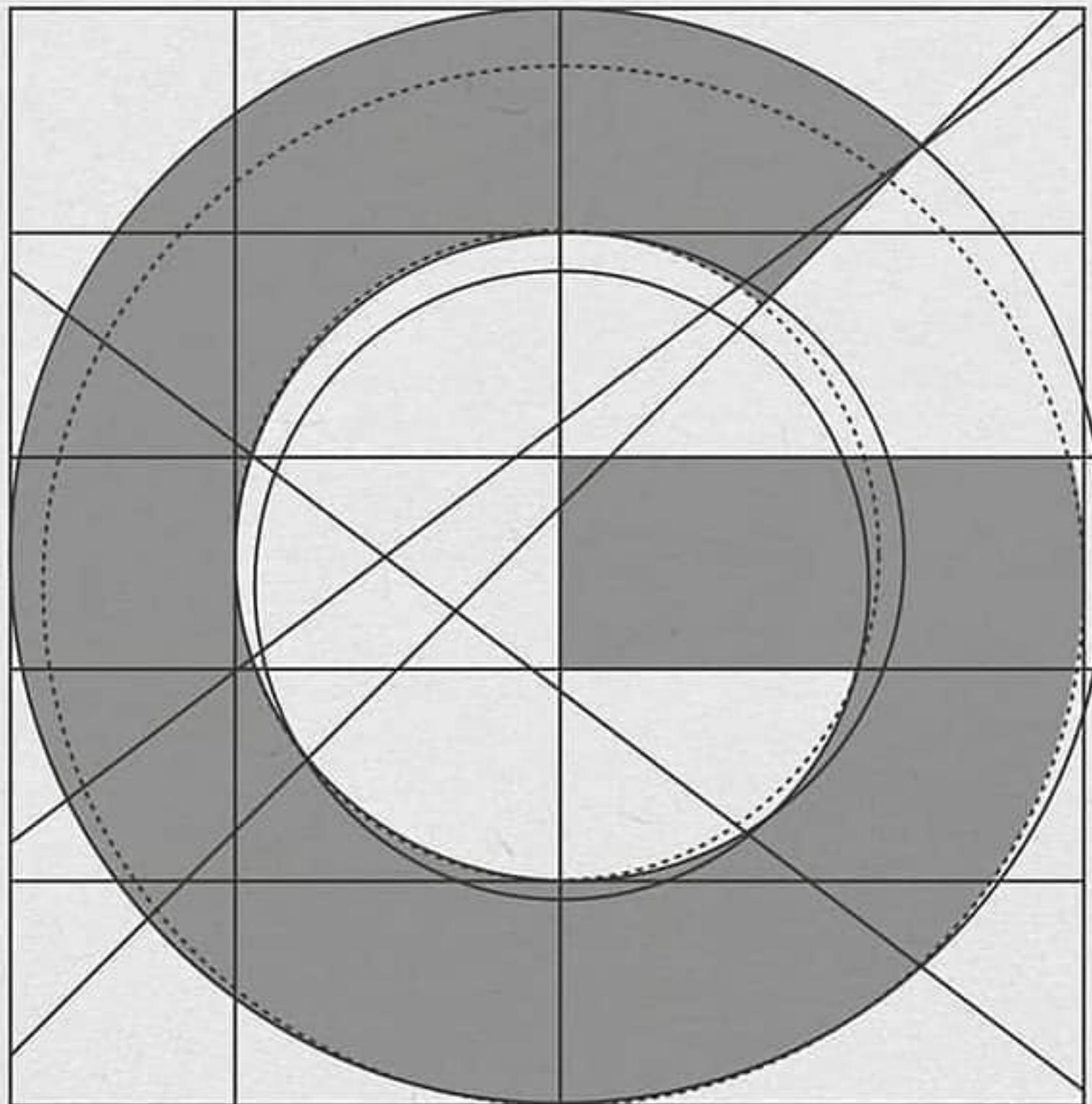
Branding

Branding

Brand Design can be defined as one of the crucial marketing practices of creating the name, logo, design, and the symbolic elements related to the brand to create a distinctive identity in comparison to the other brands in the market and also providing impetus to the product differentiation.



Logo design



REFERENCE

Google's favicon from May 31, 1999 to May 29, 2008, was a blue, uppercase "G" on white background. It was accompanied by a border with a red, blue, and a green side. On May 30, 2008, a new favicon was launched. It showed the lowercase "g" from Google's 1999 logo, colored in blue against a white background, and originally was intended to be a part of a larger set of icons developed for better scalability on mobile devices. As of September 1, 2015, Google's favicon shows a capital letter "G", in the tailor-made font for the new logo, with segments colored red, yellow, green, and blue.



