

**Mariam Qamar**  
Graphic Designer

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# SOCIAL MEDIA POST DESIGN

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## PROJECT 2

# INTRODUCTION

Social media graphics are visual elements designed specifically for social media platforms to convey information, promote content, or engage with an audience.

Creating eye-catching social media post graphics involves a few key elements to make sure they are engaging and effective. Here's

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## PROJECT 2

# INTRODUCTION

- 1 . Know Your Audience
- 2 . Brand Consistency
3. Visual Hierarchy
- 4 . Use High-Quality Images
- 5 . Typography
- 6 . Colors
7. Simplicity
8. Dimensions
9. Tools and Software
- 10 . Test and Iterate

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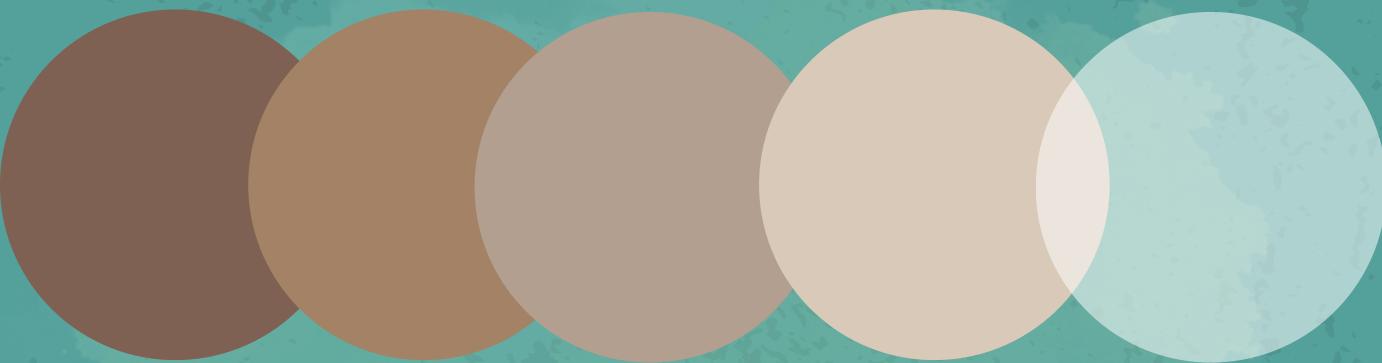
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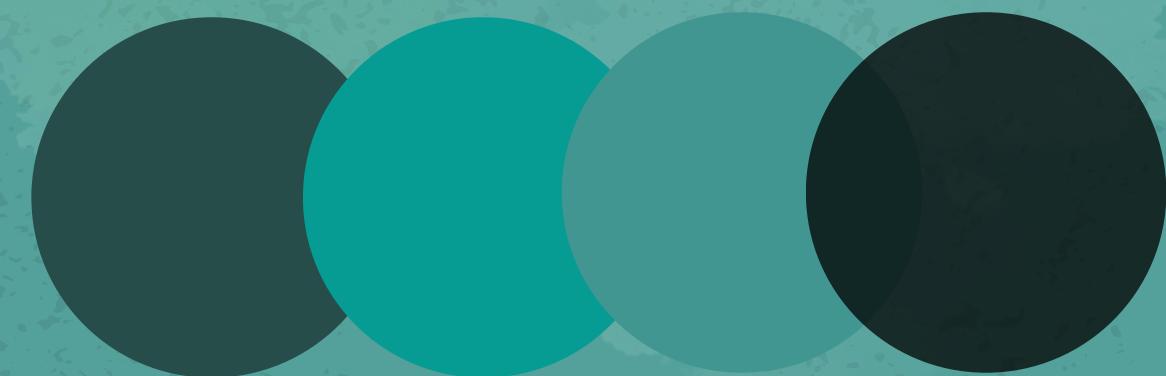
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**PROJECT 2**

# **BRAND COLOR**



**OTHERS**



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# SOCIAL MEDIA POST GRAPHICS

