**Graphic Designing Notes Digiskills**

**What is Design?**

* Design is a problem solving activity.
* Design is a plan, map or drawing.
* Design is to present Ideas in visual fOrm.
* Design is an arrangement of elements in such a way that is serves a function & holds a specific shape.

**Design Thinking Process**

* Define Problem
* Empathy (info about target audience) (age group, financial, economic & education)
* Ideate (develop Idea)
* Prototype (Model/design)
* Feedback (comments on your design)
* Improvement (improve the design according to feedback)

**What is Graphic Design?**

Graphic Design is to convey or communicate a message, not only in words but with visual also.

**Product**

Anything you can touch or feel is a Product.

e.g.: Toothpaste.

**Service**

The thing you can't touch but feel (in virtual form) is a Service.

eg: Courier service.

**Tools for visually communicate message**

**(In common words)**

* 1. Text
* 2. Pictures
* 3. Drawings/ Sketching

**(In graphic design)**

* 1. Photography
* 2. Typography
* 3. Illustration

**History of Graphic Designing**

* Cave painting in Stone age
* Hieroglyphs in Egyptian civilization
* Paper invention in China
* First Art Decoration firm by William Morris (after 1760)
* 1st Advertising company "NW Ayer & Sons" (1869)
* Army Posters used in WorldWar I & II
* 1st book on Designing "Thoughts on Design" (by Paul Rand 1947)
* 1st GUI in Macintosh 1984 by Steve Jobs
* Software designed by Adobe (Photoshop. illustrator, AfterEffects, Flash, InDesign etc)

**Scope of Graphic Designing**

* Brands
* Companies Logos
* Invitation Cards
* Sign Board
* Games (Interface Design)

**Objective Of a Graphic Designer**

* Purpose of design
* Design should be good in watched
* Message should be understand & clean

**Creativity & Skills in GD**

* New & Different Ideas
* Observation ( Observe your environment, people, situation, colors or scenes )
* "Look at usual things with unusual eyes"
* Curiosity ( Do to or learn something new.)
* Inspiration ( Inspire from new Ideas & Design )

**Tips:**

* Strong your visual library on your brain
* Save the thing/scene that you looks good design to get Inspiration
* Search Blogs related to GD on Internet
* Be a part of community that share new Design/Ideas on Internet
* Be always in Fresh MooD

**Types of Assignments assign to Graphic Designer:**

* Logo Designing
* Business card & Letterhead
* Info based advertiser (Brochure, Flyers, Leaflets)
* Posters
* Billboards, Streamers, X-Stands, Shop Signs
* Product Packing
* Icons
* Website Designing
* Web app interface
* Invitation Cards
* Photo Retouch
* Social Media Posts

**Skills Required for GD:**

**1.Technical Skills:**

* Typography (should be expert)
* Photography (basic Knowledge)
* Illustration (to present your idea visually)
* Software skills (Ps, Ai, Id)

**2. Professional Skills:**

* Communication Skills (understand Client's requirement and also guide your client)
* Critical; Thinking (Problem Solving activity) (for what about the design want to say)
* Analytical Thinking (analyse his work by the time and think about the feedback from the client)
* Time Management (should be done your work within the time)
* Efficiency & Updated (New features & softwares)
* Quality Assurance (Word should on the best quality according to client)

**Research, Copywriting & Concept devlp:**

* Research (check your target audience, check Competitor brands, understand the Design doc)
* Concept (Idea, (Drawing, Graphics, Sketches, Images & Text), like a seed,
* Idea>Concept>Design, Brain Stromming)
* Copywriting (Slogan of the companies)

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**Elements Of Design**

The building block of designing is called elements of design.

**1. Dot:**

A dot is basically the beginning of “something” in “nothing”. it forces the mind to think upon its position and gives something to build upon in both imagination and space. some abstract points in a group can provoke humanagination to link it with familiar shapes or forms. (wikipedia)  
  
In designing, dots may be large or small, thick or thin and colored or uncolored.

**Examples**:

* A debate starts from a point
* Pointillism art & design movement in europe
* Everything starts from am dot

**Ik nukty wich gal mukdii aa**

**Symmetry:**

if dots meets in a sequence and create a visual thing, it is called symmetry

**Asymmetry:**

if dots meets randomly and won't create a visual thing, it is called asymmetry.

**2. line:**

* line is an element of art defined by a point moving in space. (wikipedia)
* it is the distance between two points. it can also be the combination of dots.
* line has its own length and direction

**functions of design:**

* Direction (sign boards)
* Division (newspaper)

**Types of line:**

* Curve
* Irregular
* Dotted
* Wave
* Zigzag
* **Parallel** ( two lines in a plane that do not intersect or touch each other at any point are said to be parallel )
* **Perpendicular** (a line is said to be perpendicular to another line if the two lines intersect at a right angle {90 degree} )

**2-Dimensional:**

* A 2D drawing is a drawing that sits in only the x and y axis. more simply, a 2d drawing is flat and has a width

and length but no depth or thickness. there is no shade and shadow and therefore little realism in a 2d drawing. (wikipedia)

* In 2D you can't see corners of a shape or design.