DESIGNER

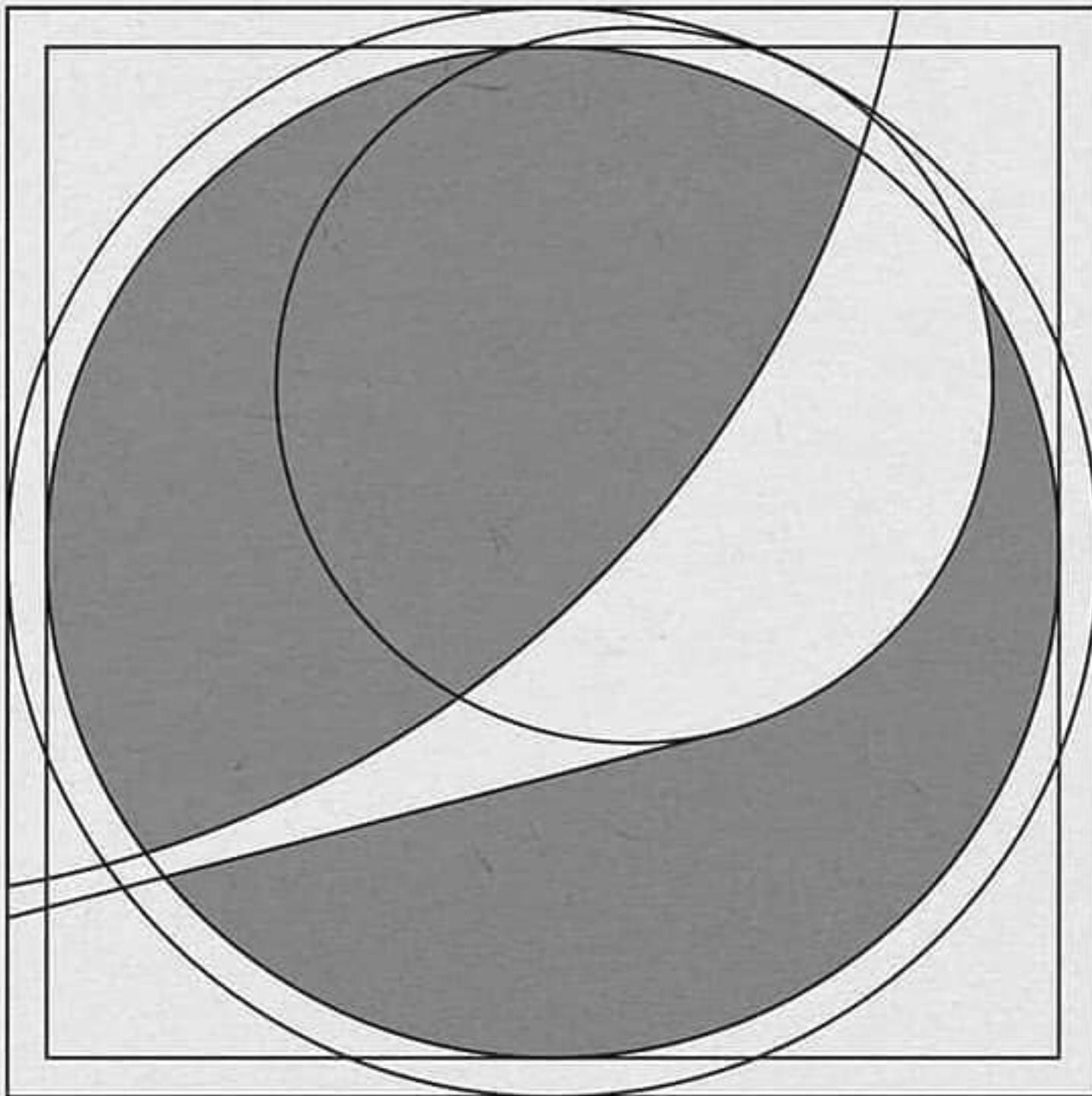
Arnell Group

CONTRACTOR

Pepsi

DATE

2008



REFERENCE

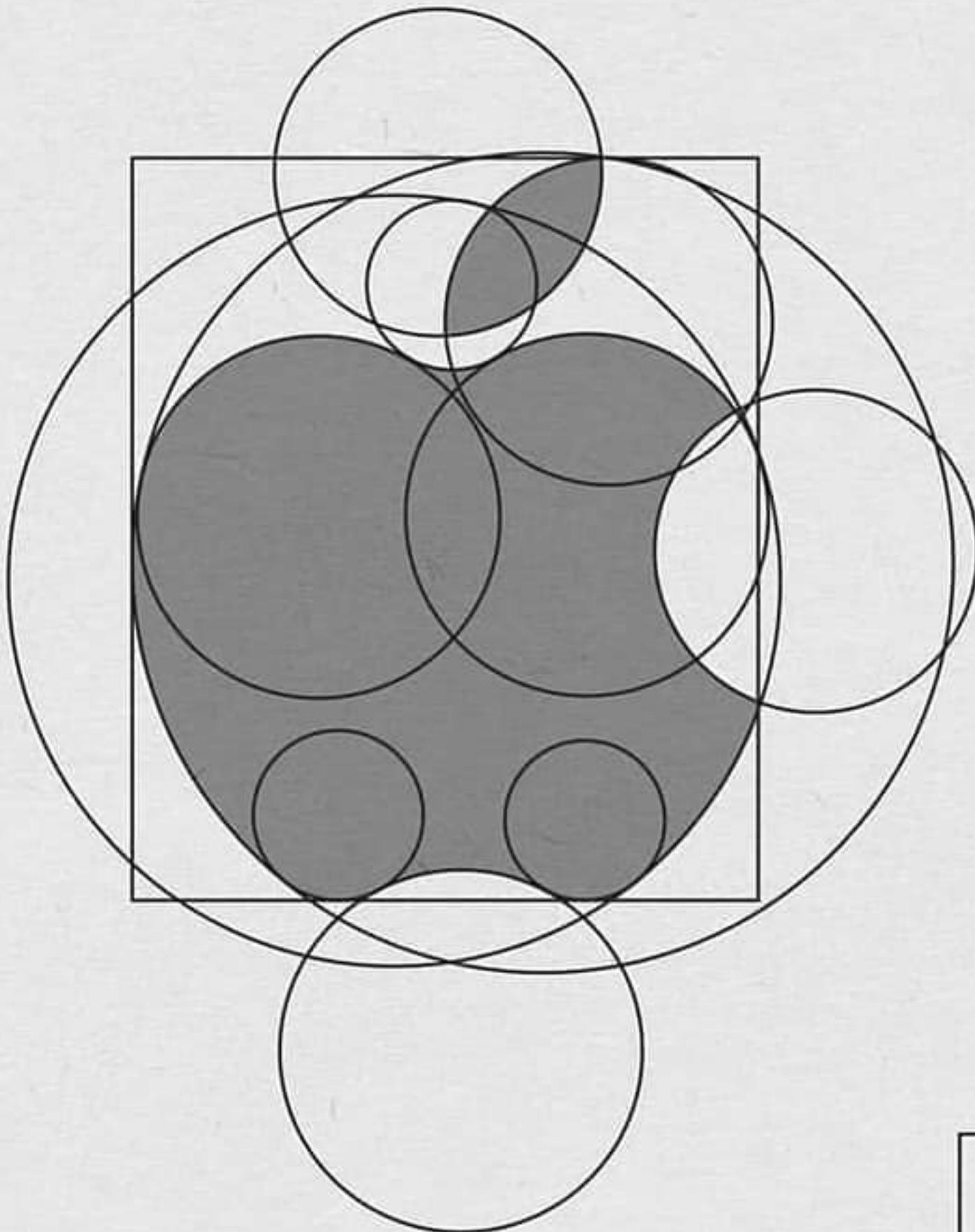
Current Pepsi logo has patriotic palette of the 40s, minimalistic design approach of the 60s and 70s as well as script-like curves from the logo's original look. The present Pepsi logo was created in 2008, when the company started revamping its brand as part of its global re-branding strategies.



