

Ultimate Graphic Design Course

WORKBOOK - Section 1





A few words from Chris Barin

First of all - **thank you!** Thank you for choosing me as your Photoshop instructor. It means a lot to me.

When I first got started designing websites in Photoshop, I craved information - I watched every tutorial I could get my hands on, yet I was constantly disappointed: I saw boring, lack-luster courses that had nothing to do with real projects.

This is why I decided to teach. I want to share my experience '*in the trenches*'. Real-world techniques that actually matter, not textbook fluff that bores you to death. My goal is to teach you **skills that can be applied immediately** and get you great results.

I teach out of passion first and foremost. That's what drives me. I hope you'll feel that even through Mark's voice. Photoshop can be complicated, intimidating, and frustrating. If you ever get stuck, just ask for help! I'm here for you, though even I have to sleep sometimes :)

Please use this guide to improve your experience and I hope to see a positive review from you.

Thank you,
Chris.

Frequently Asked Questions

1 Best way to watch the course

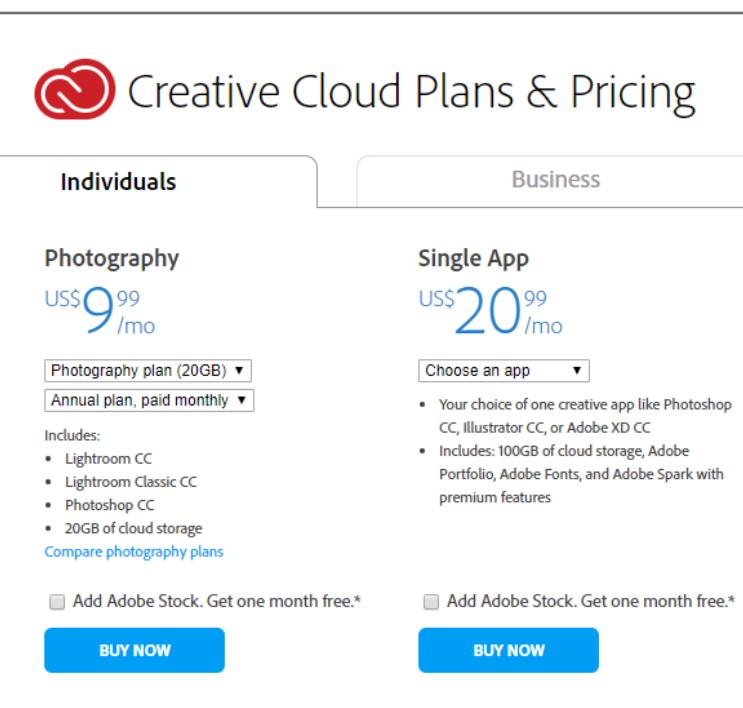
Please watch most lectures **two times**. This will help you improve your skills faster.
First time watching a lecture: don't try to work, just watch & learn. See the FAQ if needed.

2 What Photoshop version do I need?

Best: Photoshop CC; Download: www.adobe.com
It starts at \$10/month, you have a free 7-day trial.

Minimum: at least Photoshop CS6, though not ideal.

Do NOT use Photoshop Elements or Photoshop Lightroom.
These two are completely different from Adobe Photoshop.
Best way to go is CC, preferably 2019.

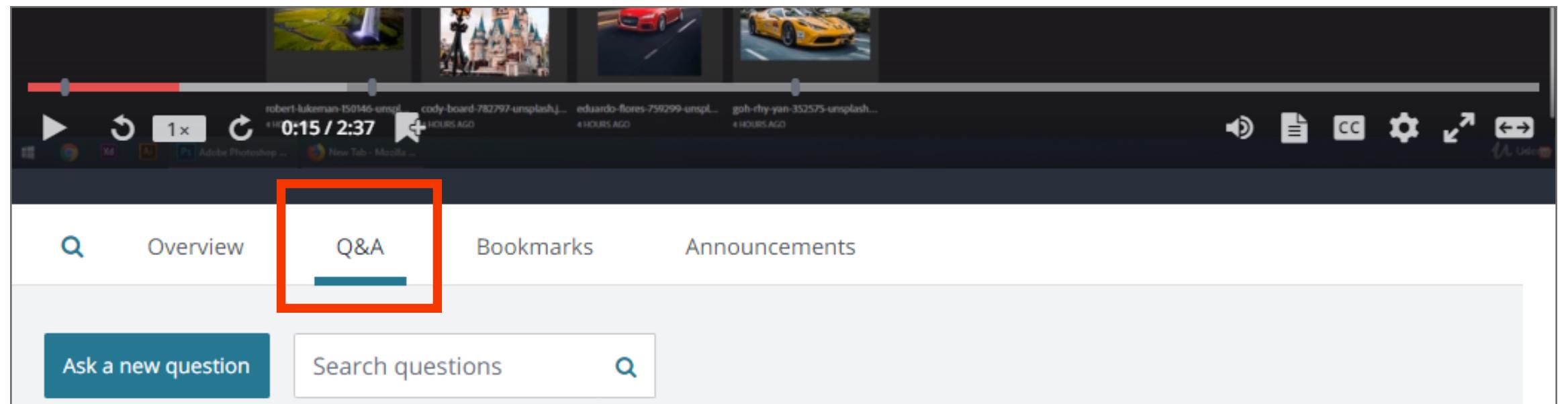


3 Join our Photoshop community



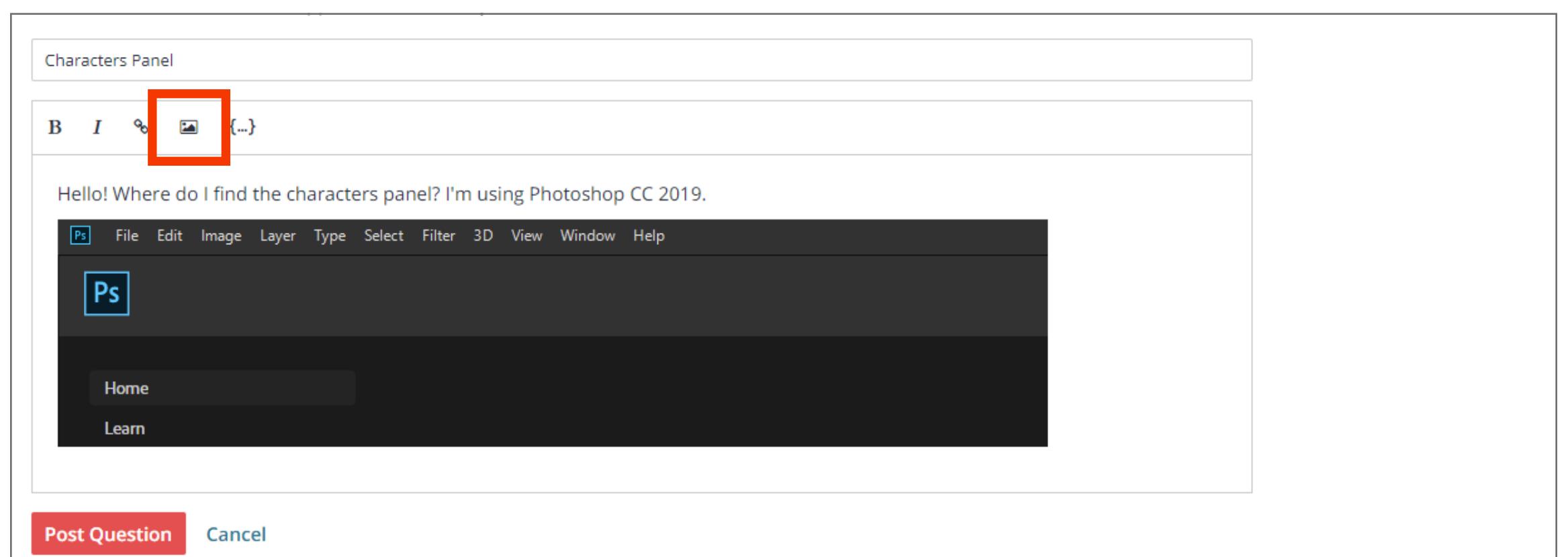
Need some fast answers? Do you want to interact with other students or chat with me directly? Join our Discord group: <https://discord.gg/Xf6NGMx>

5 How to access the Q&A section.



While watching the lecture, click on the "**Q&A**" tab under it.

To ask a question yourself, just click on the "**Ask a new question**" button.



To attach images click on the little "**picture**" icon circled above.

Once you're done just click on "**Post Question**". Usually, you will get an answer in about a day (except for weekends).

Frequently Asked Questions

6 How do I get my certificate?



You need to watch all the lectures and perform all the exercises. After you complete the course, the trophy on the top right of the lecture player will become highlighted with green. This means your certificate of completion is ready. Click on the trophy to view the certificate.

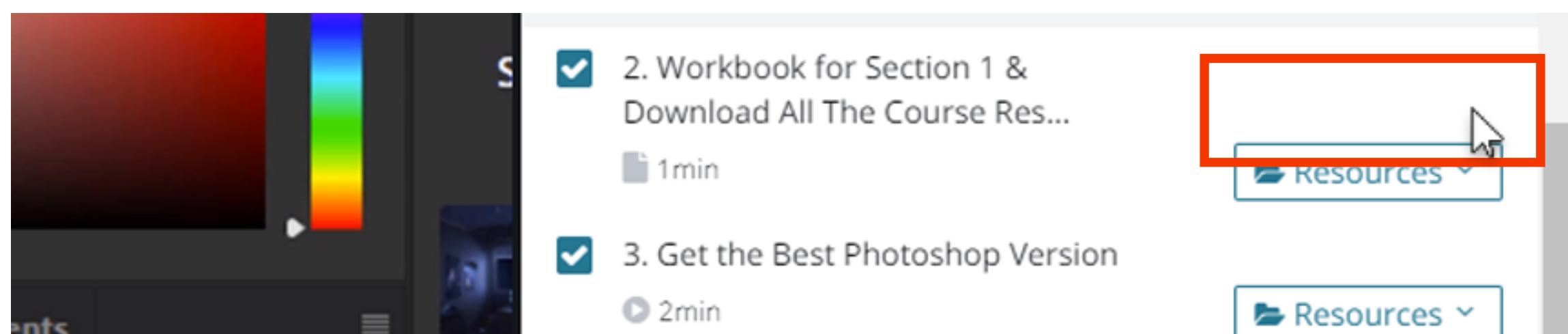
If you're having issues, visit this link for more details:

<https://support.udemy.com/hc/en-us/articles/229603868-Certificate-of-Completion>

7 How do I work along?

You should watch a lecture without any interruptions. Then, rewind from the start, work along and pause as often as you need to.

Some lectures have attachments. Access and download them by clicking on the folder labeled "Resources" next to the lecture's name.



8 Can't watch lectures?

Sometimes Udemy has technical problems that are out of my control. You may experience low-quality videos, no sound or lectures not loading at all. If that happens please try again later in a few minutes or contact Udemy technical support.

Videos are blurry? Please manually select 1080p from the video player settings. If that is not available please contact Udemy.

9 My Photoshop looks different!

That's totally fine! 99% of what I teach you applies to all Photoshop versions.

Don't worry about slight differences! If you're using CC 2019, please watch "Using Photoshop for Every Project" to get the same layout as shown in the videos.

10 How can I download the lectures?

Sorry, you can't. My courses **cannot** be downloaded. But you do have lifetime access! This means you can return to the course any time, no matter how much time has passed since you bought the course.

Frequently Asked Questions

11 Where's the Facebook group?

I am not allowed to give you a direct link so you will have to look for "["Photoshop & Web Design by Chris Barin"](#)" and you'll find it. I review each member request every day or so.



12 What is the goal of this course?

My goal is to show you how to create quality content for your business, career or personal projects. We will cover all sorts of promotional graphics both digital and physical.

13 This course vs your other courses?

They are totally different! This course is for people who already know the basics of photoshop.

14 The course is too fast!

If you feel the pace is too quick, please continue to watch. You can also use the speed controller slow things down even more! If it's still too fast, I recommend watching my other course first, "["Ultimate Photoshop Training - From beginner to Pro"](#)".

Ask for help if you get stuck, and you will get a reply within a day most of the time!

15 Who is the British guy?

That's [Mark](#). He helps me (Chris) with the audio because he has a silky smooth voice. I show up from time to time, but I want you to have the best possible learning experience and I feel my accent may get in the way of that.

Still, we communicate through private messages, Q&A, Facebook or the Discord group.

How to use this course

We're going to use Photoshop 95% of the time

- Best: Photoshop CC subscription from adobe.com;
- Minimum: Photoshop CS6;
- What I teach is version independent;
- You can get a free Photoshop trial for 7 days from adobe.com;
- We're going to use Illustrator the other 5% of the time;

Don't use the following software:

- Photoshop Elements;
- Lightroom;
- Gimp;
- Photoshop 7.0 or anything older than CS6.

Hardware:

- Use a desktop computer or a laptop (desktop recommended)
- Windows or Mac OS - doesn't matter!
- Hotkeys are displayed for both platforms;

How to get the most out of the course:

- Watch once without pauses, work along at the second viewing;
- Manually set the video quality to the highest setting.
- Hotkeys are displayed for both platforms;



Graphic Design - A down-to-earth Explanation

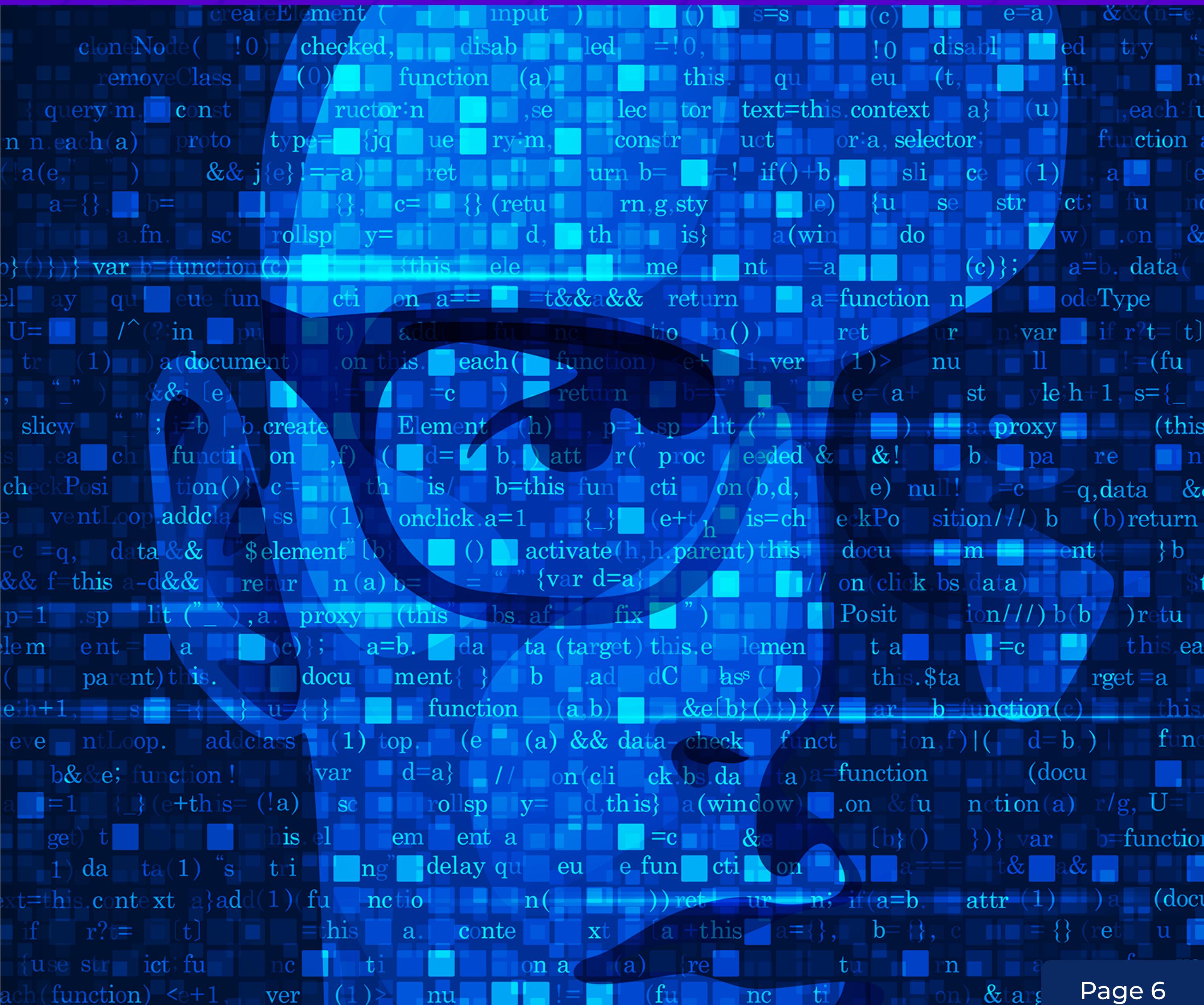
What is Graphic Design?

Definition: The process of visual communication and problem-solving through the use of typography, photography, and illustration.

- Graphic design is an extension of yourself or your business. Visual Identity is a key aspect of any business, regardless of the domain of activity.
- People are naturally attracted to beautiful designs no matter product, shape or form.
- The design of a product is a huge factor that influences decision making regardless of how good the product actually is.

