

GrApHic DeSigN

B A S I C S

WORKSHOP OBJECTIVES

• G R A P H I C D E S I G N B A S I C S •

• C O R E O F D E S I G N I N G •

• K E Y S F O R A G O O D D E S I G N •

• A D V I C E S F R O M E X P E R I E N C E •

STEPS TO CREATE A POSTER



STEP 1: CHOOSE APPROPRIATE RATIO

STEPS TO CREATE A POSTER



STEP 1: CHOOSE APPROPRIATE RATIO



STEP 2: SET THE BACKGROUND

STEPS TO CREATE A POSTER



STEP 3: INSERT TEXTS & INFO

STEPS TO CREATE A POSTER



STEP 3: INSERT TEXTS & INFO



STEP 4: INSERT REQUIRED PICS

STEPS TO CREATE A POSTER



STEP 5: DONE!



R E A L I T Y
C H E C K
DONE!

THE ELEMENTS

O F G R A P H I C D E S I G N

THE ELEMENTS

OF GRAPHIC DESIGN

L I N E S

S H A P E S

F O R M S

T E X T U R E

S P A C E

C O L O U R S

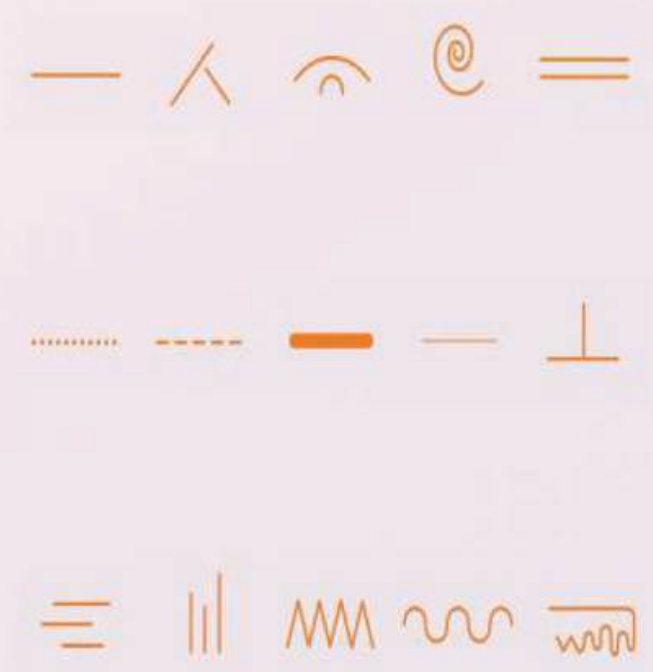
T Y P O G R A P H Y

I M A G E R Y

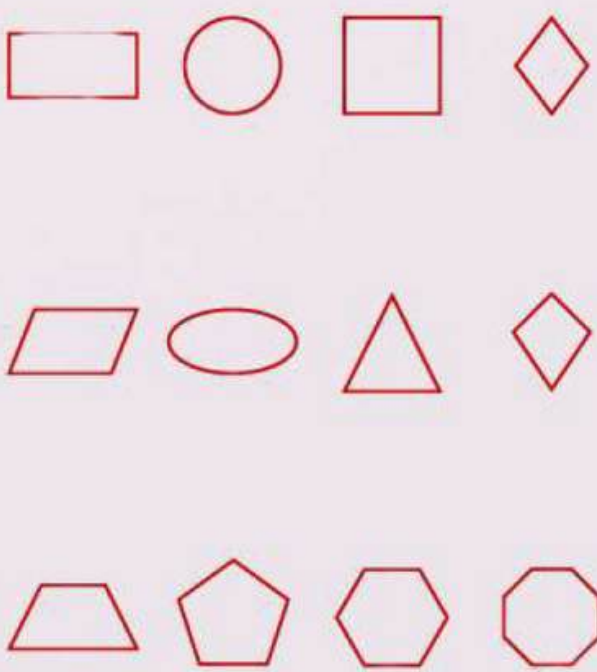
THE ELEMENTS

OF GRAPHIC DESIGN

LINES



SHAPES



FORMS

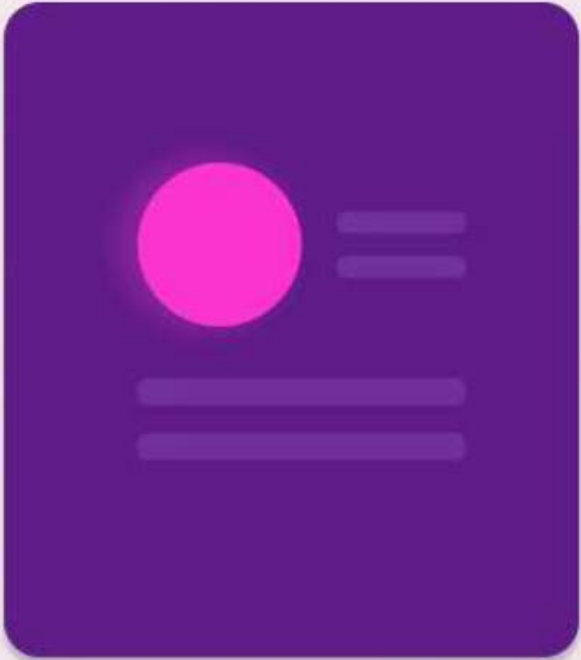


TEXTURE



THE ELEMENTS

OF GRAPHIC DESIGN



SPACE

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer
Pink Compassion Sincerity Sophistication Sweet	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest	

COLOURS

SERIF FONTS	TRUST. RESPECT. TRADITION. ELEGANCE
SAN SERIF	STRAIGHTFORWARD. MODERN. CLEAN. MINIMAL
<i>Script Fonts</i>	FANCY. HAPPY. ELEGANT. CREATIVE. WHIMSICAL
SLAB SERIF	VERSATILE. CONFIDENT. SOLID. NATURAL
DISPLAY FONTS	CASUAL. FUN. UNIQUE. PERSONALITY

