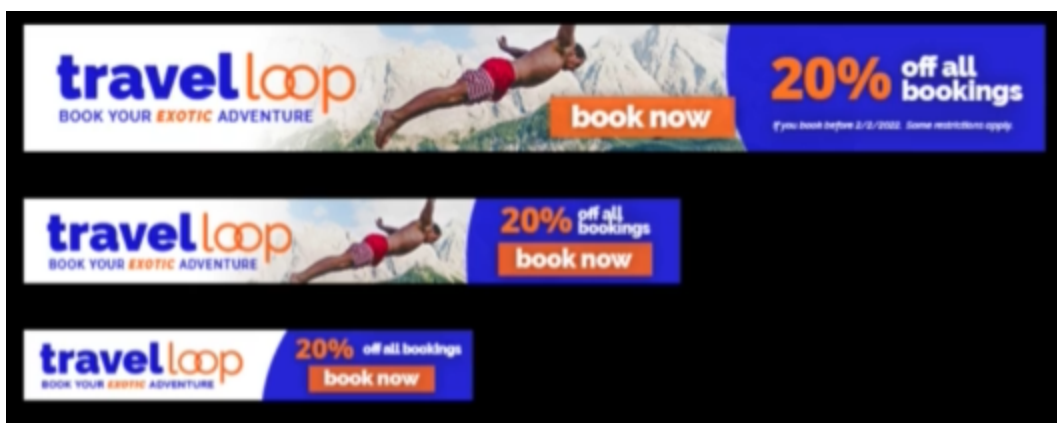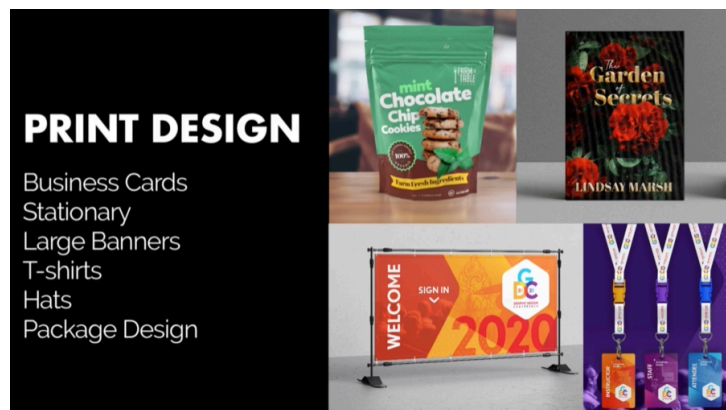# Digital Design Masterclass for Graphic Designers ⏩✅

SKL01 - Digital Design Masterclass

Course link.

▼ — 01 to 03 - Designing for Digital —

Digital Design x Print Design

Display Ads

- As digital designers, we have to deal with a wide variety of screen sizes;

- On smaller spaces, we still need to maintain and communicate our: branding, concept and message.

- Focal points are important!

- Display Ads:

  - Maintain brand and message;

  - "Call to action". 🗒️

- Icons;

Design Theory for Social Media:

- Understand the target audience;

- Authenticity;

- (Purposeful) Contrast;

- Photos;

  etc.

▼ — 04 - Design Theory for Social Media —

Building a Profile for your Target Audience:

- Age;

- Location;

- ...

- Be Authentic (** creative!);

- Contrast + Consistency + Simplicity;

- Photos;

- Cropping;

- *"Final-touch* Editing"; *

- Variety!!

> "Be sure that you are **telling a** true, believable, authentic **story**.

▼ — 05 - Design Theory for the Web —

- Consistent Branding;
- Well-written *Copy* (?);
- Clean Design;
- Hierarchy;
- Typography;

> 📌 **Beware** of changes and trends. It's part of the work!
> E.g. :
> ***Burger Menu*** x ***Shelf Menu***

- **Mobile First**;
- Responsive Design.

— 06 - Don't forget about Accessibility ;) —

▼ — 07 - Effective Digital Layout Theory —

- Simplicity: simplify the message;
  - "Hyperfocus" on some aspect or user goal.
- Pro Tip: use your own inbox to study social media campaigns, as well as **Amazon**;
- Use: large sections, large images, buttons, etc;
  - Call to action!
- Brand Consistency;
  - Cohesive digital campaigns that feel connected.
- Grids help to guide the viewer;

- - Modular Grid *
- Digital Design is different from printing, you have to take into account all the different types of devices and situations.

> "Put yourself in the user's shoes"

"It's all about these basic design principles"

▼ — 08 - Youtube Thumbnail Project —

- A Youtube thumbnail needs to be very "attention-grabbing".
And so, the Design Principle that will be mostly used here is **Contrast.**

- `Tip:`
  - View > Extras
  - View > Rulers

- **Important!** When working with photos, remember to use non-destructive tools, like Layer masks and **Smart objects** (** ex. : image re-scaling);

- Cropping in this scenario is also very important, you may want to convey emotion properly;

- Start by "blocking out" the typography;

- Use capital letters as another tool to generate contrast;

- `Pro Tip:`

  Color changes can actually be used to break the content down into digestible bits.

- `Tip:` use **Blending Modes** and the **Soft Brush Tool** to create an intriguing background;

- `Pro Tip:` you can use *rich colors* and a extra layer with a Blending Mode to make the design "pop" even more. Almost like an Instagram filter;

- How to create layering **styles**;

Note: you might want to turn off '**Use Global Lights**' not to change other drop shadows.

- Try to create a "layered look";
    - Do some overlapping and simulate subtle casting shadows.
- Do a <u>Visibility Test</u>!!

⌛ **It should take about 20 min. to make a Youtube thumbnail.**

As a good, intermediate level designer, you need to be fast and efficient!

- `Tip:` it's common to use grey scale on the photos to emphasize the rest of the design;
- 🗒️ **A/B Split Testing**;

** remember: attention is key, you need to guide the viewer. The images also are responsible for this, so, for example, the person's eye balls on the picture should be facing the text.

- 💬 As an advanced step, you can paint your own shadows!

Thinking about psychology of design will get you from intermediate to more advanced