What I propose:

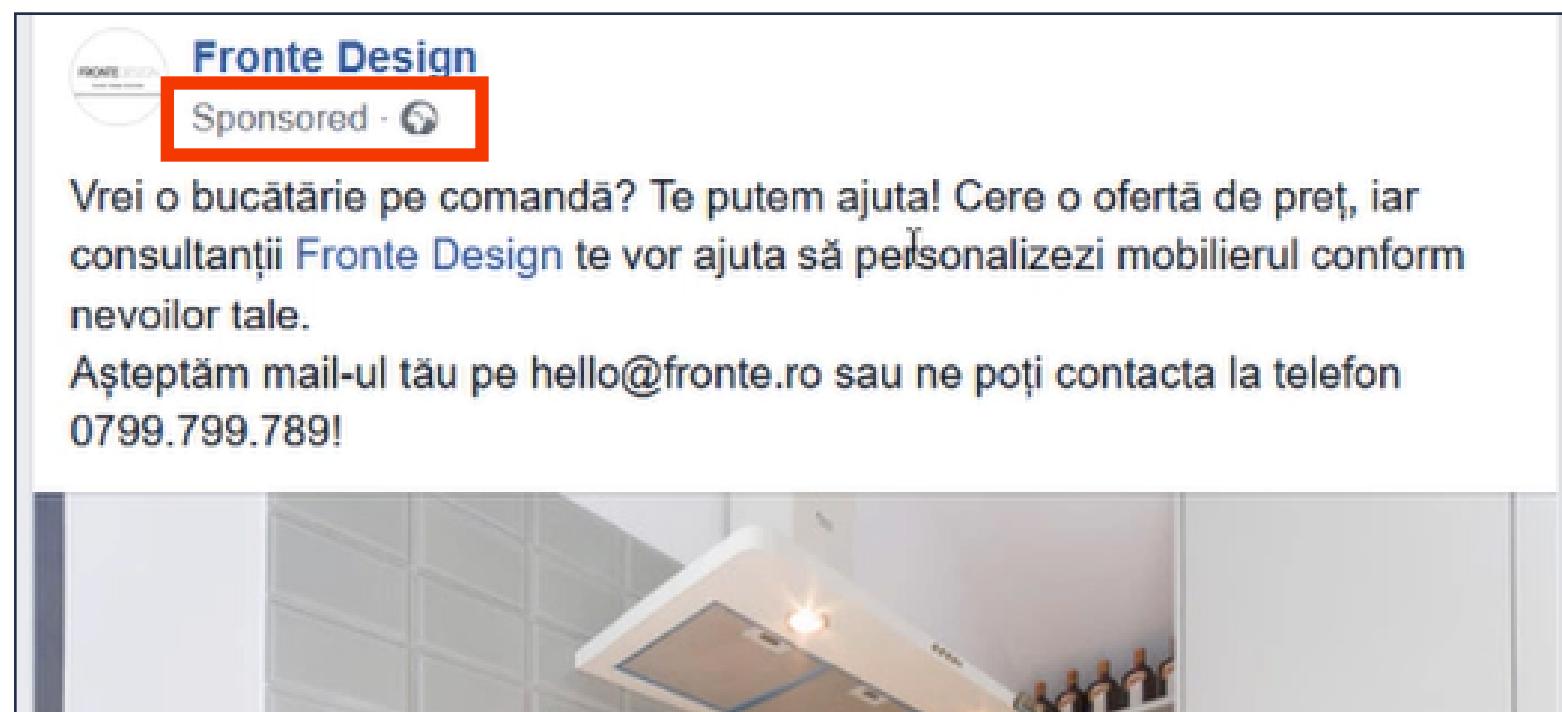
- Create all these practical projects in the course;
- Gain and enhance your design skills;
- Practice and build a portfolio.



Create your first Facebook Ad Design - Part 1

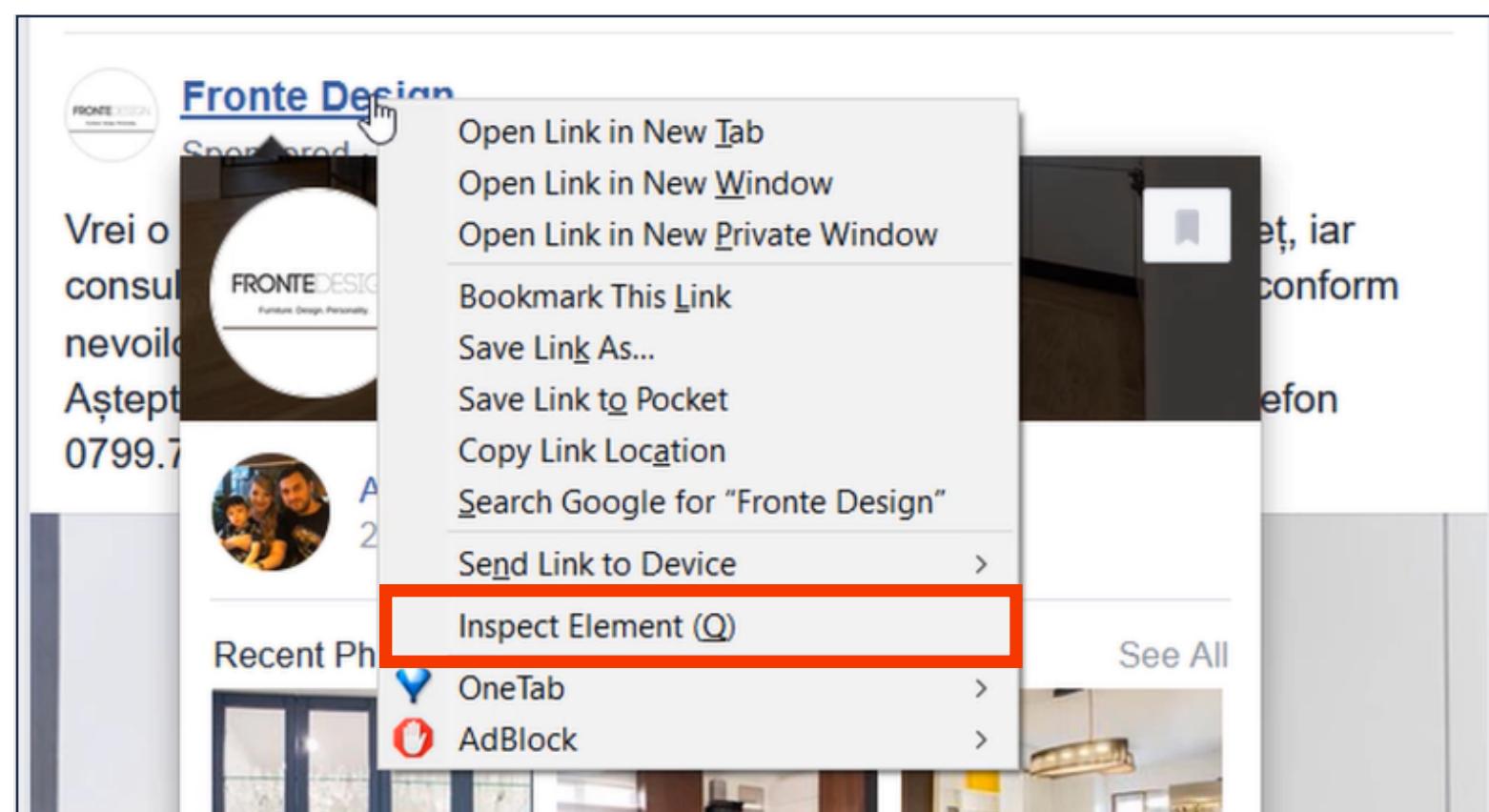
1 Find an ad on Facebook

- Disable your adblocker in case you have one enabled.
- Look for posts in your Facebook feed marked with "sponsored".



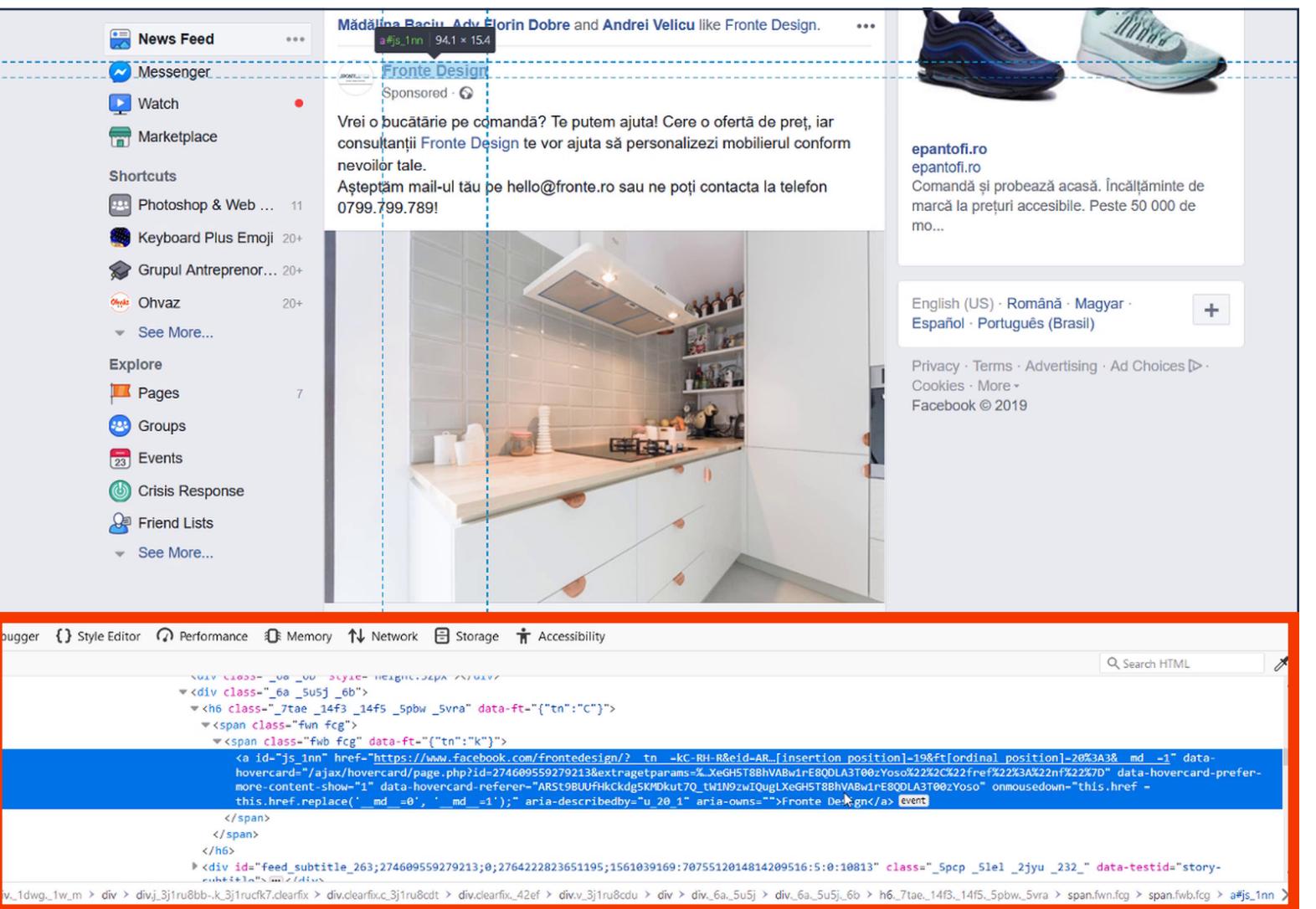
2 Start editing the ad

- Right click any text element on the ad and look for "inspect".



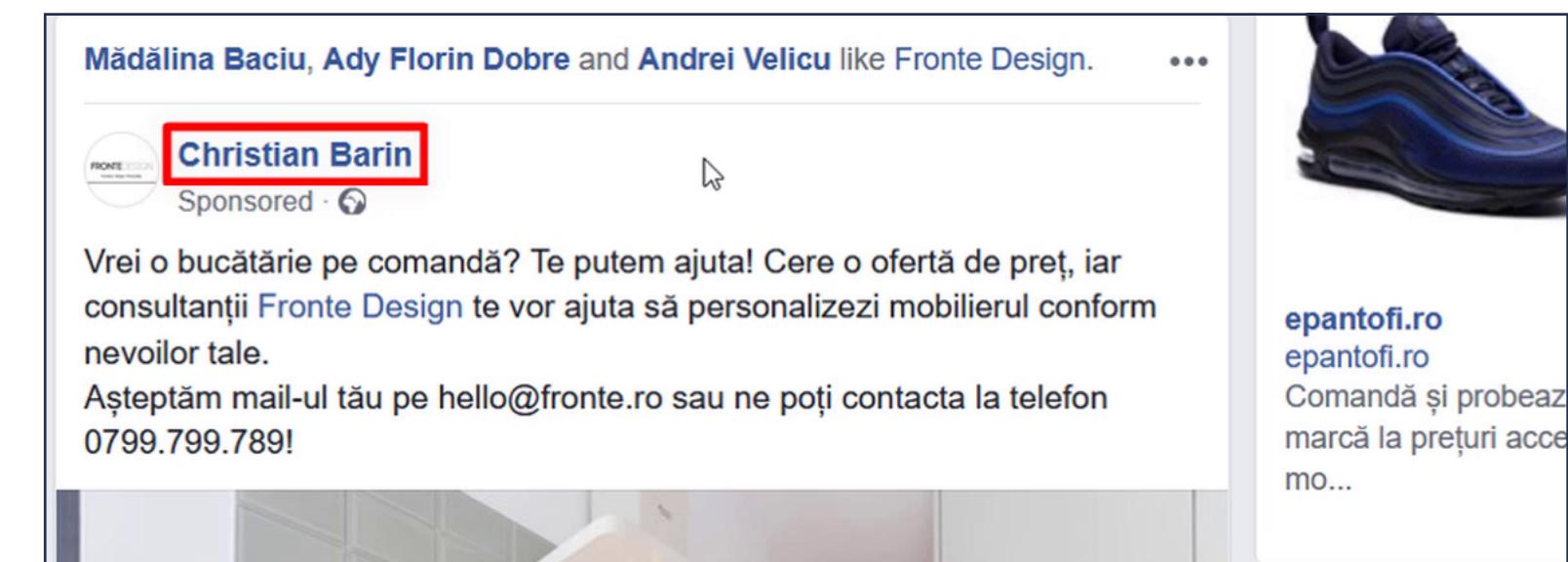
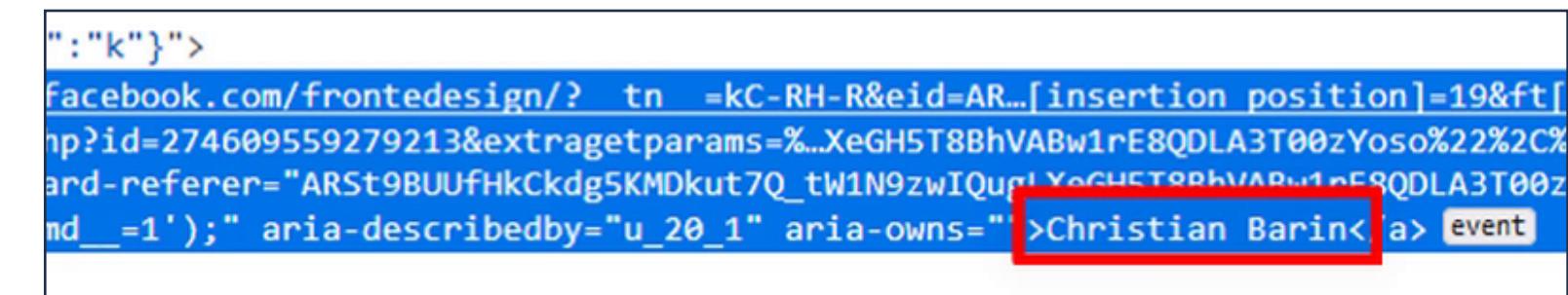
3 Find the text you want to replace

- A new panel will appear in your browser displaying code.
- The panel looks different depending on the browser (I use firefox)



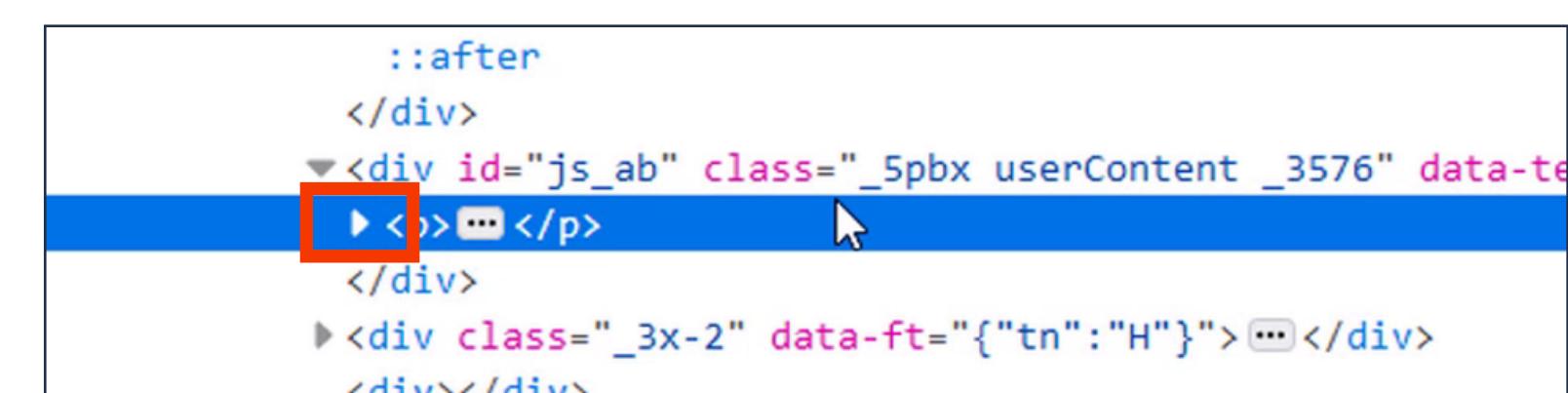
4 Replace the text you want

- Double click on the text line to start editing it.
- Press enter once you're finished. The text in the ad will update.