Rob Janoff

Apple Inc

1977



REFERENCE

The Apple logo was designed by Rob Janoff in 1977. He designed it with a bite out of the right hand side to clearly depict an apple and not some other fruit forms. The original multi-coloured apple was from a specific colour palette and to indicate apple machines had coloured screens. According to Steve Jobs, the company's name was inspired by his visit to an apple farm while on a fruitarian diet.



DESIGNER

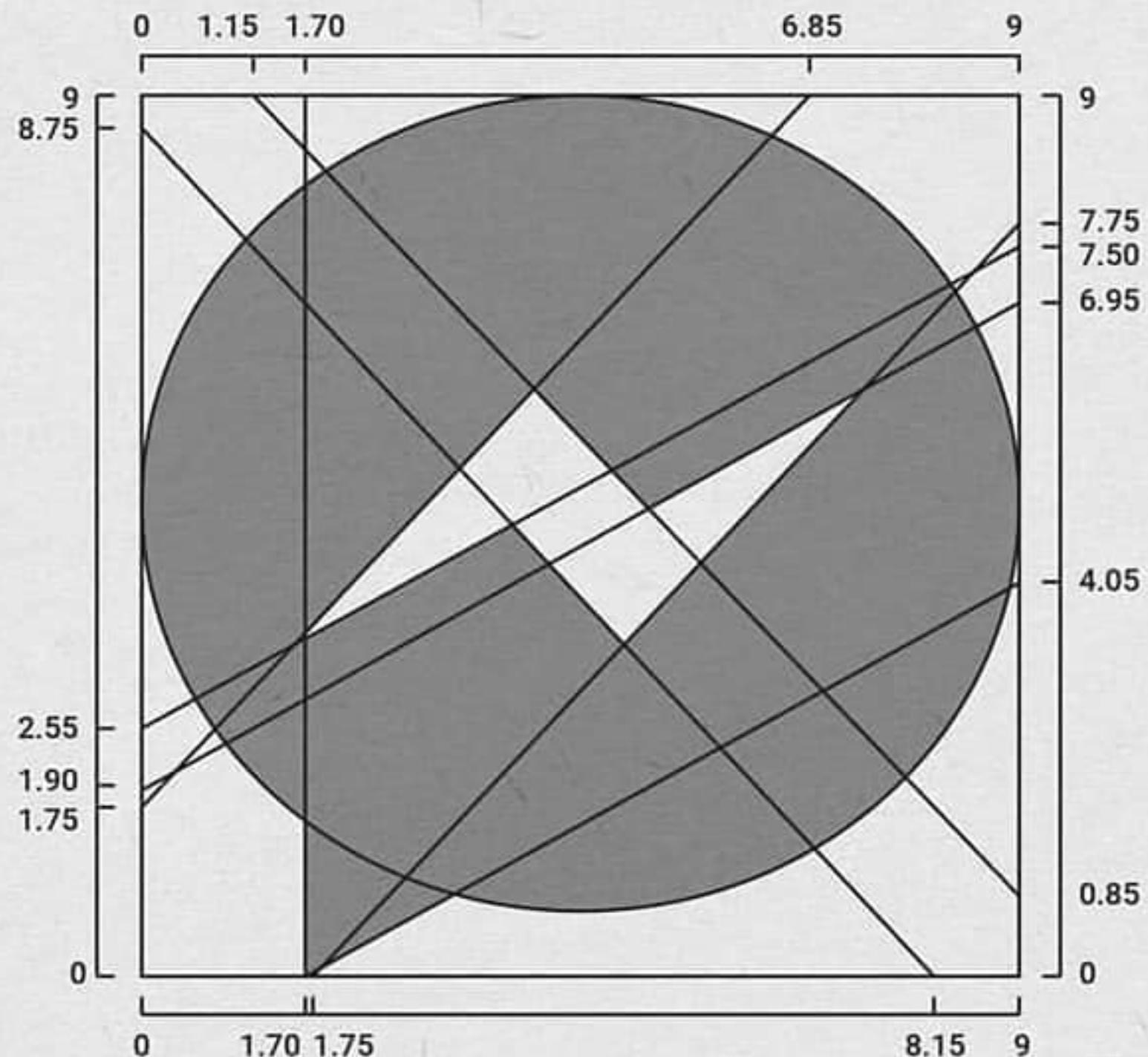
Unknown

CONTRACTOR

Facebook

DATE

2011



REFERENCE

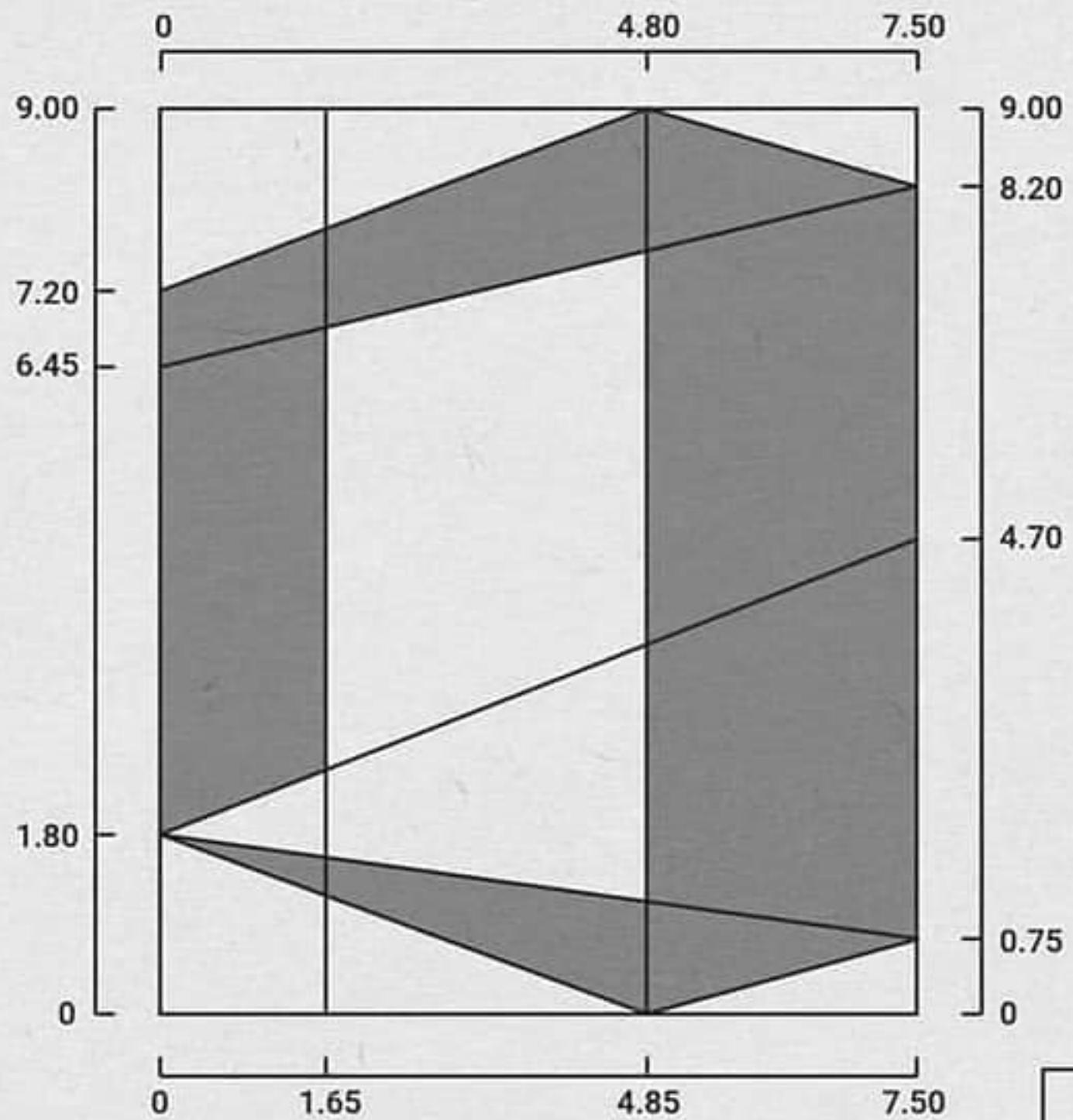
For the easier designs, measurement points
will be added.



DESIGNER
Microsoft

CONTRACTOR
Microsoft Office

DATE
2013



REFERENCE

For the easier designs, measurement points
will be added.