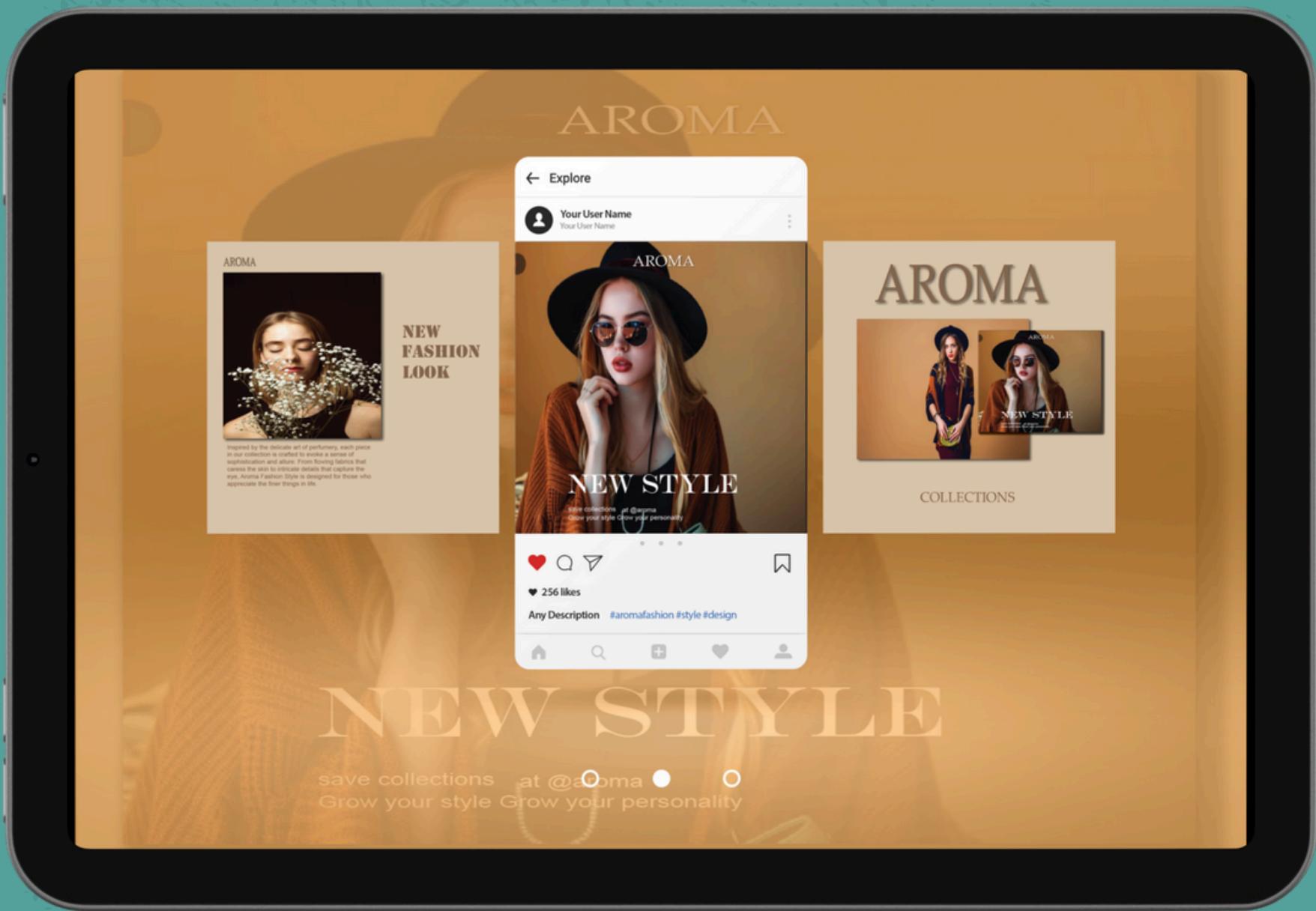
The image displays a collection of social media posts and a landing page for 'AROMA' fashion. On the left, a mobile phone screen shows a post from 'Your User Name' featuring a woman in a wide-brimmed hat and sunglasses. The post includes the text 'NEW STYLE' and 'save collections at @aroma Grow your style Grow your personality'. Below the phone are standard social media icons for likes, comments, and shares. To the right, there are several promotional images for 'AROMA' fashion. One image shows two women in hats with the text 'NEW STYLE'. Another features a woman in a dark coat and hat with the text 'FIND YOUR STYLE'. A third image shows a woman with her eyes closed surrounded by flowers, labeled 'NEW FASHION LOOK'. At the bottom center, a larger image shows a woman in a red sweater and hat with the text 'NEW STYLE'. The bottom right corner contains a website URL: [www.aromastyle.com](http://www.aromastyle.com) and a social media handle: @aromacollection.