5 If you can't see the code

- Click on the highlighted arrows in the "inspect" panel.
- The arrows expand to reveal blocks of code.
- Click on them until you reach the text you need to edit.



Create your first Facebook Ad Design - Part 2

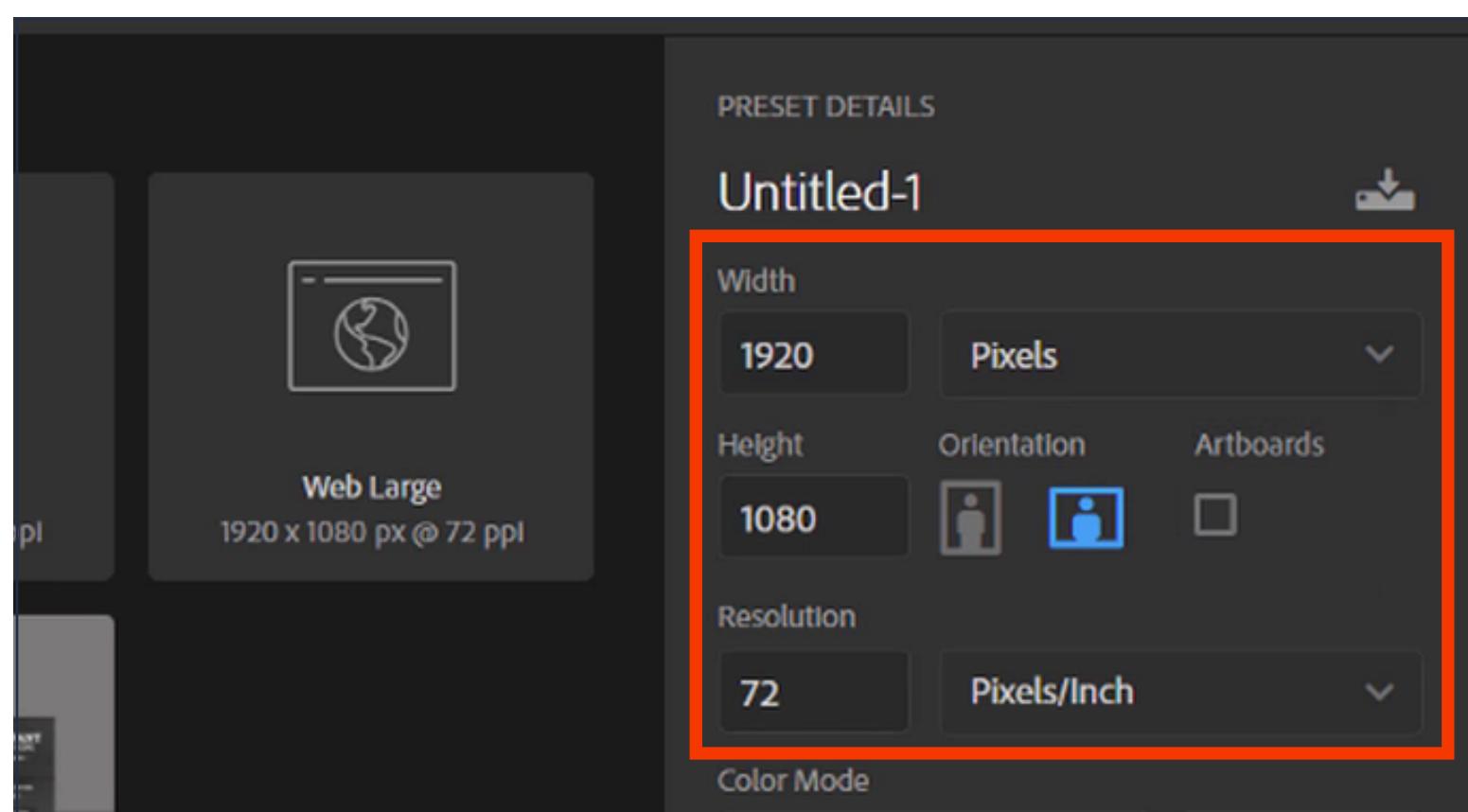
1 Take a screenshot of the browser

- With all the info edited into the Facebook ad, press print screen
- For Mac users, press the combination CMD+SHIFT+F3



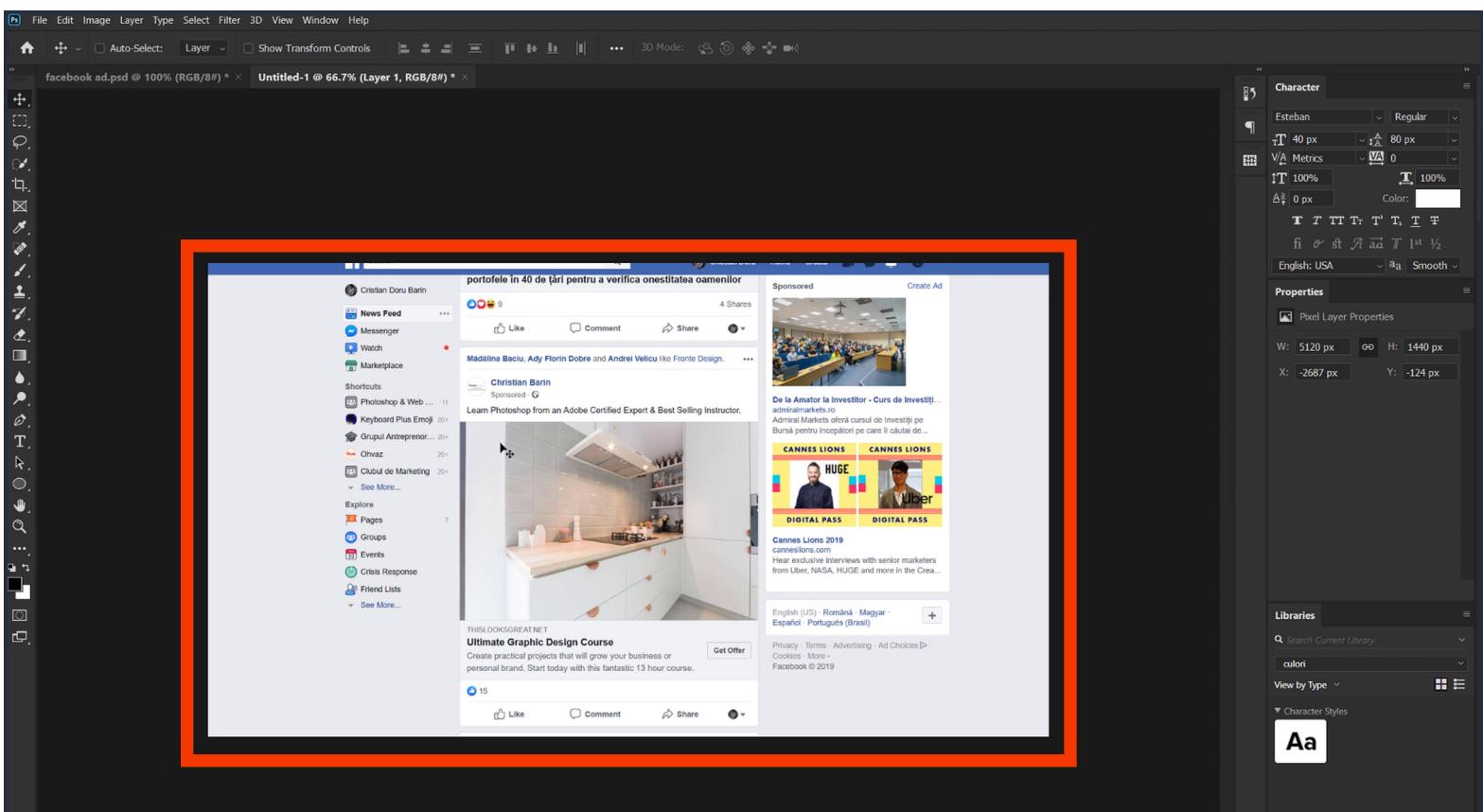
2 Create a new document in Photoshop

- Open Photoshop and create a 1920x1080 canvas



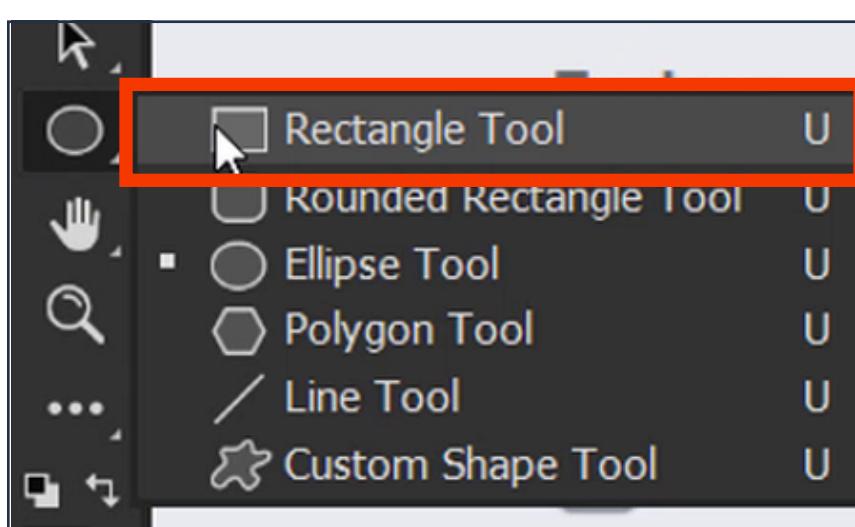
3 Bring your screenshot in Photoshop

- With the new document created, press CTRL+V(CMD+V on mac).
- The screenshot we took earlier will appear in our canvas.



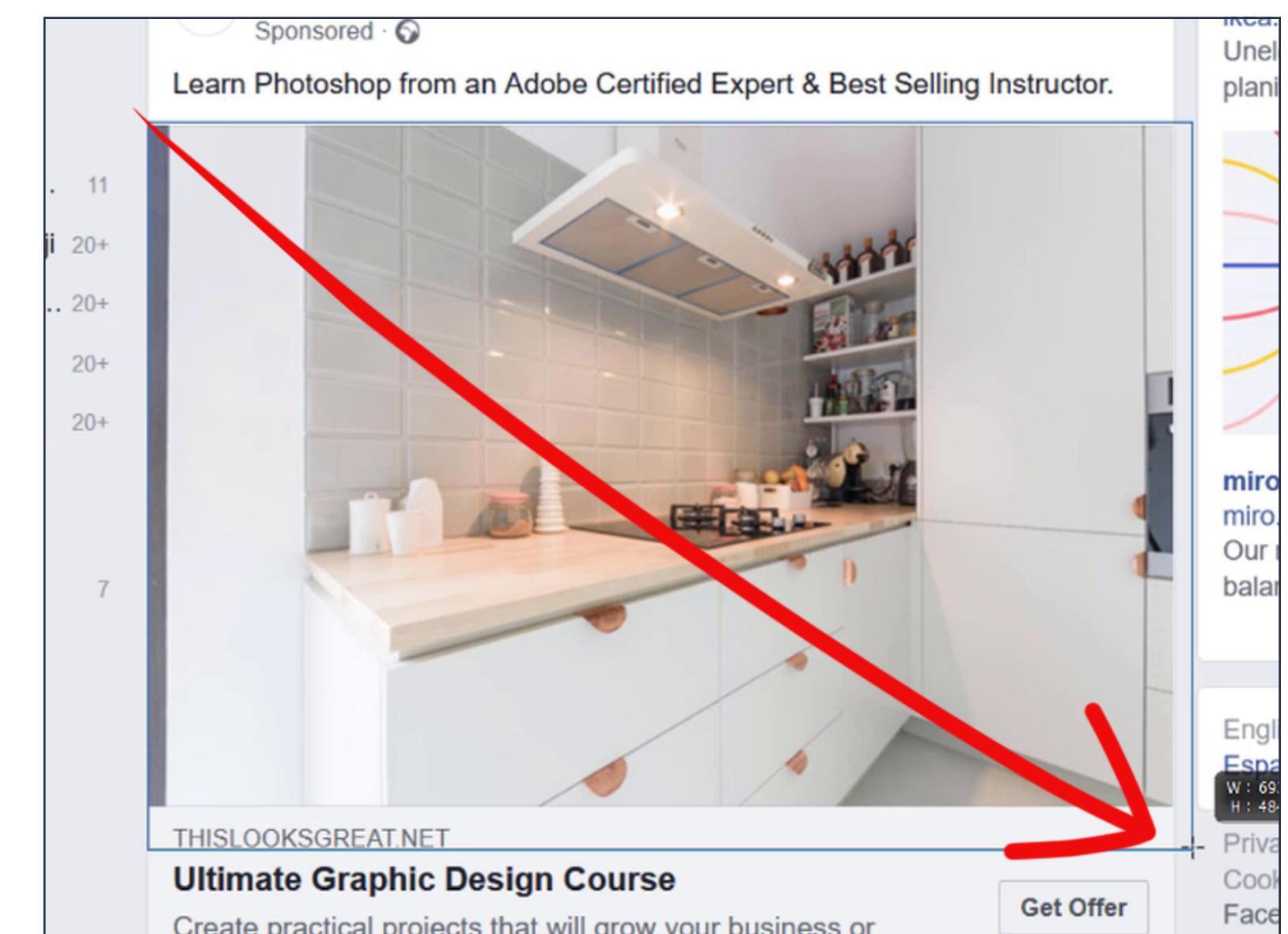
4 Getting ready to replace the images

- Get the rectangle tool from the tool bar (left side of the screen)
- Click and hold on the tool, then drag to the side to make sure the correct tool is selected. We need the first one.



5 Create a rectangle

- Make sure the tool is set to "shape" in the options bar.
- Click on the upper left corner of the image, and drag to the opposite corner until you cover the image completely. Let go of the click.

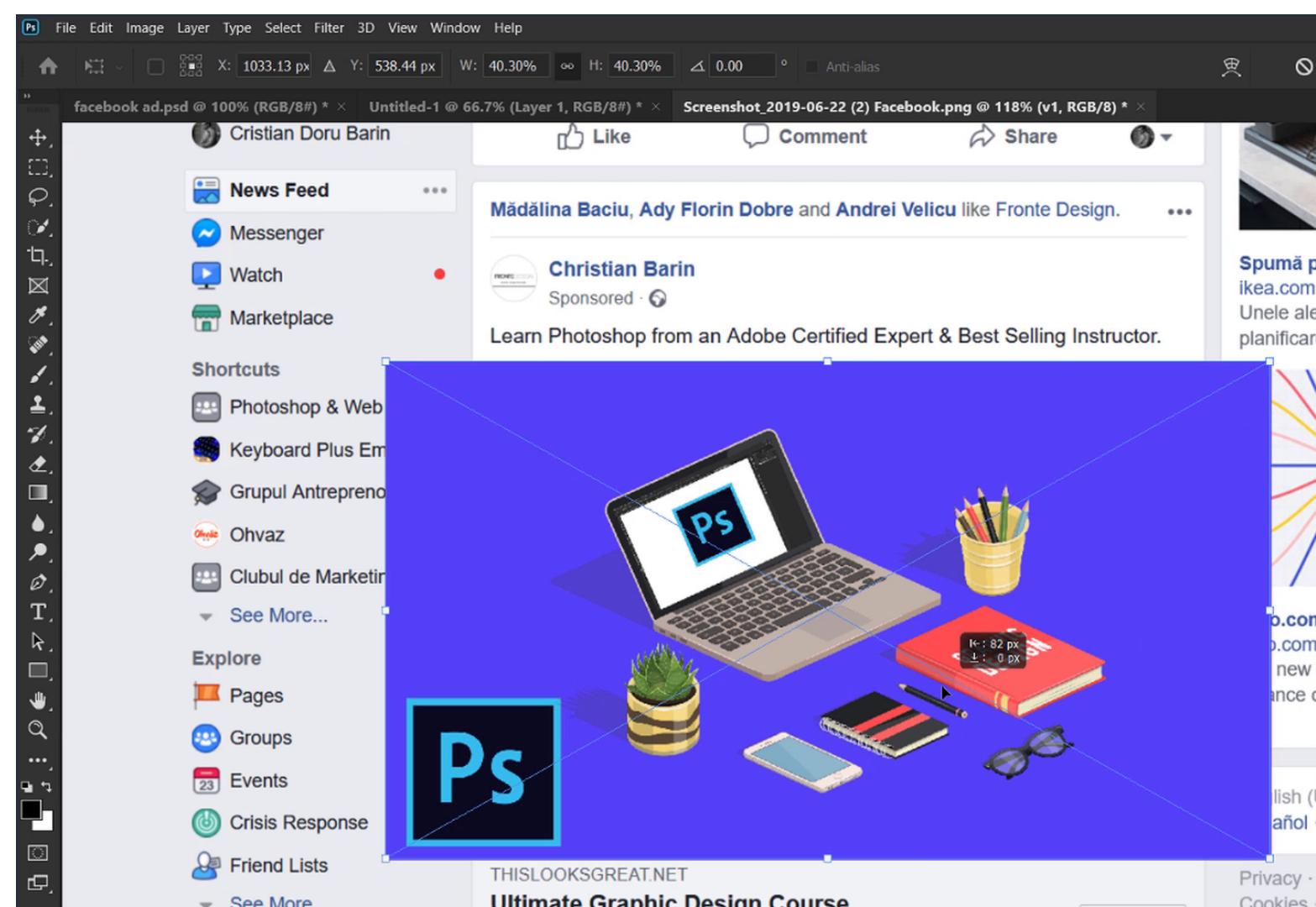


- A new layer will appear in your layers panel with this shape
- If the shape doesn't cover the image completely or it's too big, press CTRL+T(CMD+T on Mac) and adjust the size of the rectangle until it covers the old image completely. Press enter when done.