DESIGNER

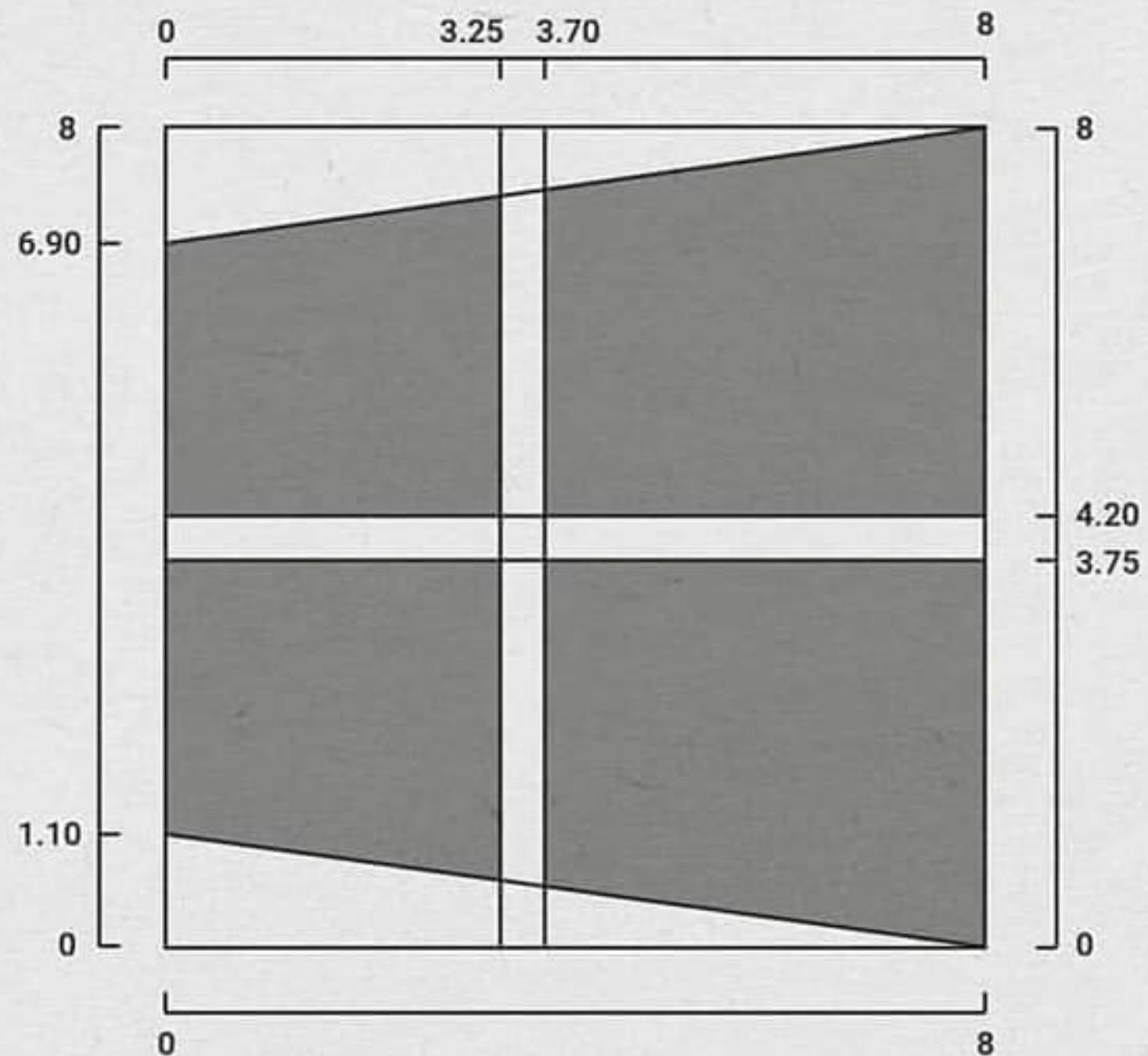
Unknown

CONTRACTOR

Microsoft

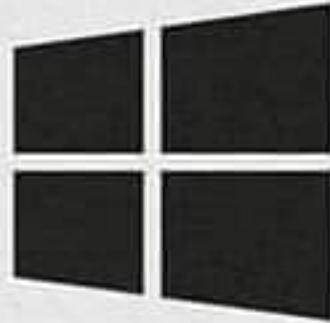
DATE

2014



REFERENCE

For the easier designs, measurement points
will be added.