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# SOCIAL MEDIA POST GRAPHICS

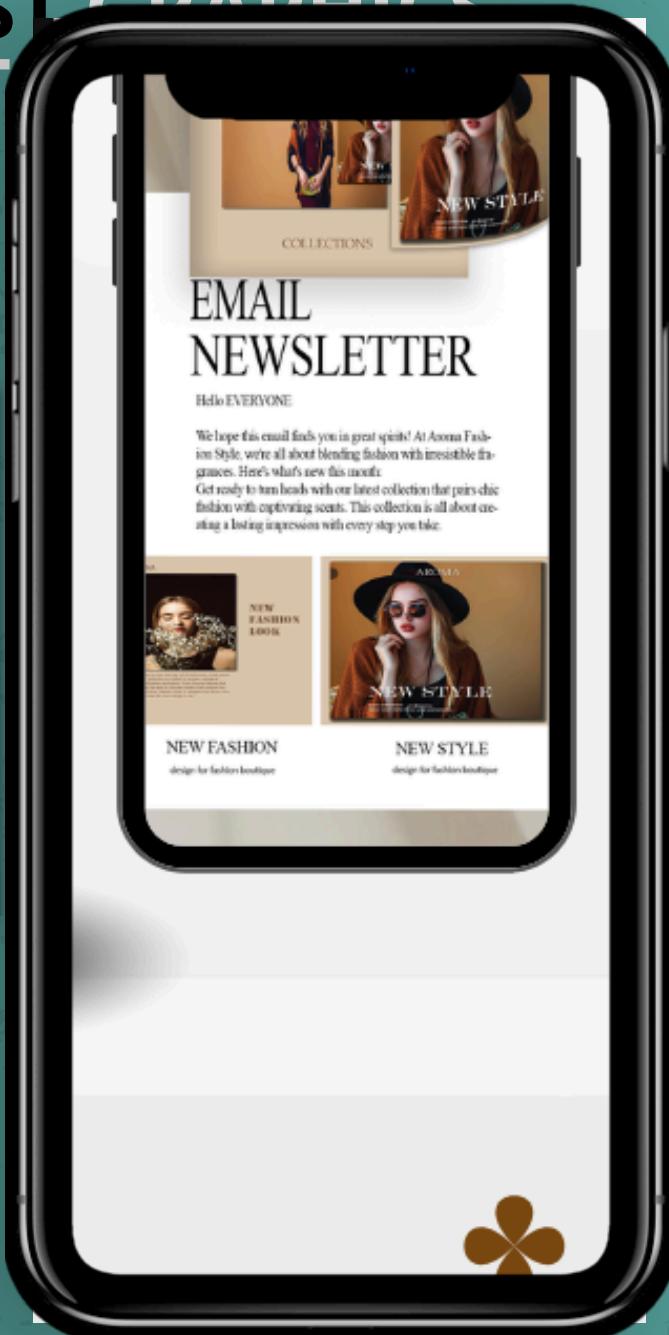


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# SOCIAL MEDIA POST GRAPHICS NEWSLETTER



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# SOCIAL MEDIA POST GRAPHICS NEWSLETTER

*Beautiful Emails*

The image shows two smartphones side-by-side, each displaying a different professional email newsletter from the brand 'AROMA'. The left phone's screen features a large header 'EMAIL NEWSLETTER' with a sub-header 'Hello EVERYONE'. Below this is a paragraph of text followed by a 'Learn More' button. There are several smaller images of models in various outfits, each with a caption like 'NEW FASHION', 'NEW STYLE', or 'NEW ARTICLE'. The right phone's screen also displays an 'EMAIL NEWSLETTER' header and similar content, including images of models and captions. Both phones have a dark background with a light-colored header bar.

Send professional emails that your customers will love

Get started

[www.aromastyle.com](http://www.aromastyle.com)