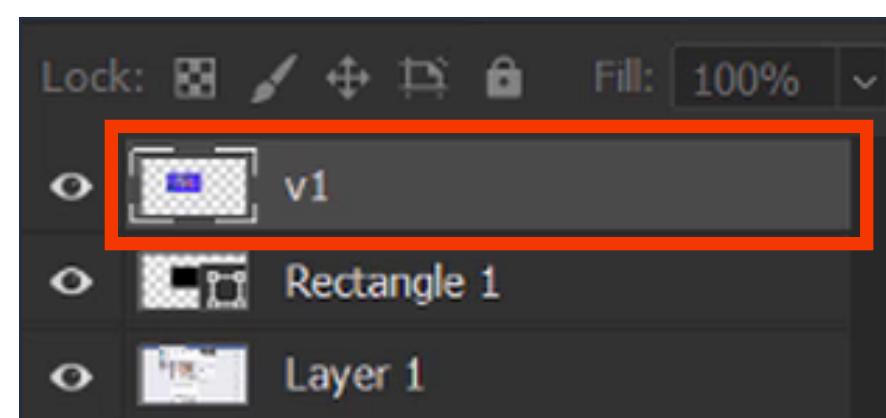
Create your first Facebook Ad Design - Part 3

1 Placing your the image in the rectangle

- Drag your image in our photoshop document and resize it using one of the corner handles (hold down shift if you're using a Photoshop version older than CC 2019).
- The image doesn't have to be the exact size as the rectangle.

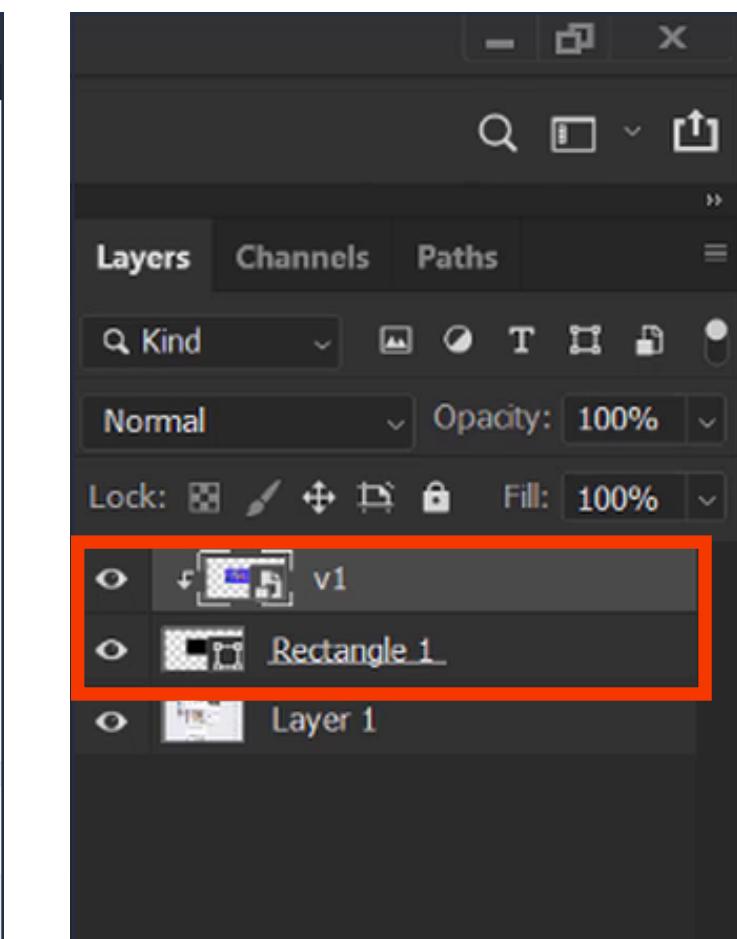
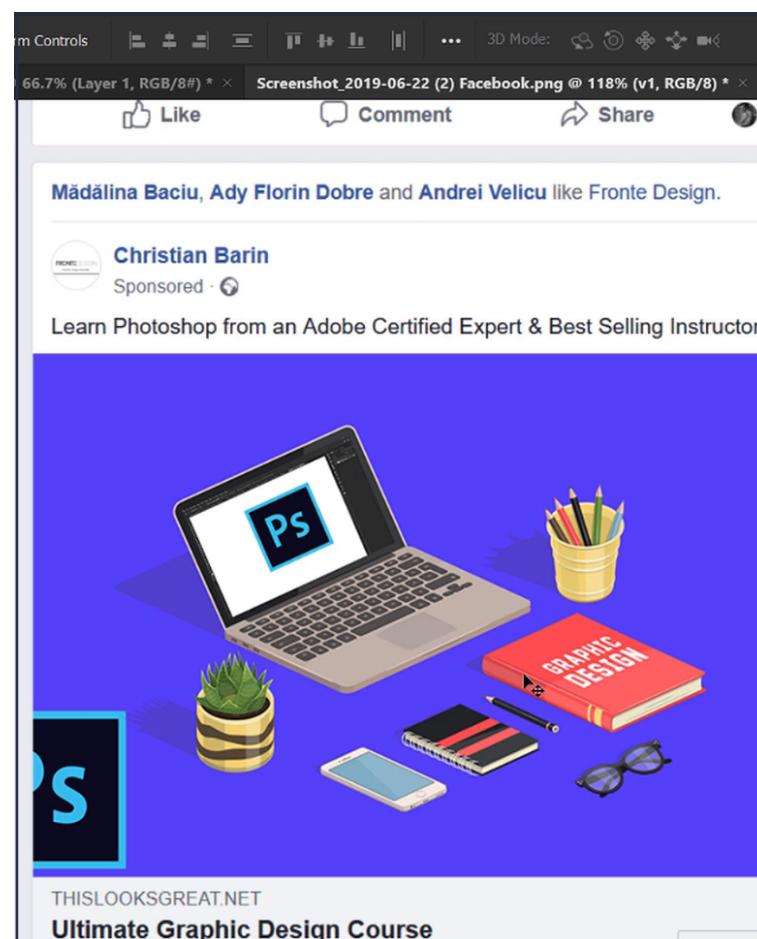


- When you're happy with it press enter to get rid of the handles
- The **image** needs to be above everything else in the layers panel



2 Set your image to clipping mask

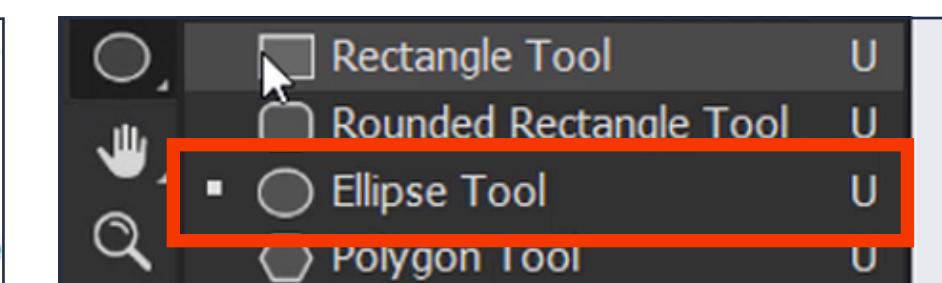
- Select your image in the layers panel.
- To constrain the visibility of your image to the shape under it press ALT+CTRL+G (OPTION+CMD+G on Mac). This will set your image on clipping mask mode to the layer under it.



- You can now resize your image and reposition it any way you like without changing the position of the rectangle.

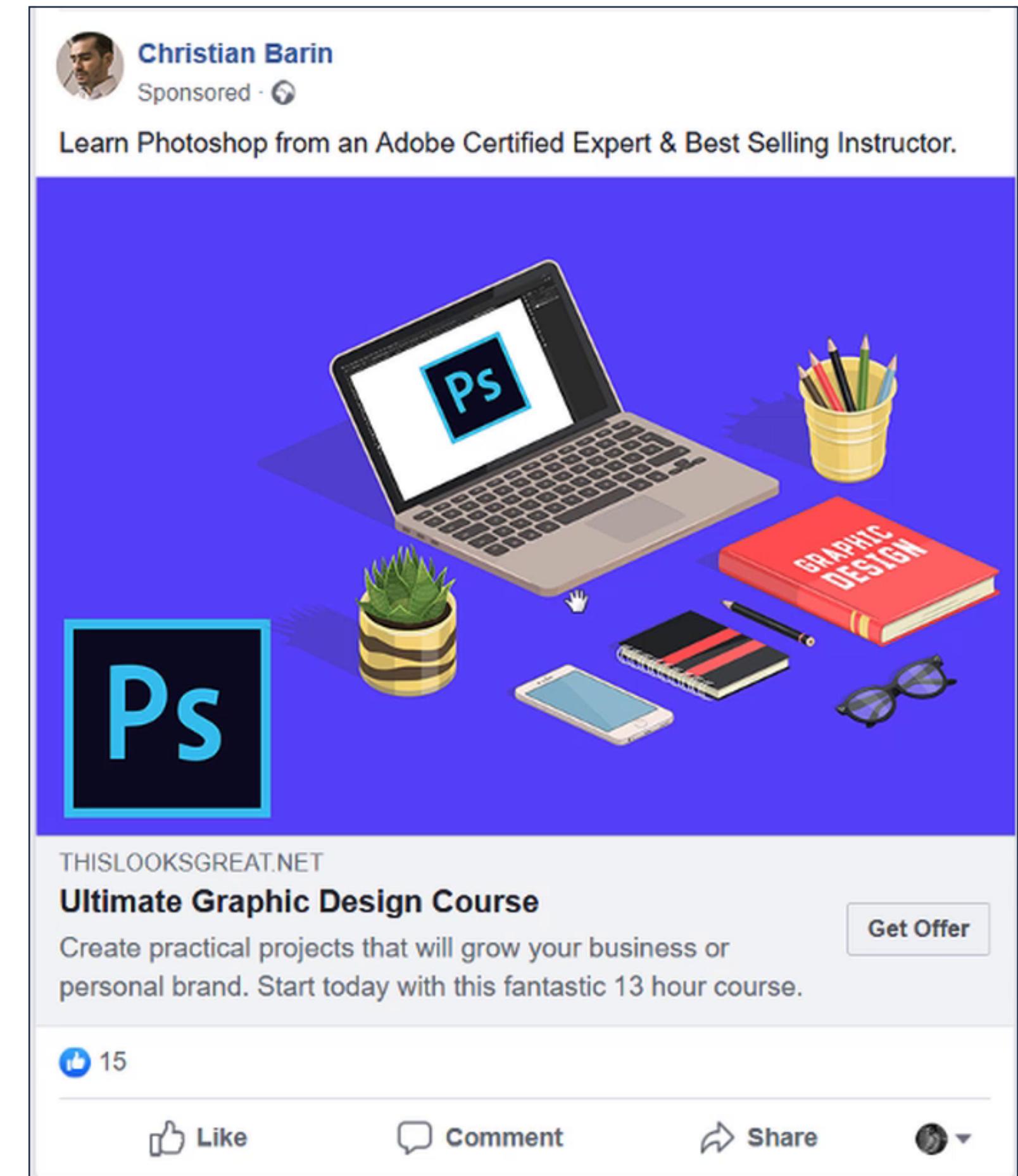
3 Replacing the avatar

- Repeat the previous steps, but this time use the Ellipse tool and



4 The end result

- Export your work using ALT+CTRL+SHIFT+W (OPTION+CMD+SHIFT+W on Mac)



Using Photoshop for Every Project

Graphic Design just in photoshop?

- Can be used for retouching, websites, logos, banners, flyers, app designs;
- It **doesn't** excel at everything but it's a **solid** choice;

Specialized software isn't essential.

Although there are a lot of other programs on the market better at one thing than Photoshop, they're not as versatile. Photoshop is more than decent at almost everything. There are situations where you need actual specialized software, chances are very slim you're going to encounter those situations.

Photoshop is Universally Known.

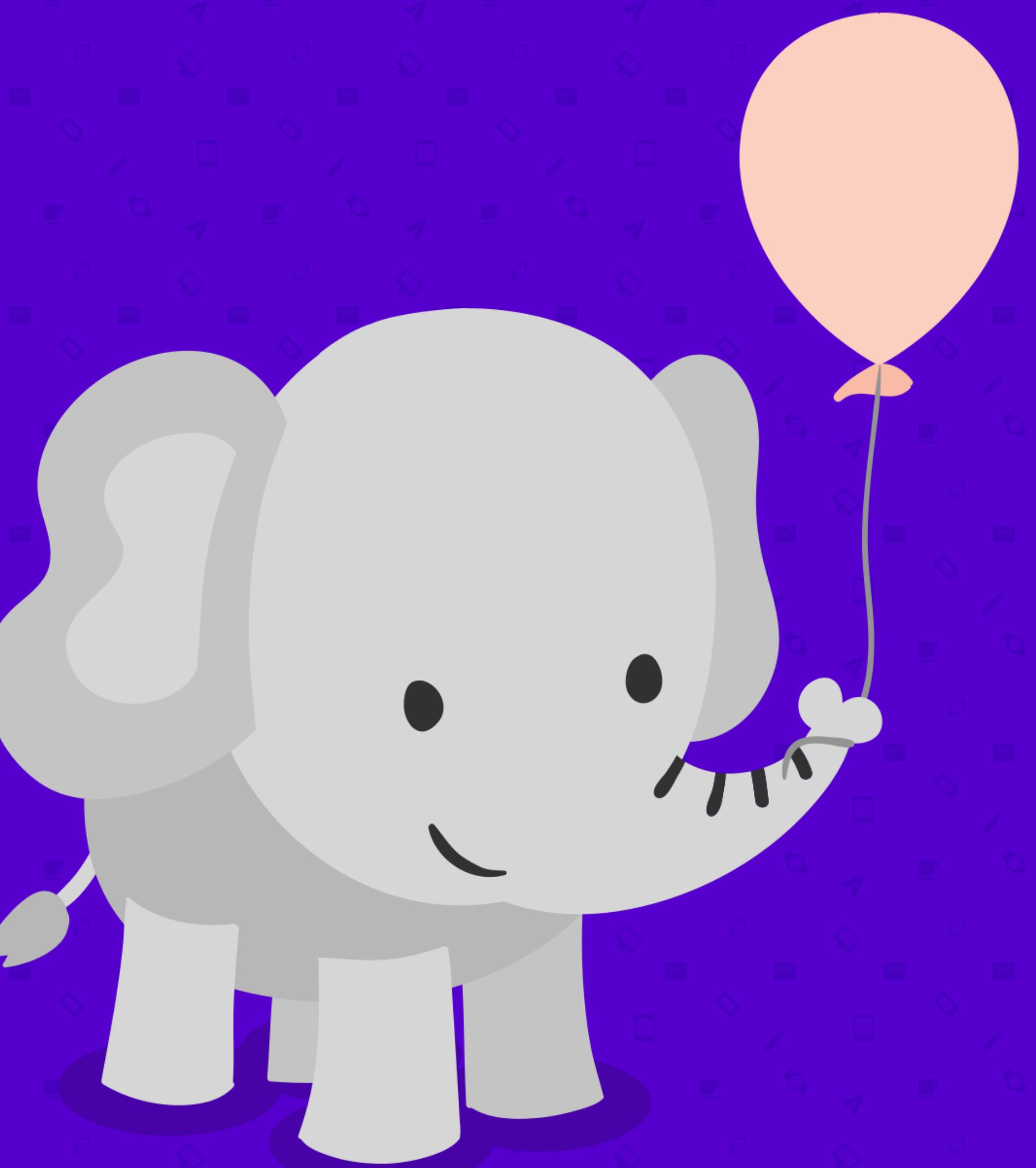
- It's much easier to get up and running with Photoshop alone;
- This course is perfect for +90% of people;

Create in Photoshop then hire a freelancer!

- Design in Photoshop because it's easier & comfortable;
- Need it in 100% vector form? Hire a freelancer;
- Overall, it's much cheaper!

We're going to use Photoshop 95% of the time.

- It's good enough for most projects;
- We'll use best practices that will ensure maximum quality;
- It's easier to get up and running with it.



Design Assets Explained

What's a design asset?

Design assets come in two shapes:

1. Images;
2. Text;

Example: Design a banner to promote a product

1. the product's name, a description, and/or some type of selling points;
2. one or more images of the product itself.

How do you get design assets?