DESIGNER

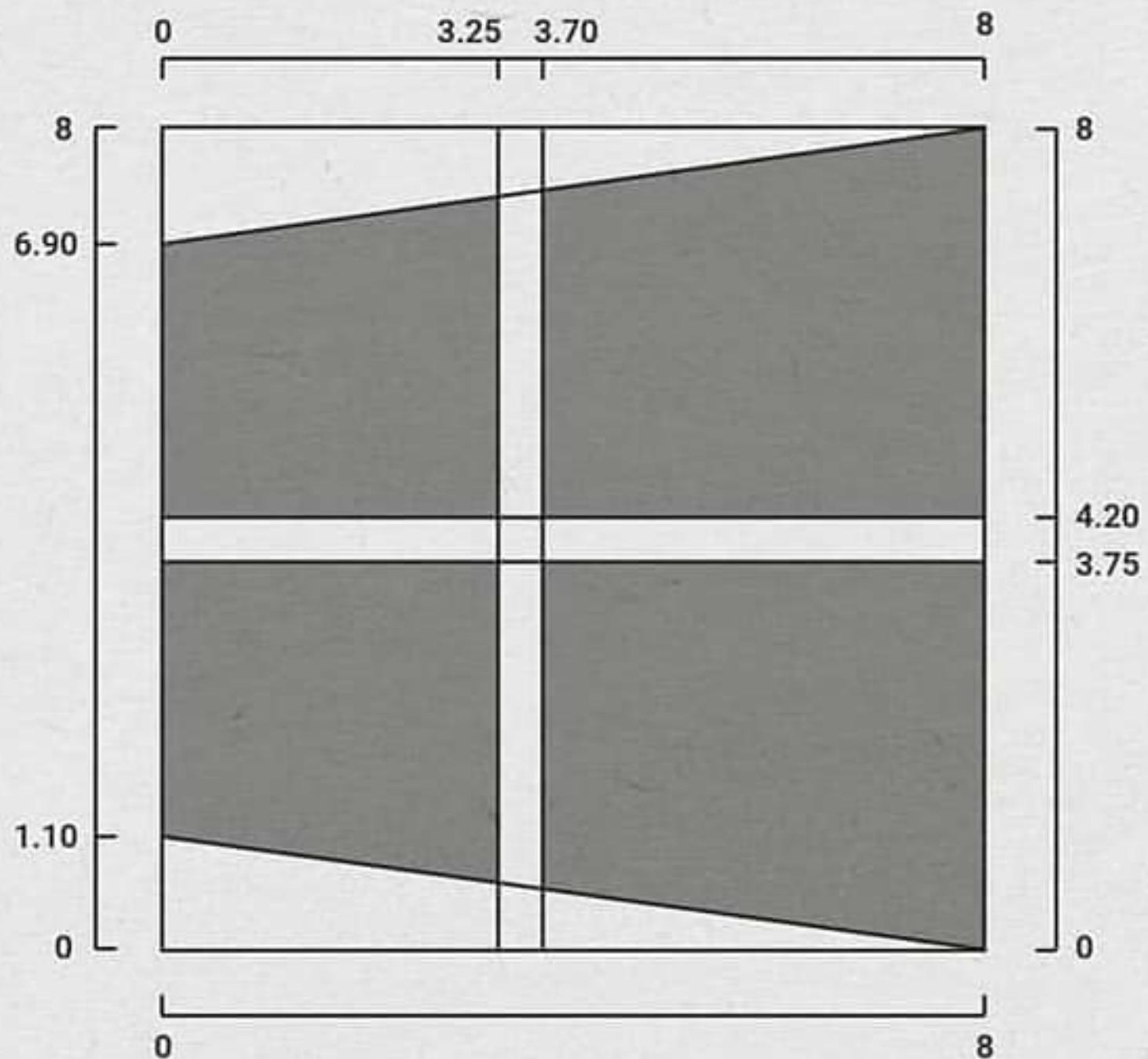
Unknown

CONTRACTOR

Microsoft

DATE

2014



REFERENCE

For the easier designs, measurement points
will be added.



DESIGNER

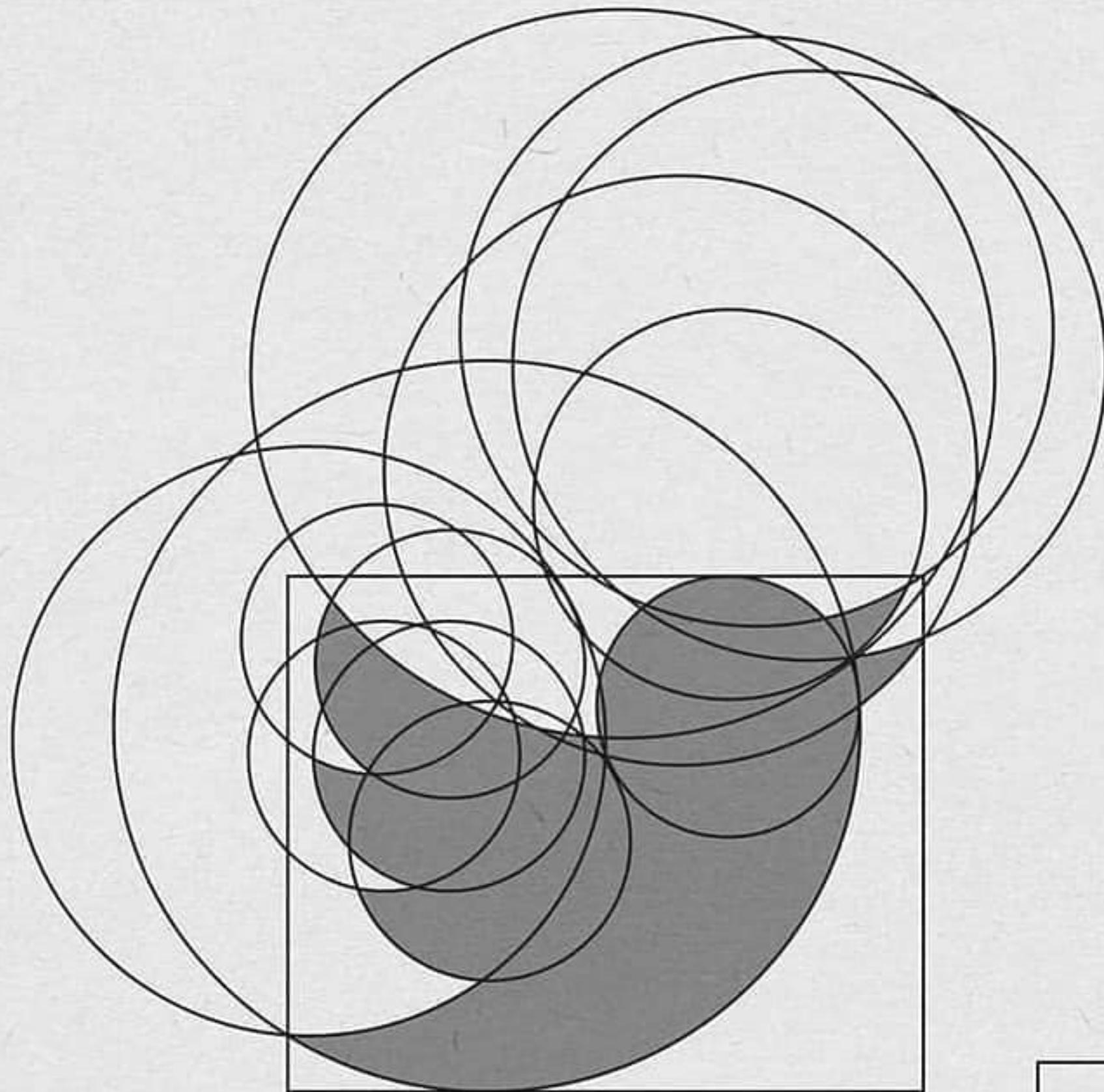
Douglas Bowman

CONTRACTOR

Twitter

DATE

2012



REFERENCE

In 2012 Twitter once again updated its logo. The very simple change merely deleted the word twitter and in its place left a much larger Twitter Bird. The reason for this change is probably quite simple. Twitter, in short, had become so famous that they didn't even need to use the Twitter name. People, just by seeing the bird, would instantly know what it symbolized.