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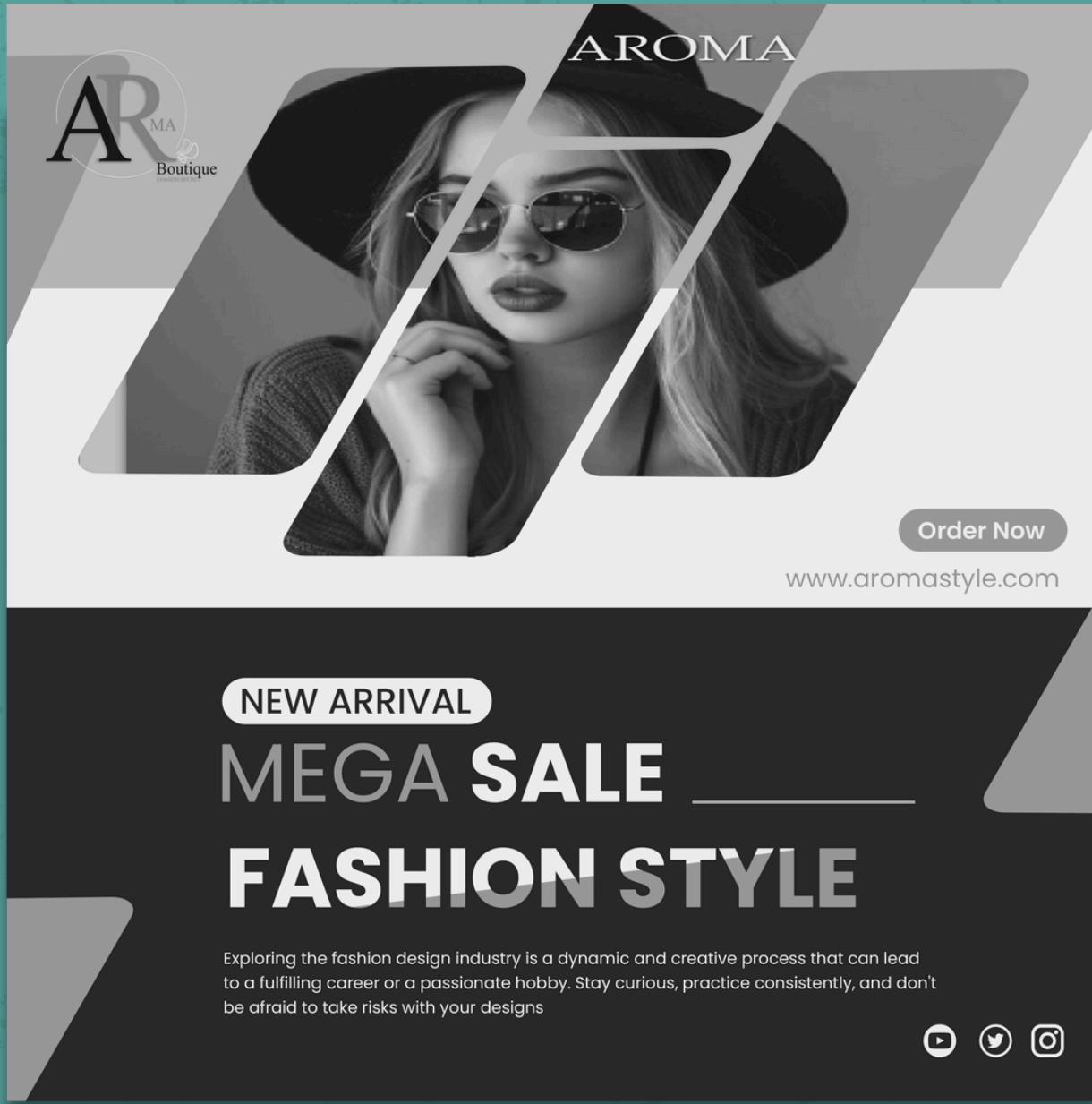


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## SOCIAL MEDIA POST GRAPHICS



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## SOCIAL MEDIA POST GRAPHICS