- The client should provide both text and images,
- Worst case scenario he only provides one of them
- If the client doesn't provide either, better not take on the project

Always work with high quality Photos

- Image size of at least 800 by 800. This is the absolute minimum;
- If the client can't provide better assets, just say "no";
- Always ask for quality content, not quantity;
- Decent assets are essential for a good design;
- If the client can't give you all the assets you need, charge more!



Best Sources for Design Assets

For High Quality Photos:

Free:

- www.unsplash.com
- www.pexels.com
- www.pixabay.com

The good and the bad:

- Mostly completely free images
- Huge sizes
- Hard to find the right image
- Generic, common looking images

Paid:

- www.adobestock.com
- www.shutterstock.com

For Icons:

Free:

- No good source

The good and the bad:

- Few sources for free icons;
- Very limited libraries;
- Some strings attached;

Paid:

- www.flaticon.com

- Huge library;
- All shapes, formats, colors, styles
- Must have subscription
- You need to credit the author if you don't pay;

For Typefaces:

Free:

- www.fonts.google.com

The good and the bad:

- Over 1000 Typefaces;
- Good filter, easy to install;
- Some overused typefaces

Paid:

- www.fonts.adobe.com
- More sophisticated typefaces;
- Sync through Creative Cloud;
- Must have a CC subscription

Custom Graphics:

Free:

- No good source

The good and the bad:

- Few sources for custom graphics;
- Very limited libraries;
- Some strings attached;

Paid:

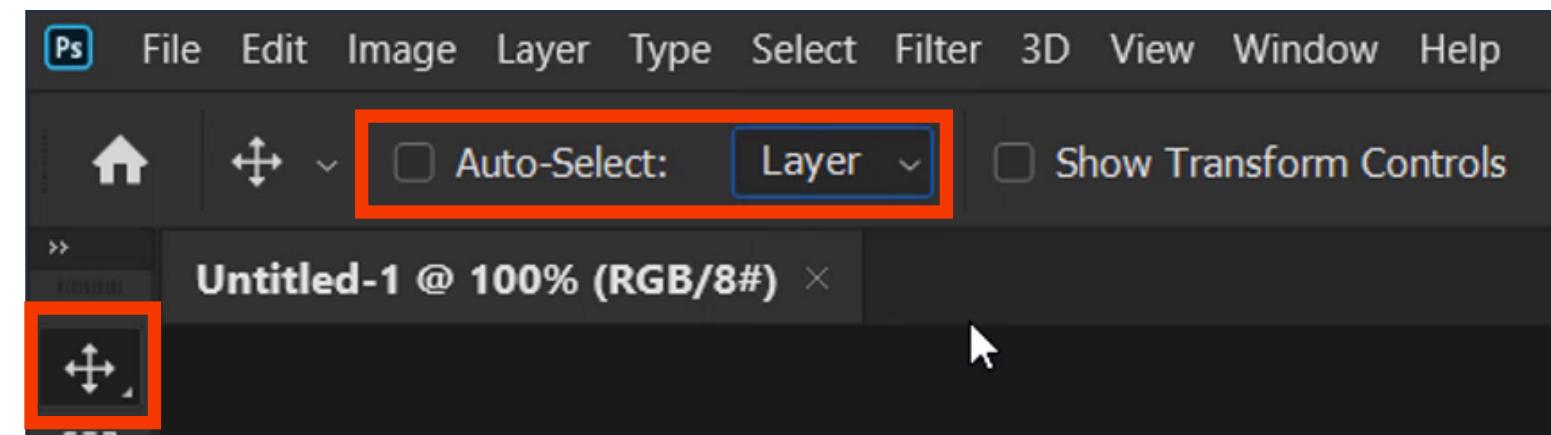
- www.freepik.com

- Huge library, massive platform;
- PSDs, vectors, photos, icons;
- Some very high quality resources;
- Must have paid subscription;
- Adobe Illustrator is required;
- Some resources need to be adapted;

Using photoshop for every project - part 1

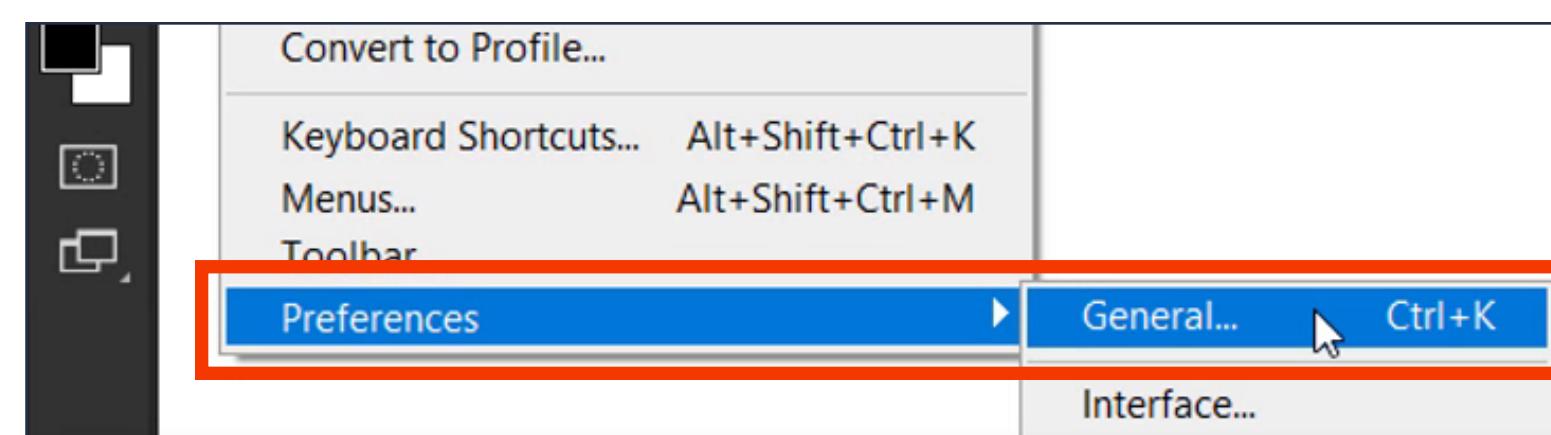
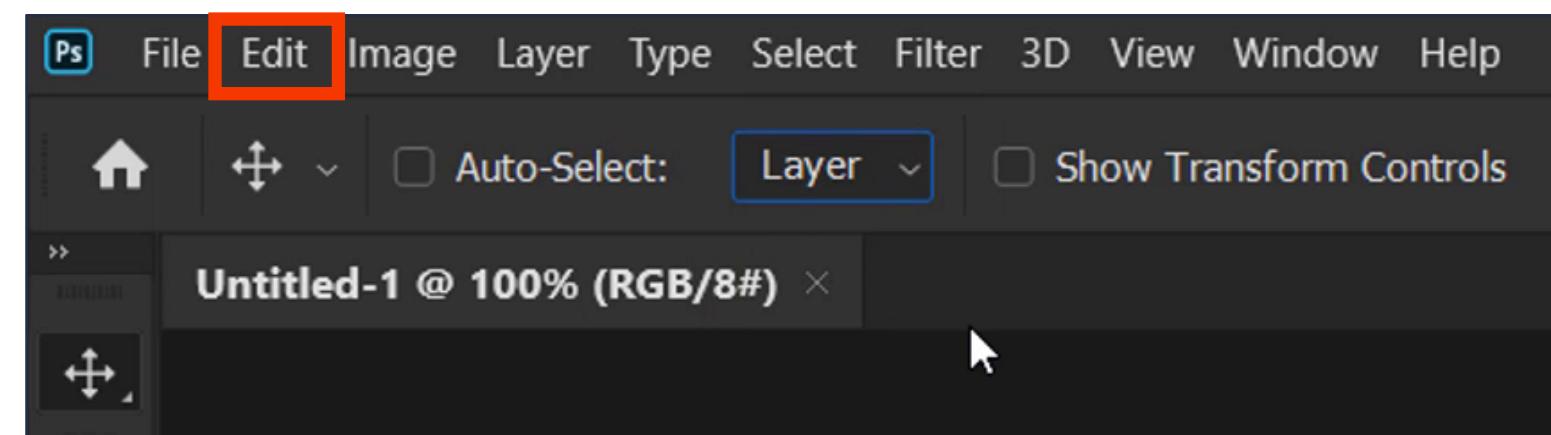
1 Set up the move tool properly

- Select the **move tool** and focusing on the options bar, uncheck **Auto-select** and select "Layer" from the drop-down"

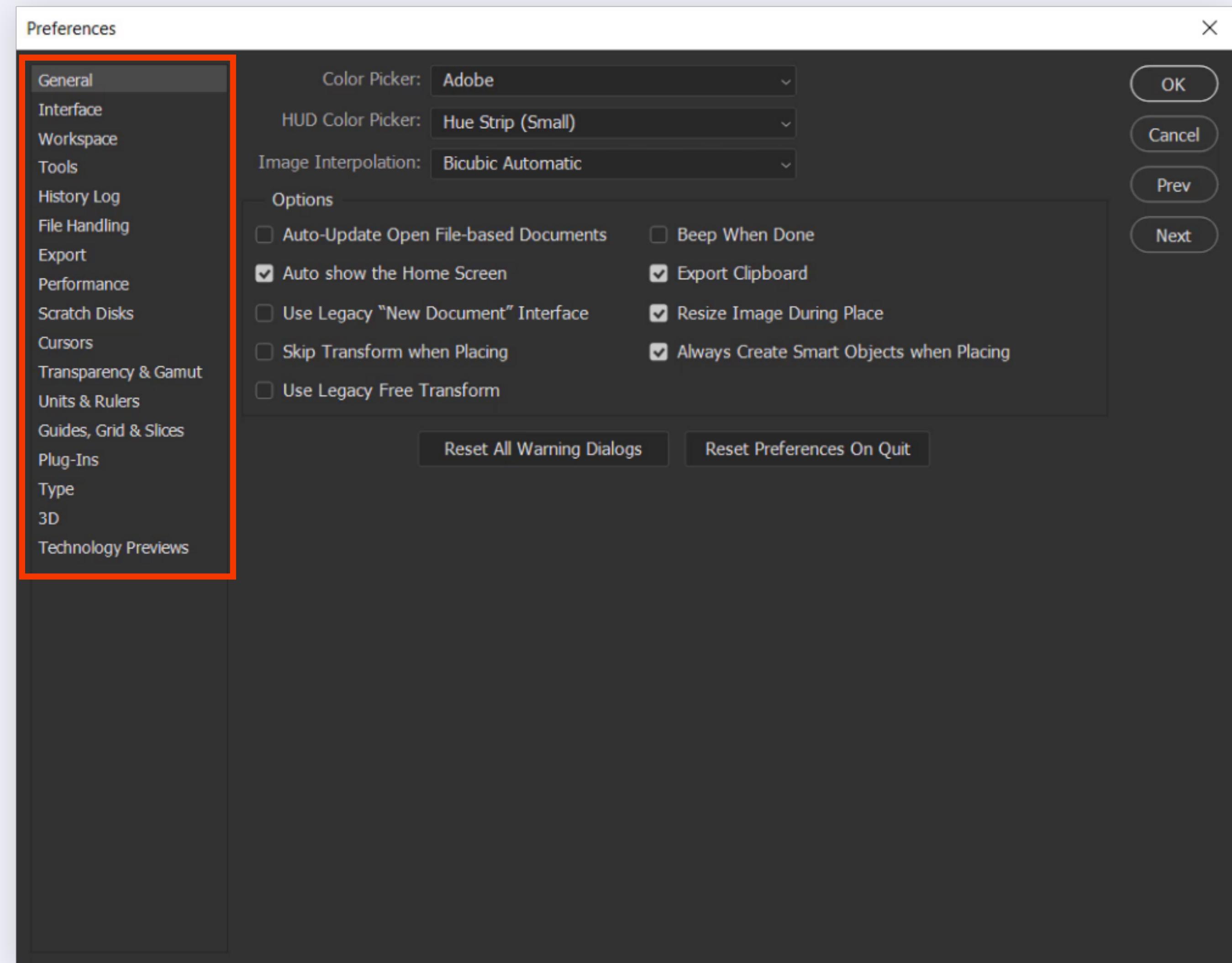


2 Open the preferences window

- To open the preferences window press **CTRL+K** (**CMD+K** on Mac). Or go to "**Edit**" in the menu bar, navigate to "**Preferences -> general**".



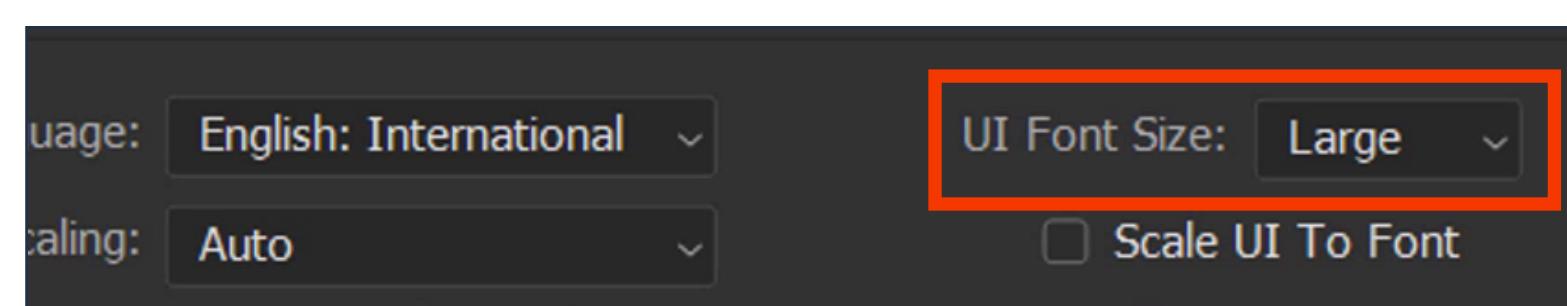
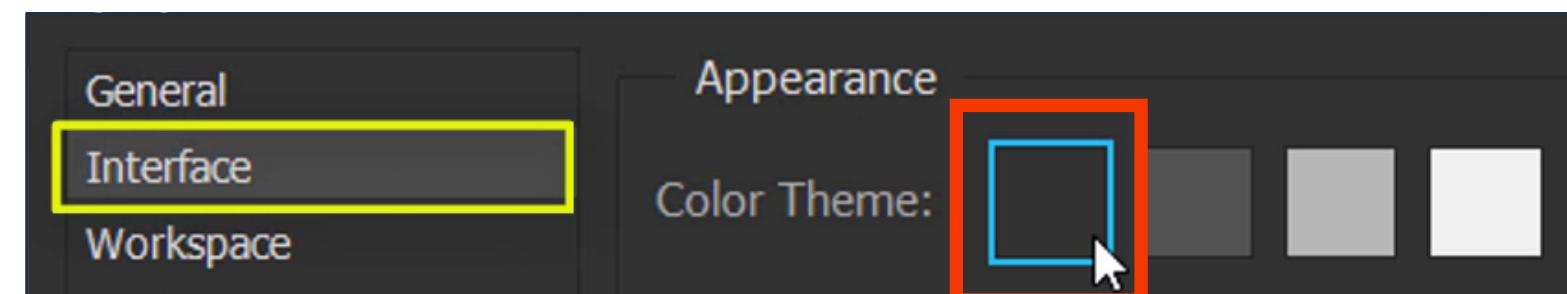
We're going to navigate the **menu on the left** to access the menus that will allow us to customize Photoshop's functionality. Aside from the modifications we're about to make, everything else has to remain exactly the same.



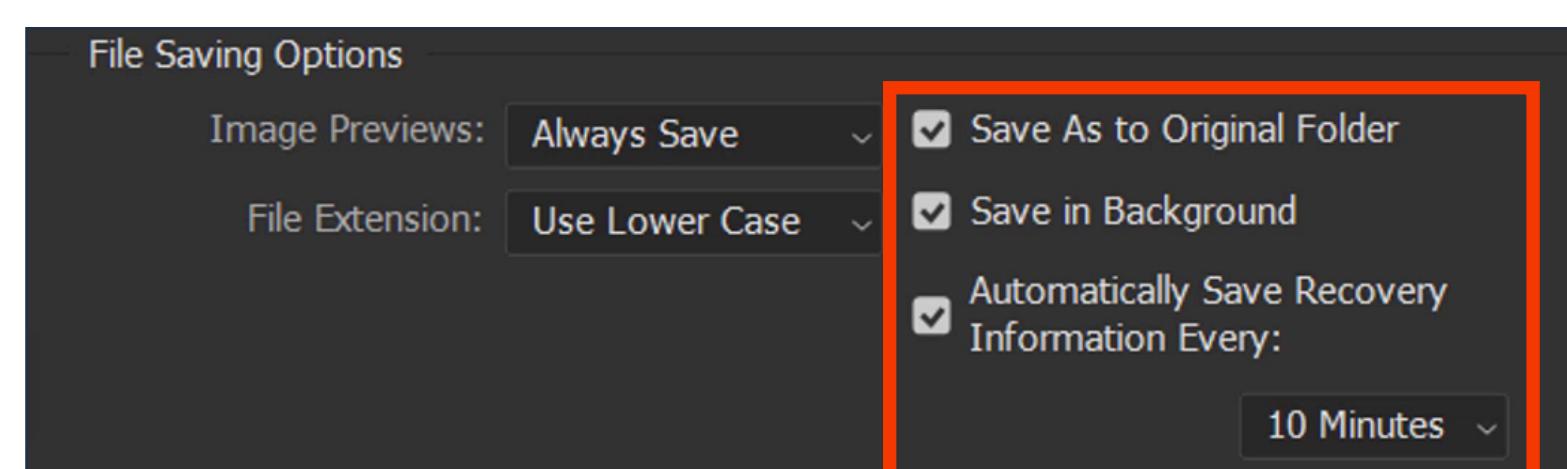
Using photoshop for every project - part 2

Setting up the preferences

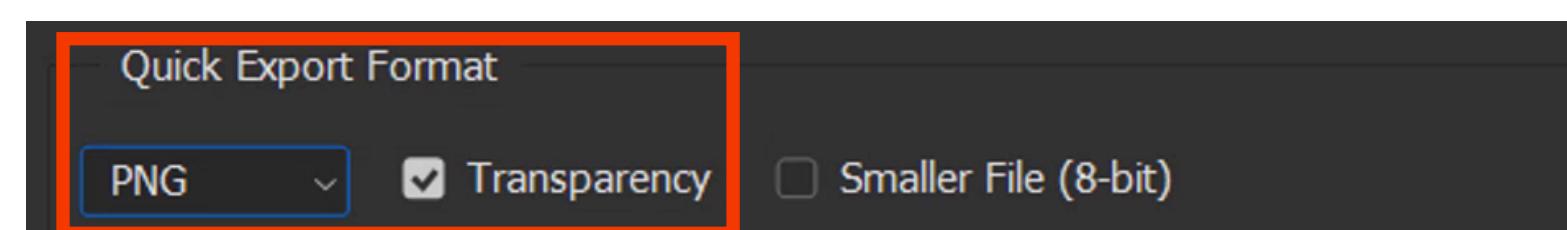
- Under "Interface" change the **Color Theme** to dark and UI font size to **large**.