TYPOGRAPHY



IMAGERY

T H E K E Y S

F O R A **G O O D** D E S I G N

THE KEYS

FOR A GOOD DESIGN

1

CLEAR MESSAGE

2

READABILITY

3

PROOFREADING

4

CREATIVITY

5

HAVE A SUBJECT

THE KEYS

FOR A GOOD DESIGN



C L E A R M E S S A G E

THE KEYS

FOR A GOOD DESIGN

1

CLEAR MESSAGE



THE KEYS

FOR A GOOD DESIGN

1

CLEAR MESSAGE



THE KEYS

FOR A GOOD DESIGN



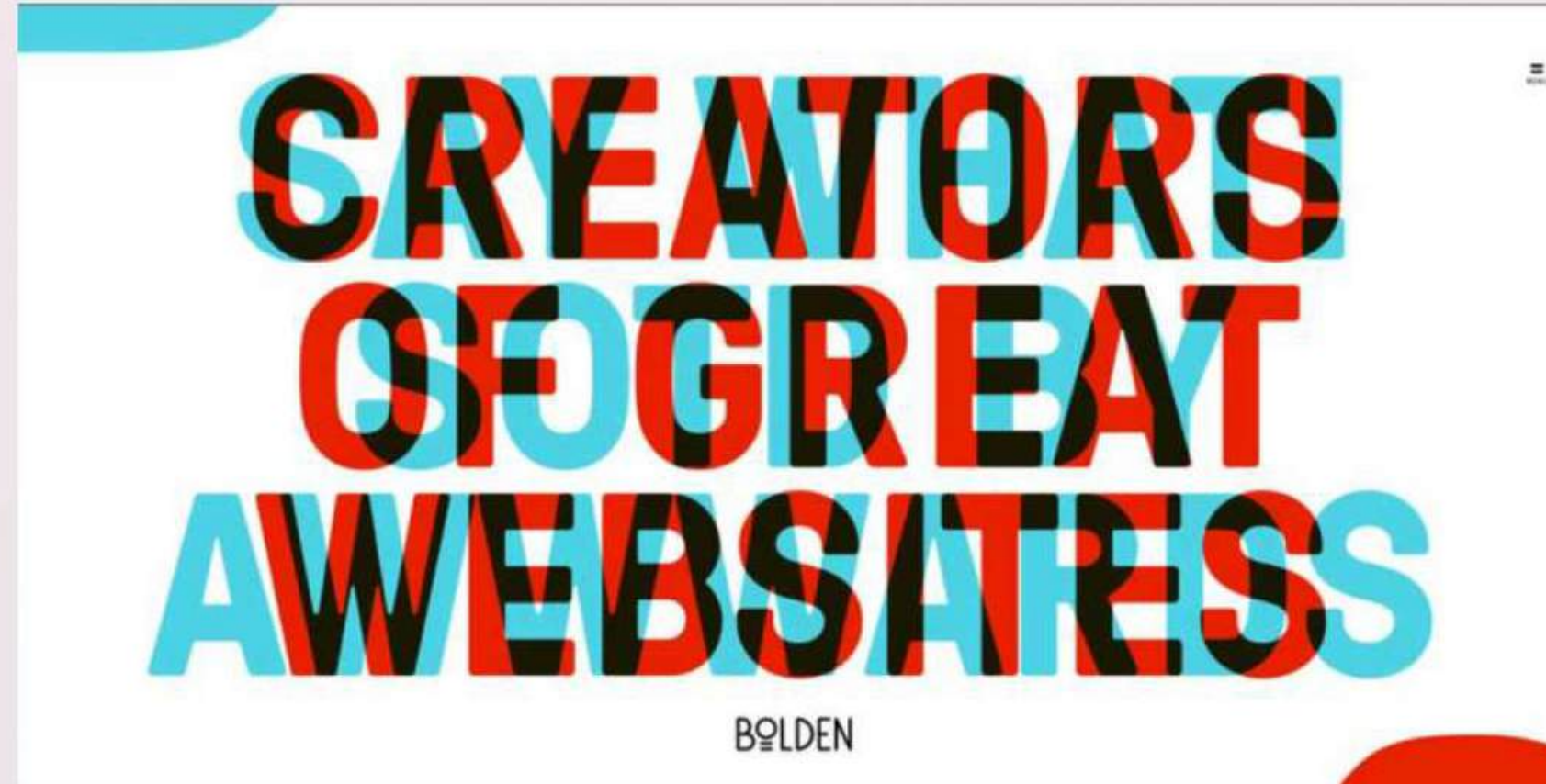
R E A D A B I L I T Y

THE KEYS

FOR A GOOD DESIGN

2

READABILITY

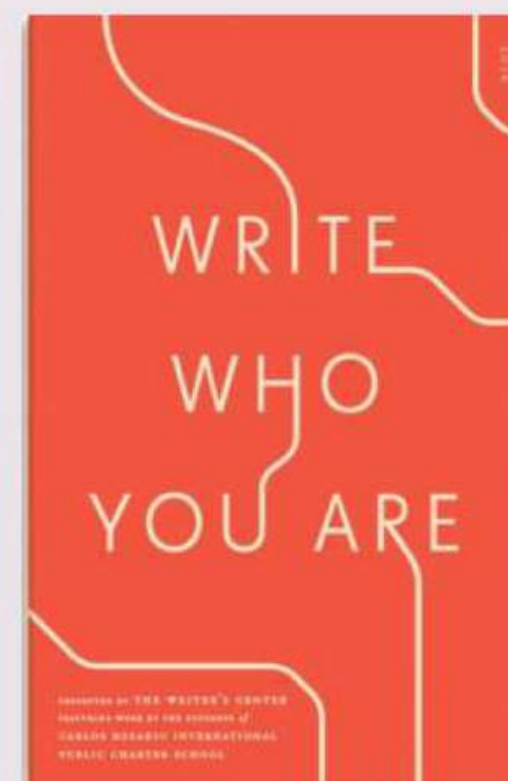


THE KEYS

FOR A GOOD DESIGN

2

READABILITY



THE KEYS

FOR A GOOD DESIGN



P R O O F R E A D I N G

THE KEYS

FOR A GOOD DESIGN

3

PROOFREADING

**BEFORE COFFEE, YOUR BRAIN
DOESN'T WELL SO WORK.**



AMERICA RUNS ON DUNKIN'