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DESIGN



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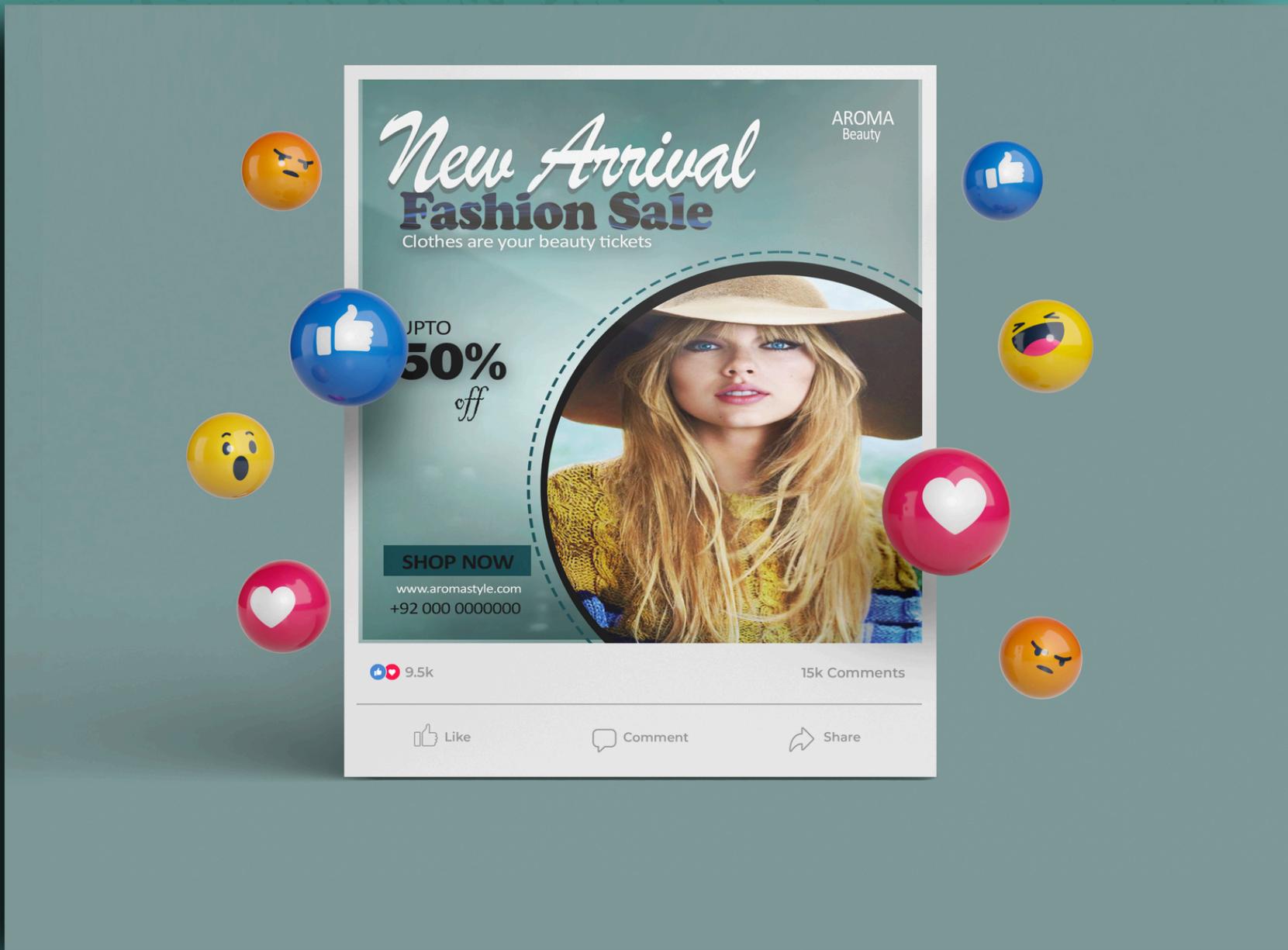
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## SOCIAL MEDIA POST GRAPHICS