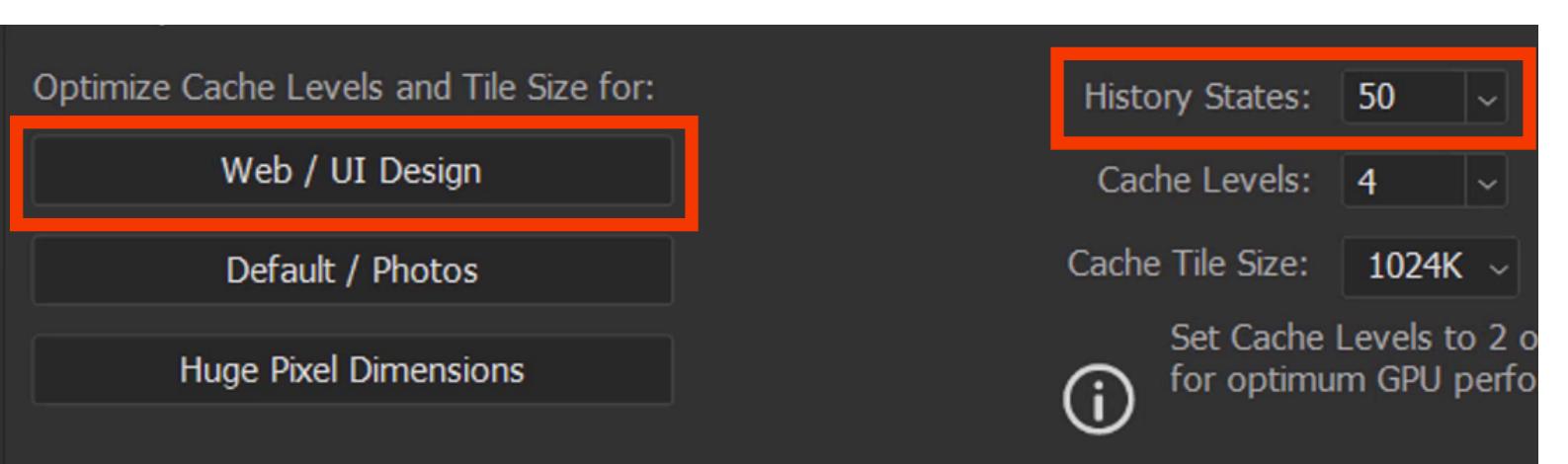
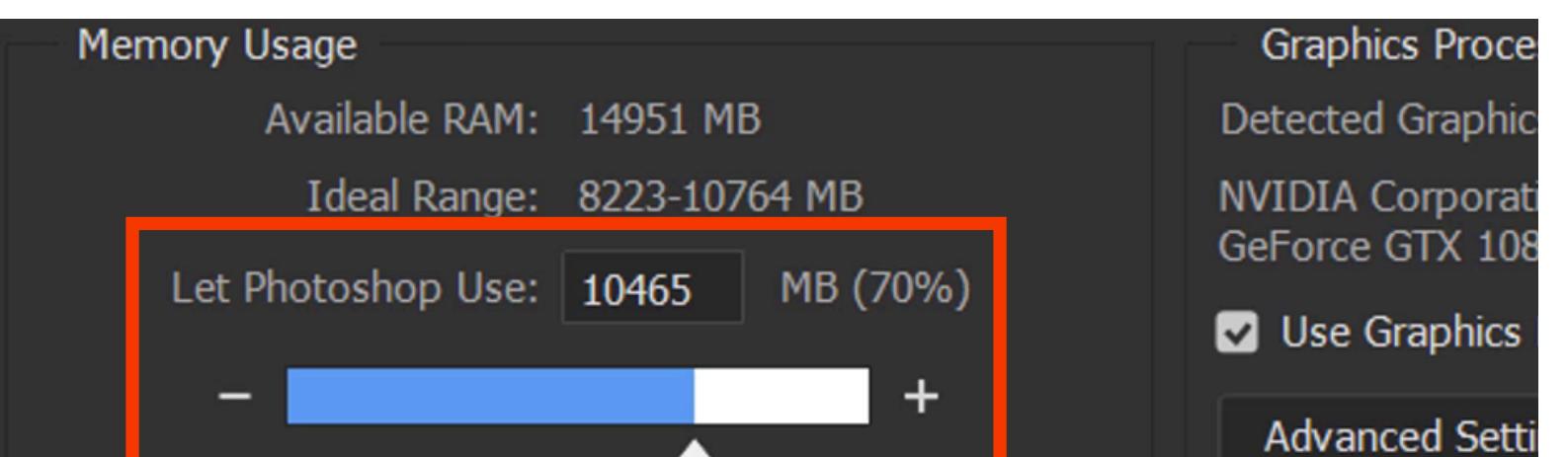
- Under "File handling" make sure these three options are all checked and the last one set to "5 minutes".



- In "Export" Keep "Quick Export Format" set to PNG with the Transparency checked.



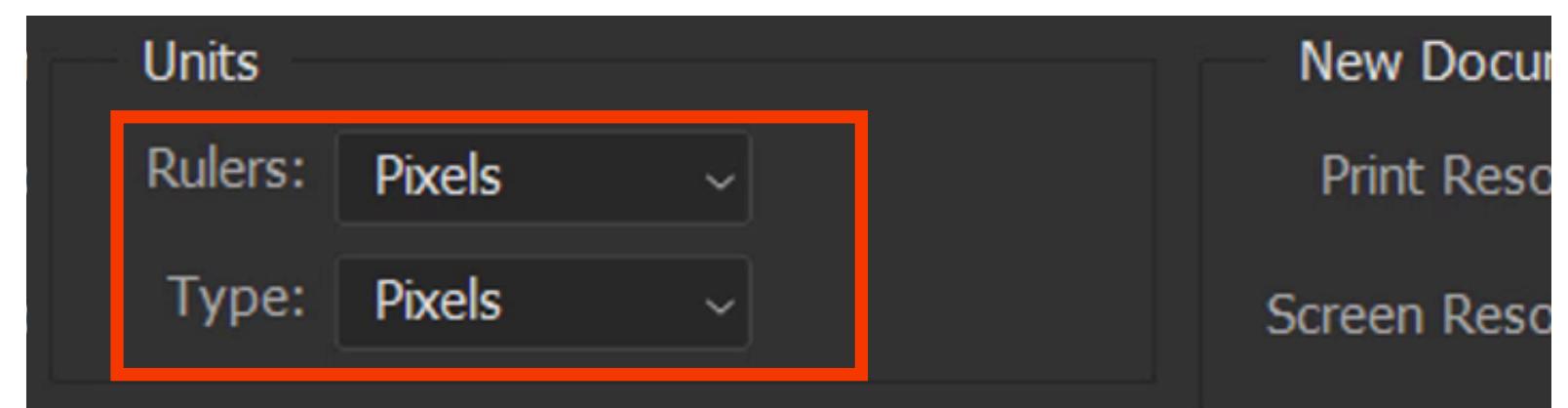
- Under "Performance" set Photoshop to use 70% of your ram
Choose "Web / UI Design" and set 50 to history states.



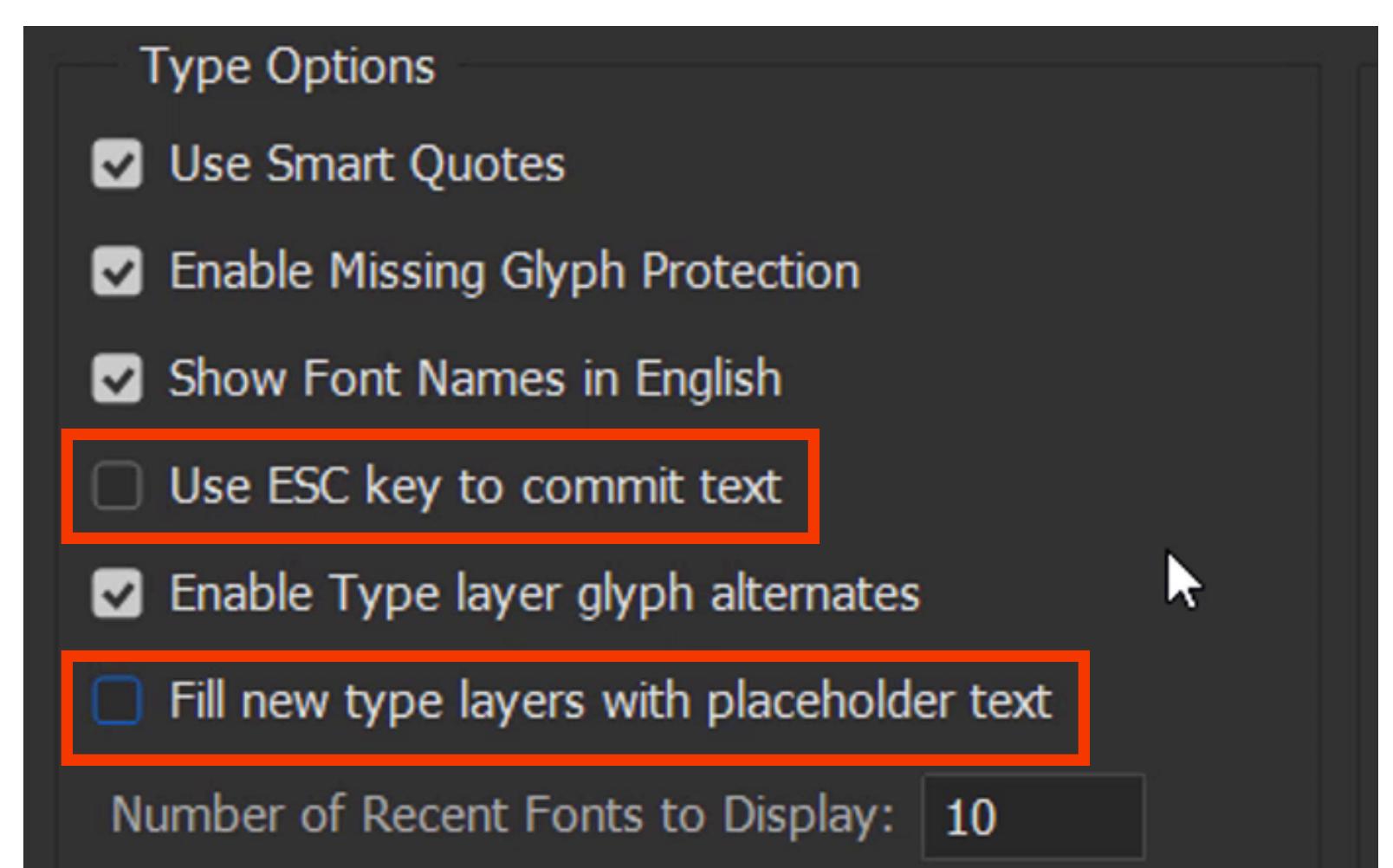
- In "Scratch Disks" Set your fastest drive at the top but only if you have at least 30 Gb free on it. If you want to change the drive, use the **arrows** on the side to restack them.

Scratch Disks			
Active?	Drive	Free Space	Information
1	C:\	475.12GB	Startup
2	D:\	438.94GB	

- Under "Units and Rulers" set **Pixels** to both Rulers and Type



- In "Type" Uncheck "Use ESC key to commit text" and disable "Fill new type layers with placeholder text"



Using photoshop for every project - part 3

Removing Unnecessary Panels

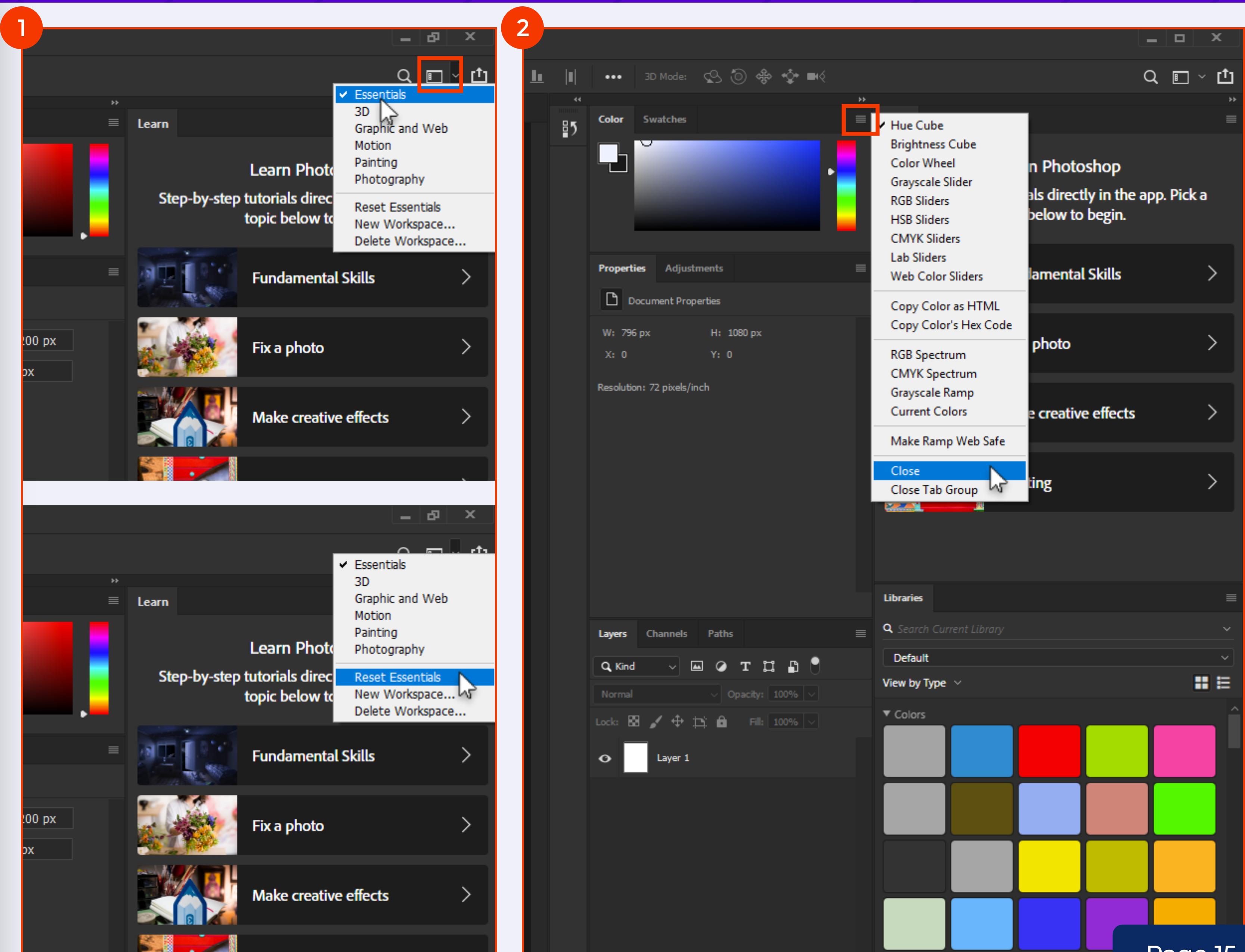
You will have a overall better learning experience if you can set your workspace to look exactly the same as mine.

- 1 Select the "Essentials" workspace, then "Reset Essentials".
- 2 Remove unnecessary panels. To do this click on the icon at the top right corner of any panel, then click on **close**.

Click on **close tab group** to remove multiple panels nested in the same place.

Panels you need to close: Learn, Color and Swatches.

- If you close a panel by mistake you can find all the panels in the "**window**" menu on top.



Using photoshop for every project - part 4

Reorganizing Panels

Why do I need to reorganize my panels?

We are going to need an overall larger canvas space. Photoshop is almost completely modular so you can place anything anywhere.

- 1 Move your cursor over the name of the "Libraries" panel then click on it.