DESIGNER

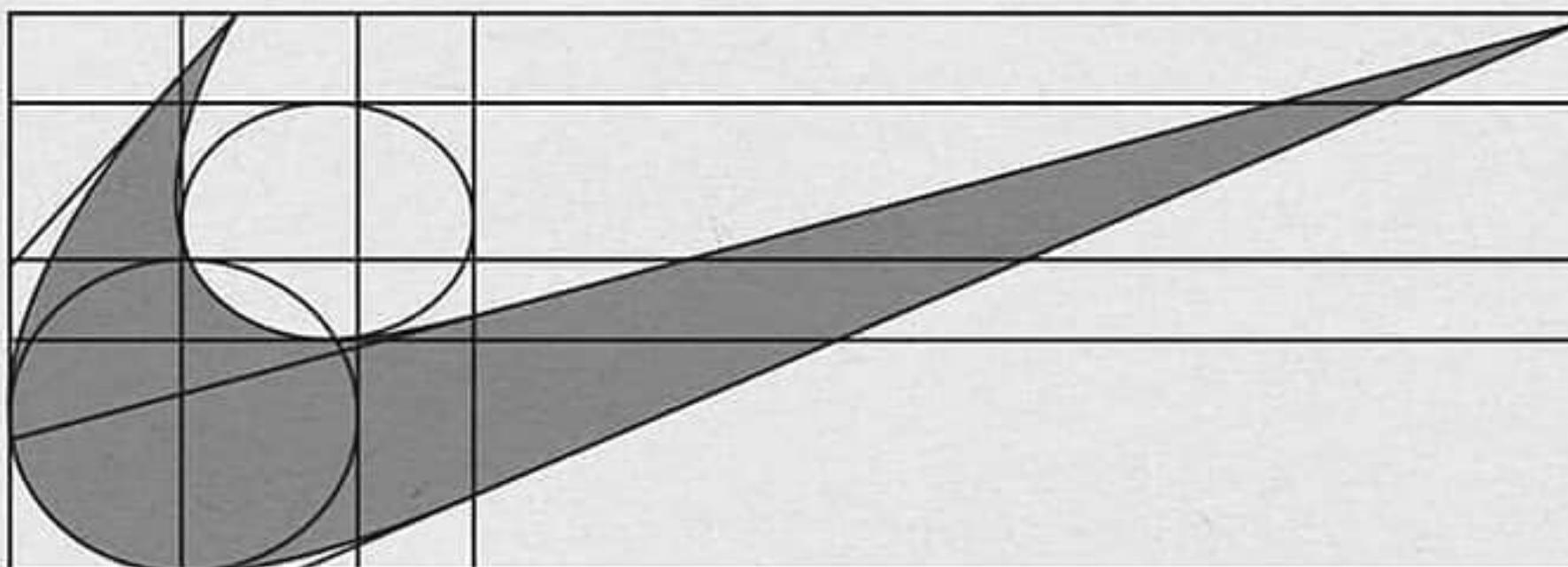
Carolyn Davidson

CONTRACTOR

Nike

DATE

1971



REFERENCE

Bill Bowerman and Phil Knight founded Nike on January 25, 1964, as Blue Ribbon Sports (BRS). Upon changing its name to Nike, Inc. on May 30, 1971 the company adopted the Swoosh as its official logo the same year. Carolyn Davidson, a student at Portland State University during the time Knight taught there, created the logo, attempting to convey motion in its design.