THE KEYS

FOR A GOOD DESIGN

3

PROOFREADING



THE KEYS

FOR A GOOD DESIGN



4

C R E A T I V I T Y

THE KEYS

FOR A GOOD DESIGN

4

CREATIVITY



THE KEYS

FOR A GOOD DESIGN



H A V E A S U B J E C T

THE KEYS

FOR A GOOD DESIGN

5

HAVE A SUBJECT



A D V I C E S

F R O M M Y E X P E R I E N C E

ADVICES

FROM MY EXPERIENCE

USE NO MORE THAN 2 FONTS

TAKE REFERENCES

TRY AND ERROR

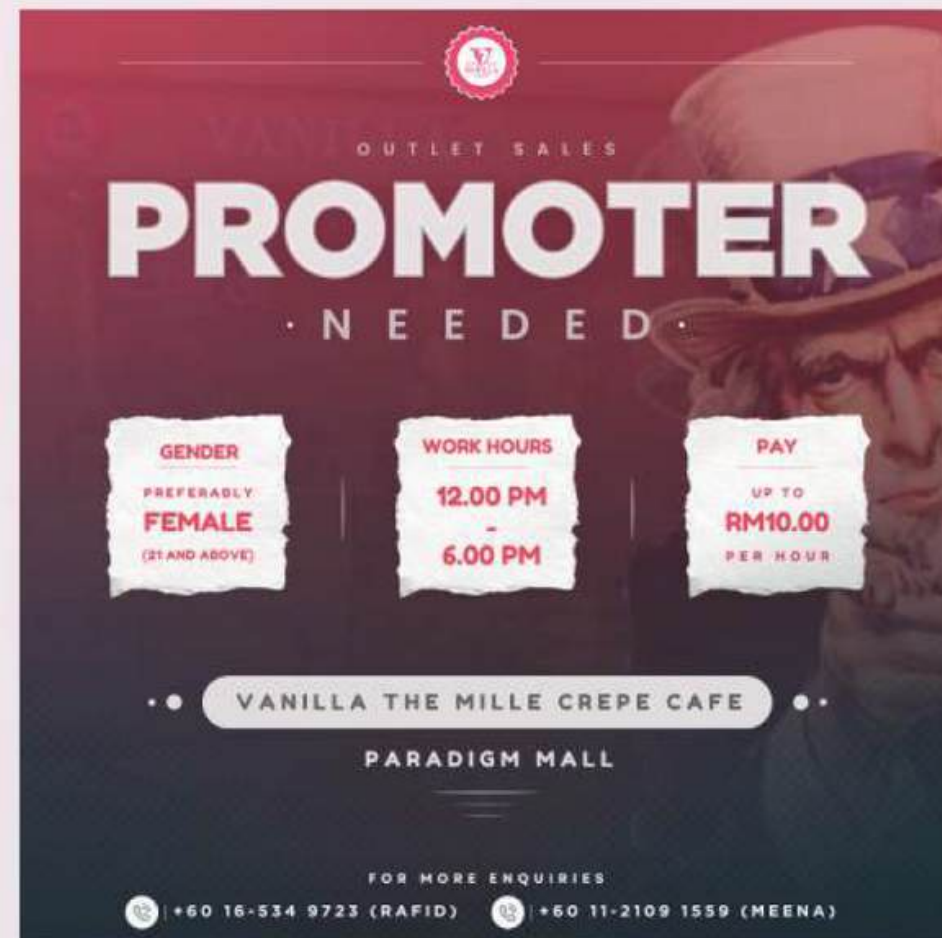
BREAK THE RULES

IMPRESS YOURSELF FIRST!

ADVICES

FROM MY EXPERIENCE

USE NO MORE THAN 2 FONTS



ADVICES

FROM MY EXPERIENCE

T A K E R E F E R E N C E S



ADVICES

FROM MY EXPERIENCE

TRY AND ERROR



VERSION 1



VERSION 2



VERSION 3

R E S O U R C E

G A T H E R I N G

RESOURCE

GATHERING



THANK YOU
NANDRI

E N D O F S E S S I O N