Hold the click and move the cursor. The panel will **detach** from its position. If you let go, the panel will remain floating. We want the panel to be docked on the thin bar on the left of the **Properties** panel.

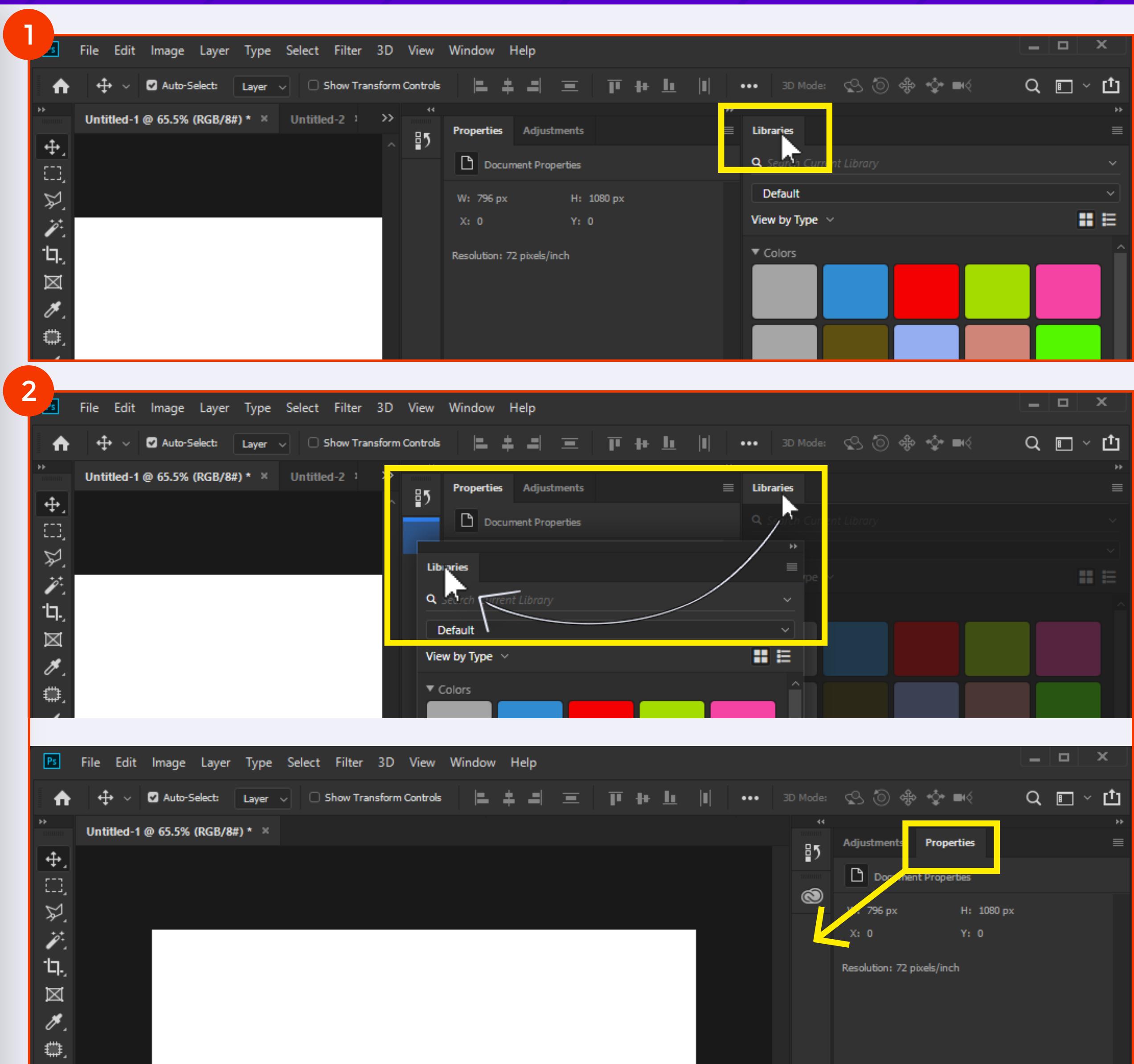
- 2 Move the panel over to that area until you get a **blue** bar highlighting where the panel will end up. Once you let go of the click the panel will stick to that position.

Move the "Properties" panel to the dock, just like you did with the "Libraries" panel.

Close the "Adjustments" panel.

- You can place any panel just about anywhere. You can try out the possibilities just by moving the panel around and seeing where you get the blue bar highlight.
- You can nest any panel in the same group with others, and it will become a tab in that respective panel.
- Do not keep panels floating around, scattered. Keep everything neat and organized like a pro.
- You can hover your cursor over any edge of a panel and it will turn into a double-ended arrow.

This means you can **resize** the panel any way you like.



Using photoshop for every project - part 5

Adding new panels

Why do I need new panels?

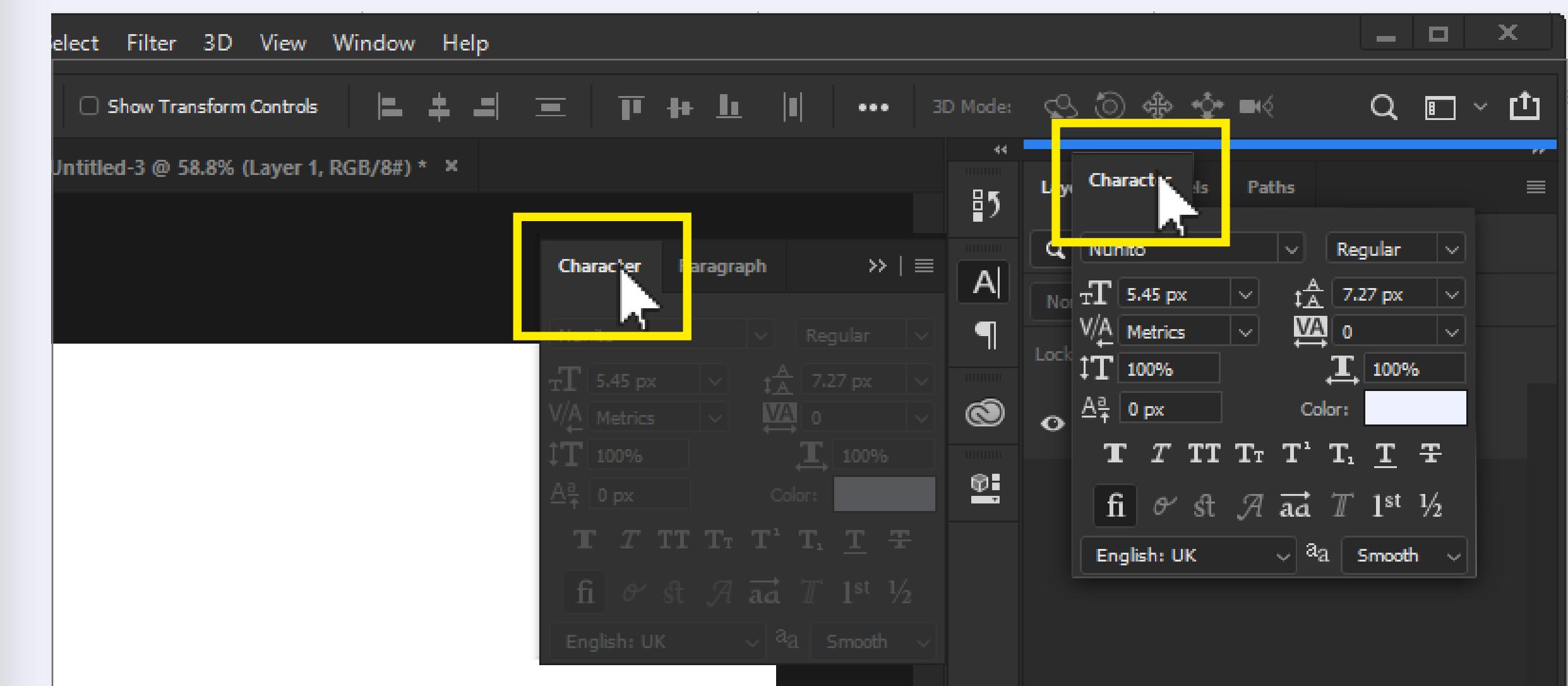
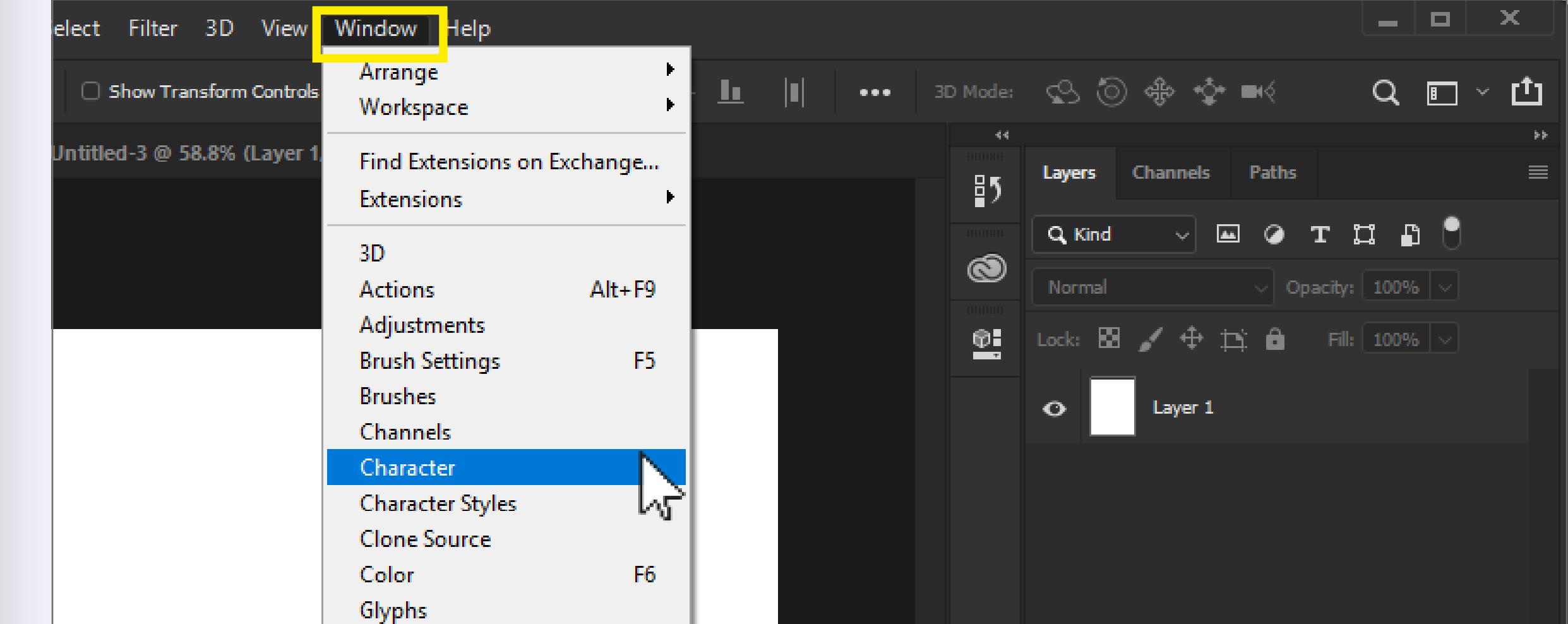
Working with text is essential in web design and we're going to need the tools for it.

What you need to do:

- Go to "Window" on top and select "Character".
- A new panel with two tabs, "Character" and "Paragraph" will appear on our dock.
- Click on the name of the "Character" panel and drag it right above the layers panel. A blue line will appear indicating that you can stick the characters panel right on top of that.
- Drag the "Paragraph" panel next to the "Characters" panel tab to nest them together.

Important notes:

- You can open hidden panels from the dock just by clicking on them. When open you can resize and reposition them as you like.
- Photoshop will remember the size you set for a certain panel next time you open it.
- The panels will adapt and shrink or expand depending on how you arrange your panels.



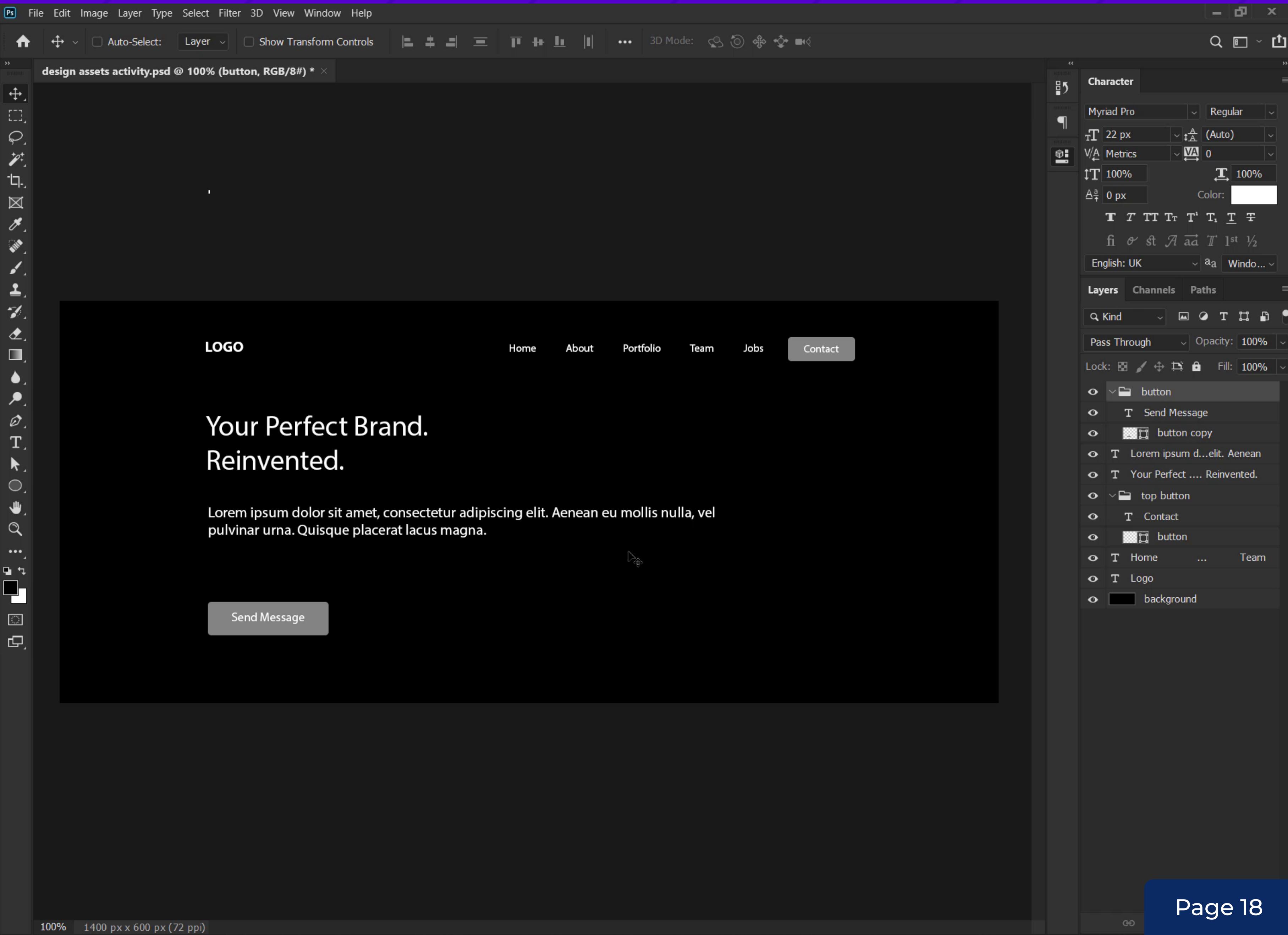
Mix and Match Design Assets - part 1

Scope of the exercise

I want you to look for resources on the design galleries I mentioned in the previous lectures and find backgrounds, fonts and icons that will make the header attached to the lecture stand out.

What you need to do:

- Download the .PSD attached to the lecture and open it in photoshop;
- Search for pictures or cool backgrounds on either Pexels.com, Unsplash.com or Freepik.com to use in the header.
- Look for cool fonts on fonts.adobe.com or fonts.google.com to find typefaces that go well with the background you selected.
- Replace everything in the .PSD with the resources you selected.



Mix and Match Design Assets - part 2

Version 1 - Adding a simple image background

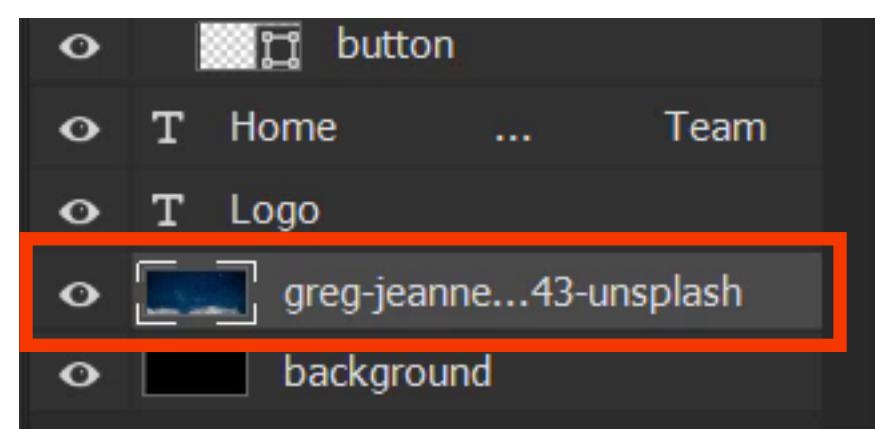
- Find a image on either www.pixabay.com, www.pexels.com or [ww.unsplash.com](http://www.unsplash.com) and download it. The image has to be clean and not too distracting from the text.