DESIGNER

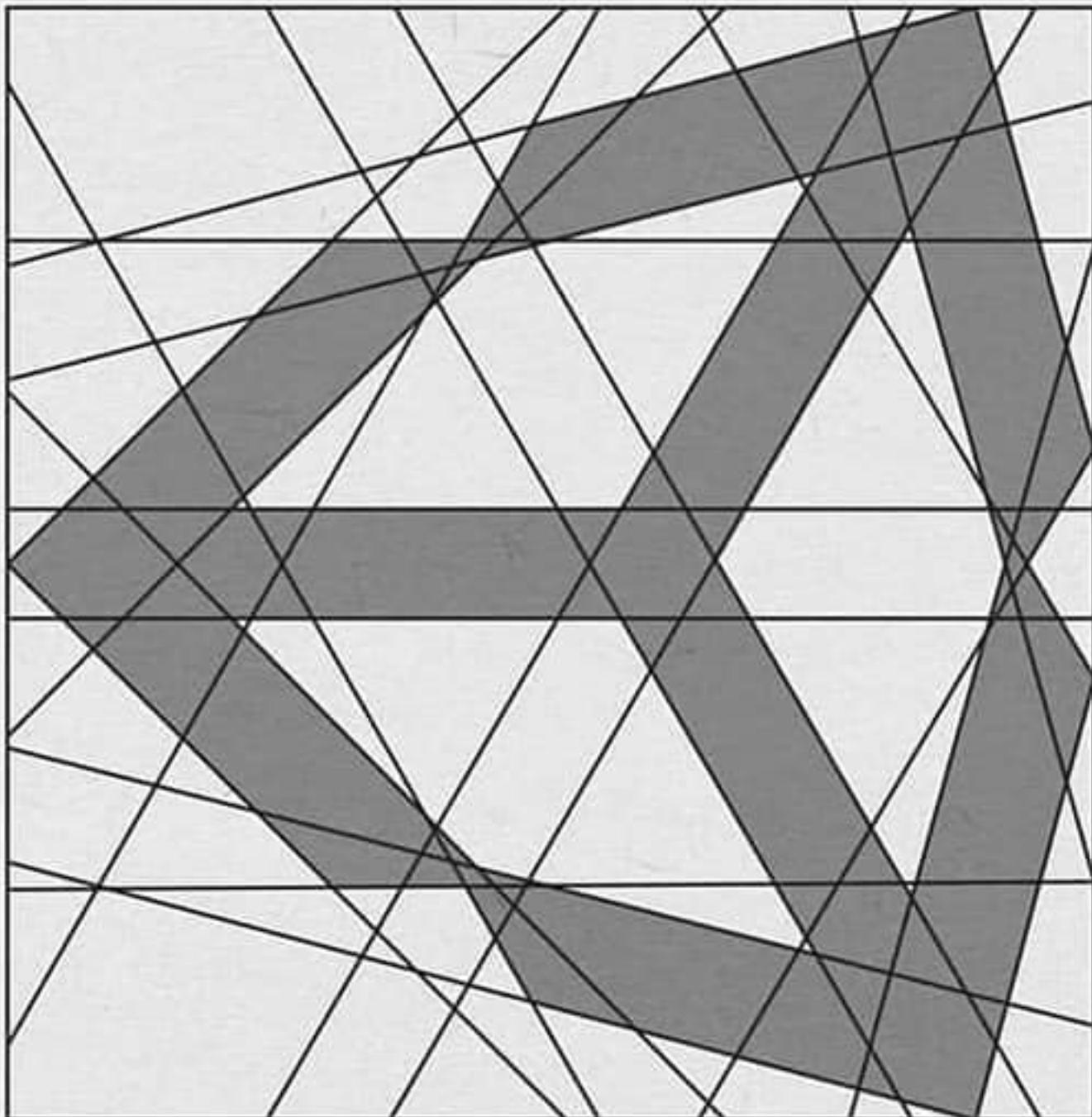
Unknown

CONTRACTOR

Unity Technologies

DATE

2005



REFERENCE

Unity Technologies was founded on 2 August 2004 by David Helgason (CEO) Nicholas Francis (CCO), and Joachim Ante (CTO) in Copenhagen, Denmark after their first game, GooBall, failed to gain success. The three recognized the value in engine and tools development and set out to create an engine