**3-dimensional:**

* The 3d drawing  sits in x, y & z axis.
* It is also known as developing a mathematical representation of any surface of an object. (wikipedia)
* in 3d you can see almost all corners of a shape or design.

**Vertical line:**

* A line parallel to the y-axis is called a vertical line. use it to show strength or power

**Horizontal line:**

* A line parallel to the x-axis is called a horizontal line. use it to show relaxation or comfort.

**Diagonal line:**

* A line joining two vertices of a polygon or polyhedron, when those vertices are not on the same edge

is called a diagonal line. (wikipedia)

* These lines are drawn other than 0, 90, 180 or 360 degrees, i.e 60 degree or 45 degree)
* Use it to show motion or movement.

**3. Shape:**

* When some lines combine and surround an area then a shape is created.it may be 2d or 3d.
* The dots combine to make a line and the lines combine to make a shape.

**Types of drawing shapes:**

* Outline
* Color filling
* Negative space filling

**Apps of shapes:**

* Decoration
* Material & content addition
* Attract & boost interest level
* Used as symbols and all the brand's logos are all shapes.

**Types of shapes:**

**1. Geometric shapes:**

* geometric shapes can be defined as figure or area closed by a boundary which is created

by combining the specific amount of curves, points, and lines.  (wikipedia)

* Different geometric shapes are circle, triangle, rectangle, square & parallelogram etc
* These shapes can be drawn by the use of ruler or compass.

**2. Organic shapes:**

* Organic shapes are defined as shapes that are irregular or asymmetrical in appearance and tend to have a

curvy flow to them. nearly all shapes found in nature are organic in appearance. (wikipedia)

* **Examples** are leaves, flowers, trees, animal or human etc.

**3. Abstract shapes:**

* Abstract shapes have a recognizable form, but are not real. they are stylized or simplified versions of combination

of both geometric and organic shapes.

* All types of symbols are abstract shapes.

**Visual meanings of shapes:**

* use circle shows motion or movement in a drawing.
* use triangle to show directions.
* use rectangle to show direction & length.
* use square to show weight or strength.

**4. size:**

* The variation between two or more objects/shapes is called size.
* Playing with the size of your objects/shapes
* add interest & attraction and is used to organize things.
* Example, a large building or a small puppy.

**5. space:**

Space is an empty or open area between, around, above, below or within the objects.

1. **Positive Space:**

* Positive Space is any part of a composition that serves as the main focus for attention.
* basically, it's anything you add that is not part of the background.

**2**. **Negative Space:**

* Basically, the background of the object/shape, that you create. is called negative space.
* Negative space is, quite simply, the space that surrounds an object in an image. just as Important

as that object itself,

negative space helps to define the boundaries of positive space and brings balance to a composition.

* Negative space is also called breathing space.

**Minimalism**  
It is less a visual style and more a principle. a minimalist design is a design that only uses the   
most essential elements, including basic shapes and limited color palettes, to create something   
that's very simple yet memorable. (wikipedia)

**6.color:**

color is the sensation of light.

**Color Wheel** The color wheel is a basic color theory represented in a circle (wheel). consists of three group types of colors:

**1. Primary colors:**

These are the most important colors in color wheel. the other colors are made up   
by mixing of primary colors. these are:

* Red
* Blue
* Yellow

**2. Secondary colors:**

These are made by mixing any two primary colors. for example:

* Green ( yellow & blue)
* Purple ( blue & red)
* Orange ( red & yellow)

**3. Tertiary colors:**

These are made by mixing 1 primary and 1 secondary color.

**For example:**

* Yellow-orange
* Yellow-green
* Blue-Green
* Blue-Purple
* Red-Purple
* and red-orange.

**4. Neutral colors:**

* Black (shadow), white (tint) & grey (tone) are called neutral colors & earth tones.
* When we add white color in any color, we gain the lighter version of that color. e.g: pink (red + white)
* When we add black color in any color, we gain the darkened version of that color. e.g: maroon (red + black)
* When we add grey color in any color, we gain the tone of that color.

**warm colors:**

* red yellow & orange in flame
* red > love, passion, danger & energy
* yellow> happiness & friendship
* cool colors:
* blue green purple in paani & trees
* blue >relaxation & calmness & cool

**7. value:**

Value is the lightness or darkness of any object, any area, any shape or any color.  
We use a 9-step scale to measure the value of any object, area, shape or color. the 9-step basically shows the tones of colors

* First 3 steps/boxes are called highlights.
* Last 3 steps/boxes are called shadows.
* Middle 3 steps/boxes are called midtones.

When we choose highlights & shadows at the same time, we get **Contrast.**

**Imp Point**: Value has a great relation with color & contrast but itself it is not a color or contrast. it is just a name of Tones.

**8. Texture:**

The feel of any surface is called its Texture. We can define texture in different words like Rough, Smooth or Silky etc.