**SOCIAL MEDIA POST DESIGN**

**New Arrival Fashion Sale**  
Clothes are your beauty tickets

AROMA Beauty

UPTO  
**50%** off

SHOP NOW  
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+92 000 000000

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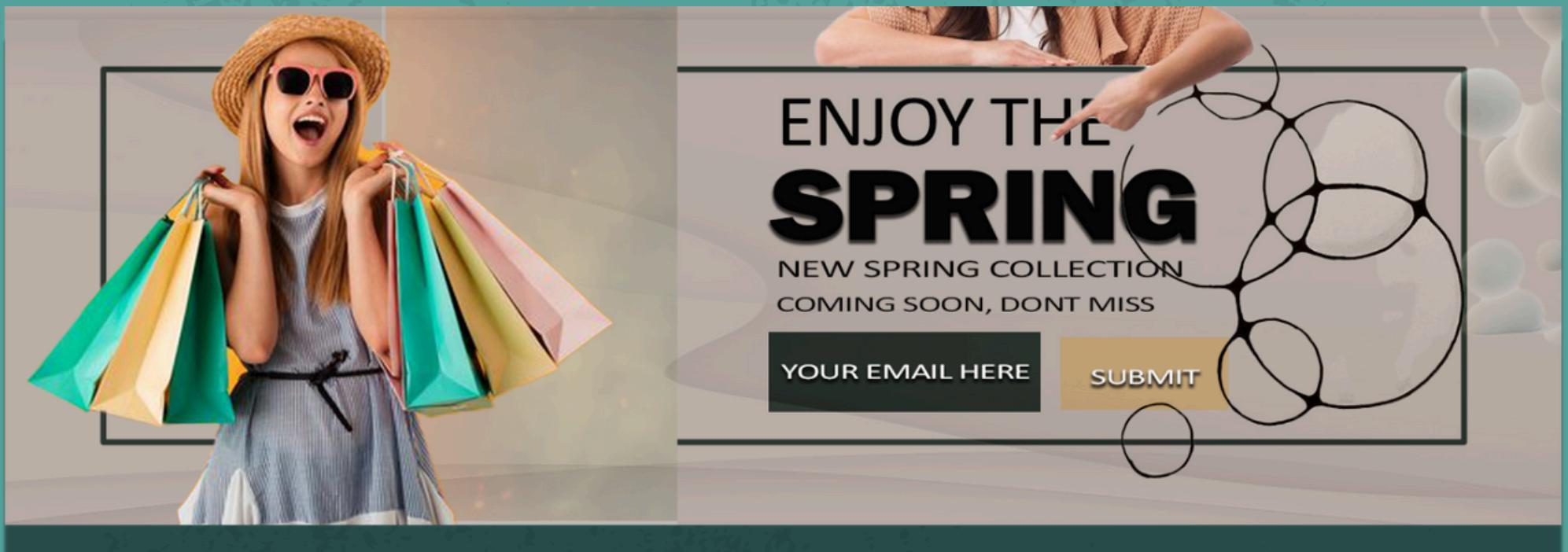
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## BANNER POST



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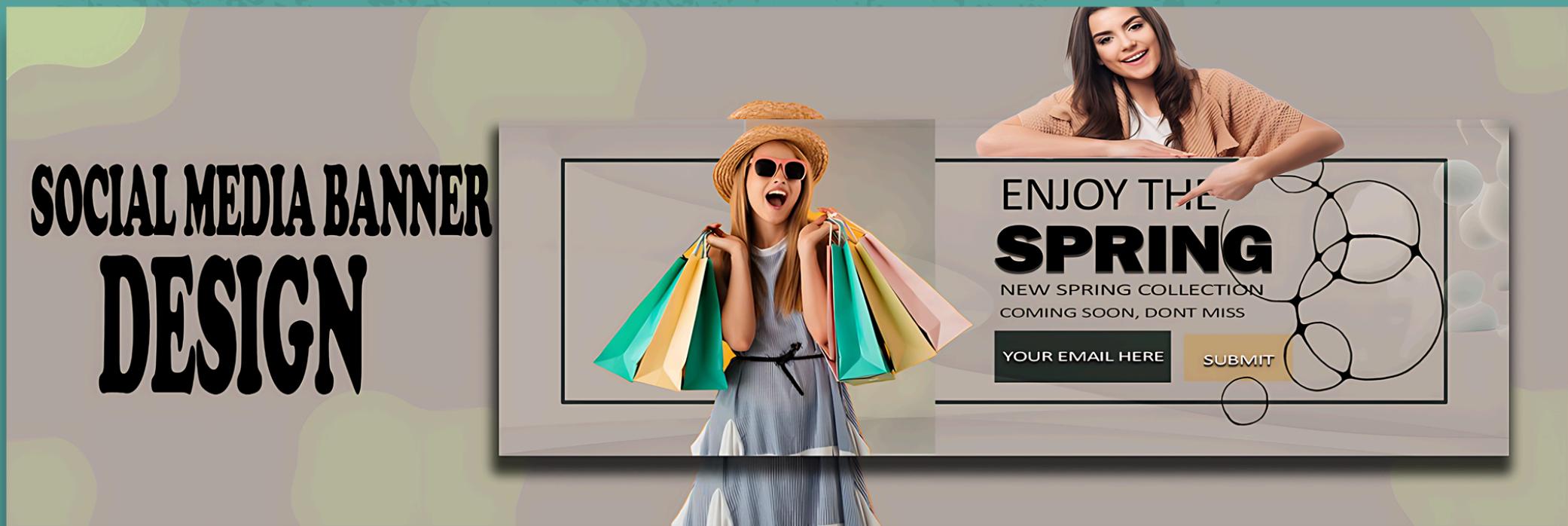
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## BANNER POST



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THANKS FOR WATCHING  
**IF YOU LIKE**  
**COMMENT**  
**YOUR**  
**THOUGHTS**

FOLLOW FOR MORE

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