developed in-house that any and all could use for an affordable price.



DESIGNER

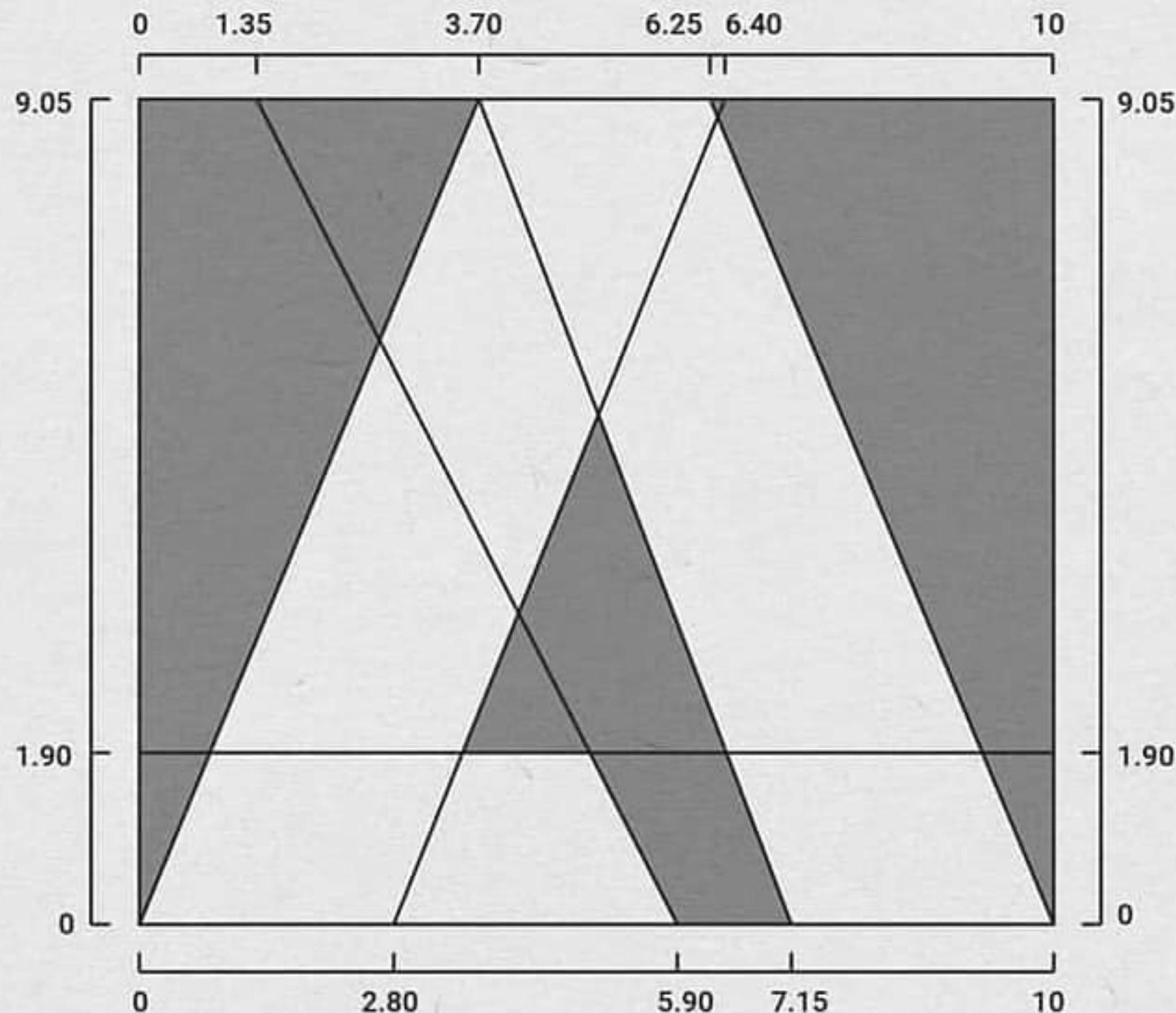
Marva Warnock

CONTRACTOR

Adobe

DATE

1982



REFERENCE

The Adobe logo was designed by Marva Warnock, a graphic designer and wife of one of the company's founders, John Warnock. The current Adobe Systems logo features the alphabet "A" portrayed in white on a red background.



Thank you