* Texture can be Organic Or Non-Organic :
  + **Organic Texture:**The textures which are obtained through Nature (Trees, grass raat matii flower) are called Organic Textures.
  + **Non-Organic Texture:**The textures which are obtained surfaces other than Nature ( ieeent, cement) are called NonOrganic Textures
* Texture can be Actual Or Implied :
  + **Actual Texture:**If the touching feel of a surface is same like its seeing feel then it is Actual Texture.
  + **Implied Texture:**If the touching feel of a surface isn't same like its seeing feel then it is Implied Texture.
* Texture can be Pattern Texture and Image Texture :
  + **Pattern Texture:**When different shapes are repeated in a special pattern then the texture made by patterns is called Pattern Texture. Pattern Textures are used in cloths, shoes & Fashion Brands
  + **Image Texture:**Usually the textures gain from different types of images are the Image Textures.  
    These textures can be  Environmental, Biological or man-made textures.

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**Principles Of Design**

**1. Balance**

Equal distribution of visual weight. Visual weight means how much heavy or light a thing in its visual

Eye travelling: enter & out from a pic and which things should see first and......

**Types Of Balance**

**1. Symmetrical:**

In Symmetrical Balance, all the sides (horizontally-vertically) are in equal shapes ( patterns). if we cut these images horizontally or vertically, the pic will show the same visual in both sides.

**2. Asymmetrical:**

In Asymmetrical Balance, all the elements are not in equal patterns but they confirms visual balance.

**3. Radial:**

In Radial Balance, the elements moves around a central point in roundel pattern.

**2. Proximity:**

It is a technique  to organize the elements and this organization adds beauty in our graphics.

For Proximity, we collect same liking visuals and place them as a collection.  
And for different visuals, we put them at a distance/space, so we gain a Unity.

By use of proximity, we can remove Clutter from our designs, which destroys our design.

**3. Alignment:**

Arranging elements of design with a straight Line.

The Straight Line may be visible or invisible.

E.g: Car Parking Lines.

**Types Of Alignment according to Text**

**1. Centre Alignment**

As the name indicates, the design or text is anchored right on top of the center margin, which makgood case for headers. Placing the text in the center gives your text the symmetrical look and makes it look more organized.

**2. Left Alignment**

This is the most common and widely used type of horizontal alignment. It places the text on the left edge with a tight left-hand margin and a soft edge on the right. It gives a sense of comfort and natural feel to your audience, but you can still find ways to use it creatively. If you’re using large paragraphs, the orientation and the unequal edge distribution allows us to move fluently with the flow. If your paragraphs are left aligned, make sure your header is too.

**3. Right Alignment**

Much less popular than its counterparts, flush right is used to deliver a unique sense to the elements used in the logo   
design for businesses. The  text in this alignment type is placed hard on the right-hand margin, with the left side being   
soft and uneven.One more thing; flush right is also used for languages that are oriented from right to left. It increases   
the readability to give convenience to the readers.

**4. Justified Alignment**

Justified alignment provides a neat and clean look to your text. Not only does it give the right shape but also creates equal margins on both sides.

It’s ideal for crafting professional documents that are organization-oriented, with multiple text columns.

You can confront one problem here though. Unwanted gaps might appear in between the words in your text, which might make it look unattractive and dull.

* To create Order & Organization
* To Group elements and create Visual Connection.

**4. Repetition:**

Using same elements in design again & again is called Repetition. We can repeat similar shapes, colors or lines in design.

 It helps

* To create Consistency & Association in design.
* Readers to navigate.
* In filling the canvas.
* To create Balance

**5. Contrast**

Arranging opposite elements together.

LightColor  VS DarkLargeScale  VS SmallRoughTextr  Vs Smooth

**We can do contrast by:**

* Size
* Shade
* Color
* Direction

**Contrast can:**

* Create interesting relationship between visual elements.
* Pull the elements Together or Push away the elements of design.
* Helps human eye to differentiate among different elements.

**6. Emphasis**

Area or object within the design that draws attention and becomes a focal point.

Focal point is the area where Primary Concept / Theme / Story of design is placed.   
There should not be more than one focal point in one design.

**7. Unity**

Arrangement of design elements in such a way that combined together, they give the feeling of a whole.

"The whole is greater than its parts."

Unity creates Order & Organization in GD

**We can get unity by:**

* Similarity
* Continuation
* Repetition

**8. Movement:**

Movement refers to the way the eye ravels over a design.   
Movement is controlling the elements in a composition so that the eye is led to move from one to the next and   
the information is properly communicated to your audience.

**9. Rhythm:**

Repetition of design elements in a specific pattern/certain gaps or intervals is called Rhythm

**Types of Rhythms:**

**1. Random Rhythms:**

Repetition of elements with no regularity and random intervals.

**2. Regular Rhythms:**

Repetition of elements with regular/similar intervals/gaps.

**3. Flowing Rhythms:**

Repetition of elements following bends  & curves. e.g: waves,

**4. Progressing Rhythms:**

Repetition of elements with certain change and progress every time.

**10. Pattern:**

It is uniform repetition of any of the elements of design. anything \can be a pattern by repetition.