- Drag and drop the image in the open document. Click on any of the corners and drag to scale the image until it fits the whole background area.

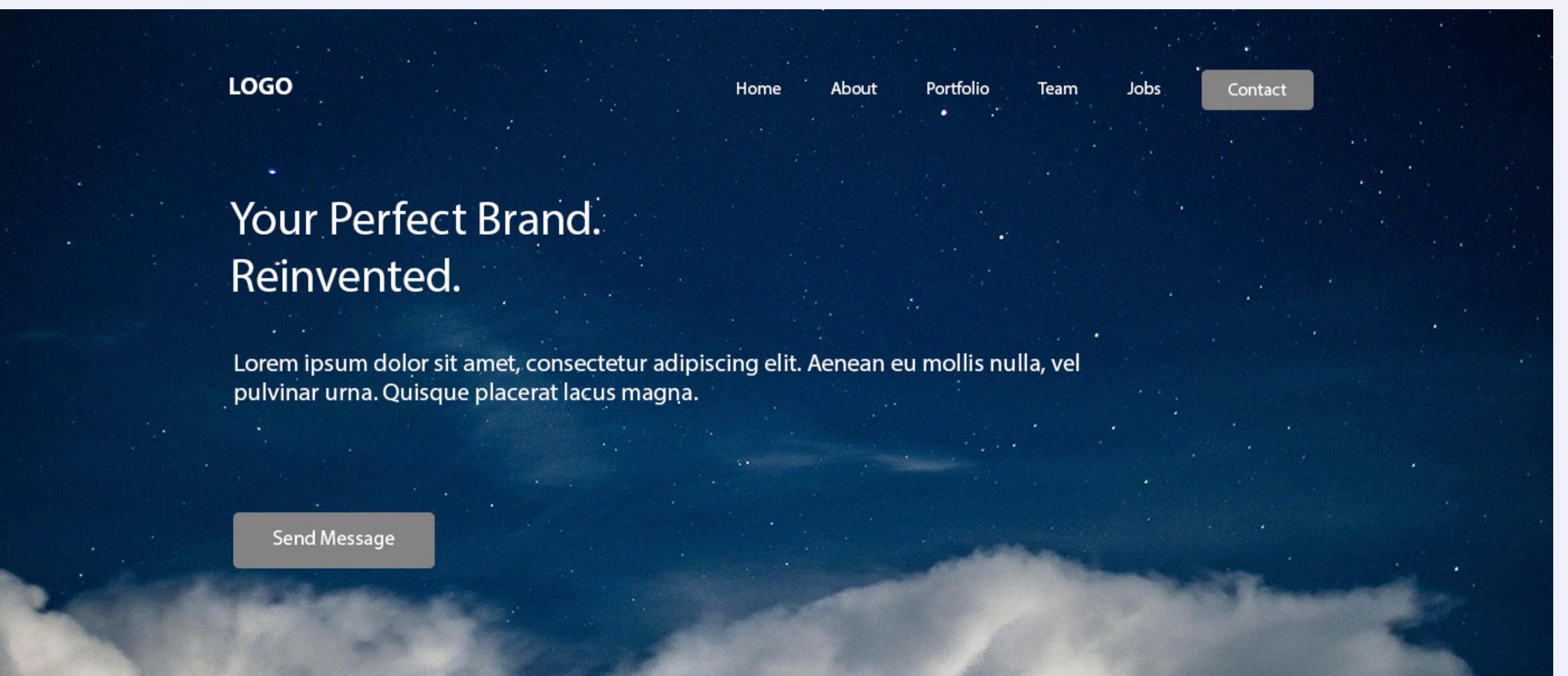
Reposition it by clicking on the image and dragging. Press enter when satisfied to commit your changes.

If you want to edit the position or scale the image again, make sure the image is still selected in the layers panel and press CTRL+T (CMD+T on Mac) to start transforming the image again.

- Make sure the image is above the "background" layer in the layers panel



- If you need to change the position of the layer, click on it and drag it up or down in the layers panel.



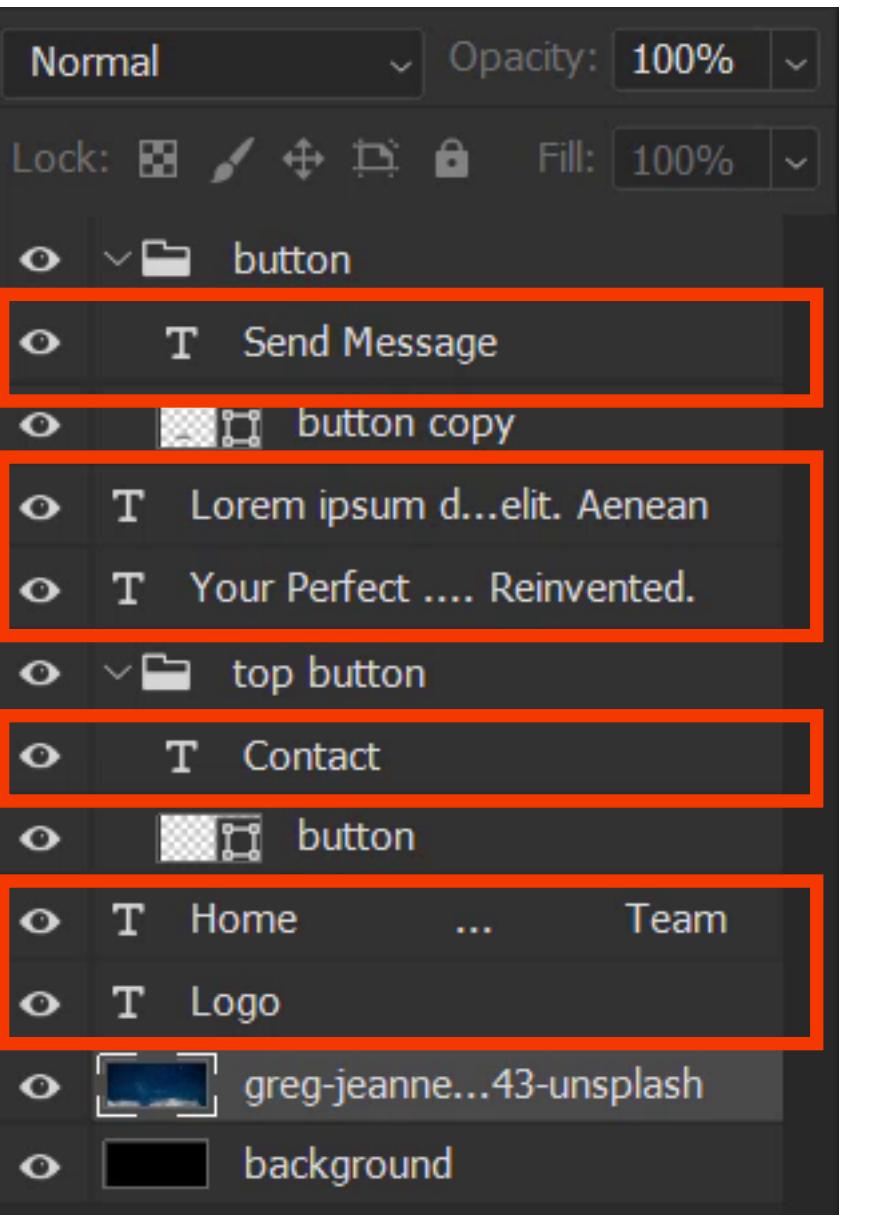
Mix and Match Design Assets - part 3

Version 1 - Changing the text font and color

- Identify the **text layers** in the layers panel;

- Click on the text layers to select them;

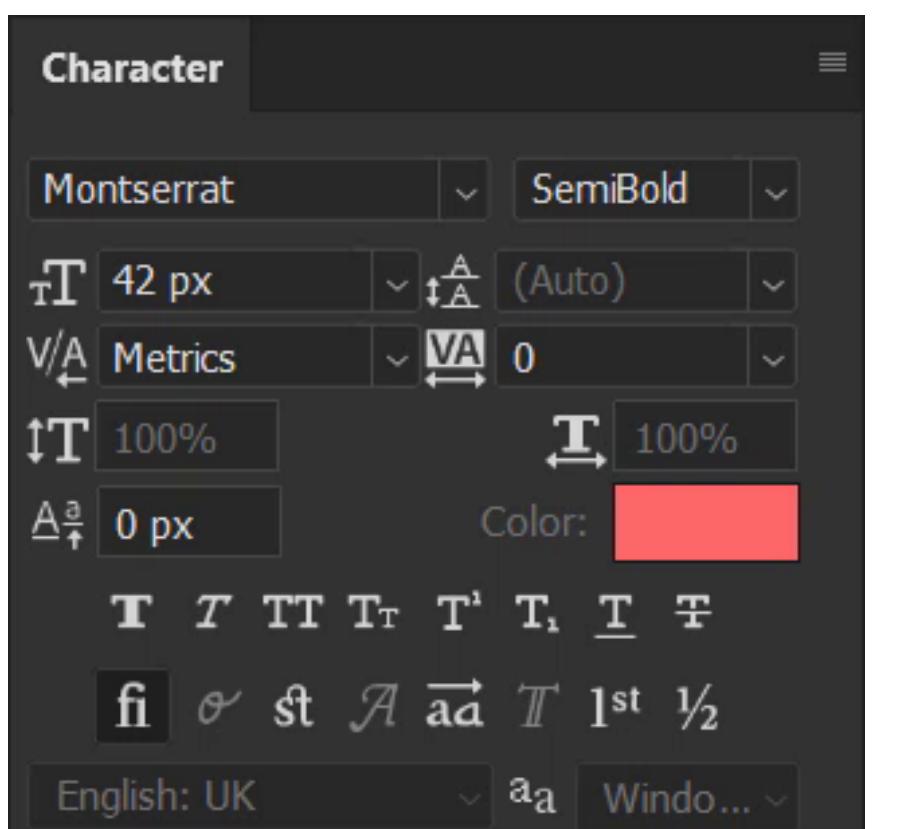
If you want to select a group of text layers, hold down CTRL (CMD on Mac) and click on the text layers you want to modify all at once.



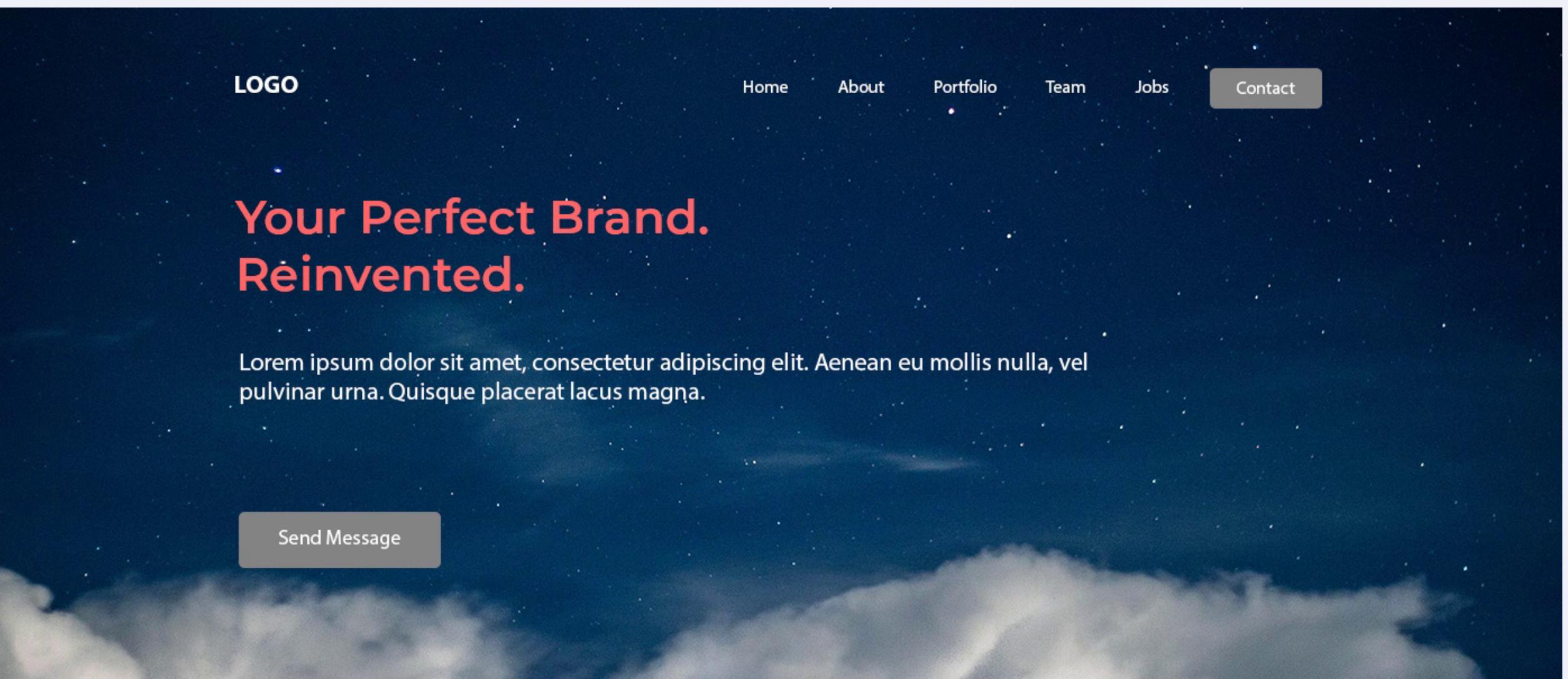
- To change the font go to the "Character" panel.

If you can't find it, go to the top menu to "window" and from the list click on "character".

- The first drop-downs allow you to change the font. I've set Montserrat SemiBold for the title.



- To change the color, click on the colored rectangle on the right side of the panel.



Mix and Match Design Assets - part 4

Version 2 - Using a background from freepik.com

- Download any free background illustration from freepik.com.

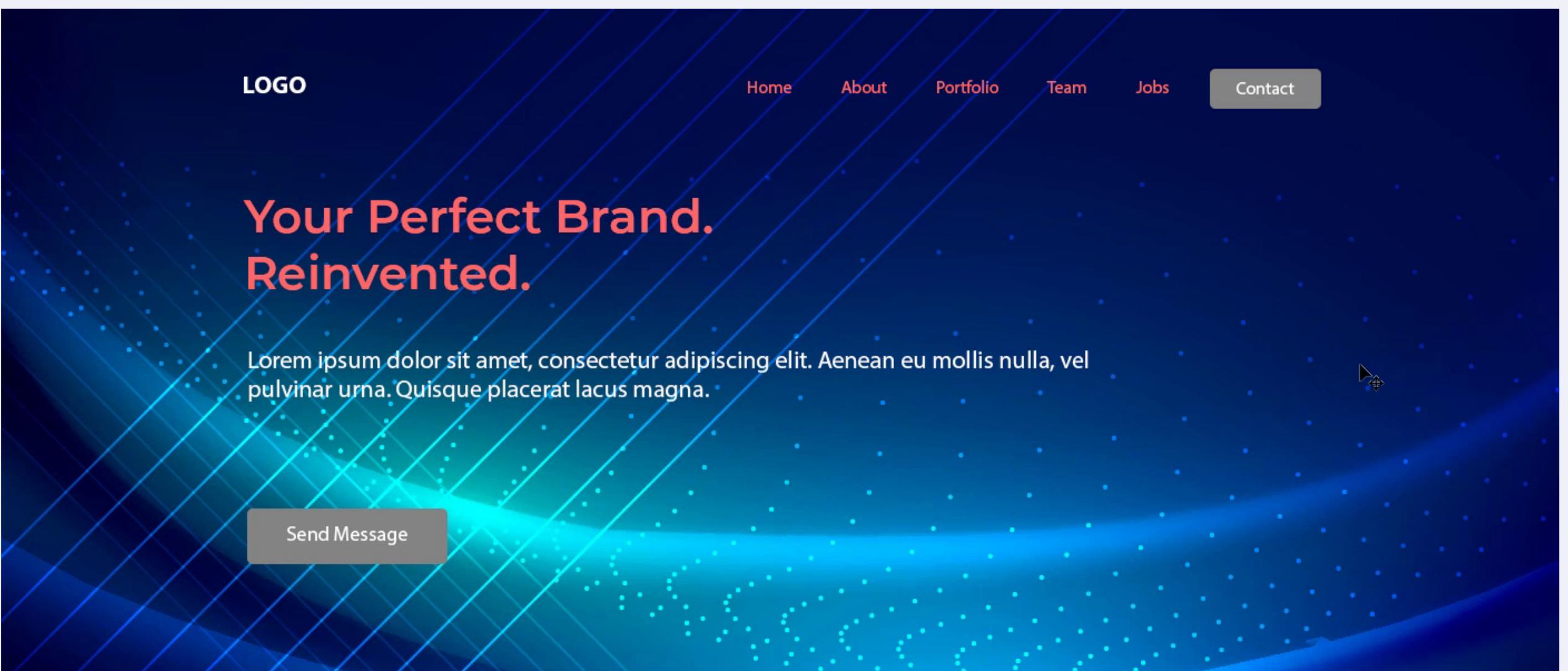
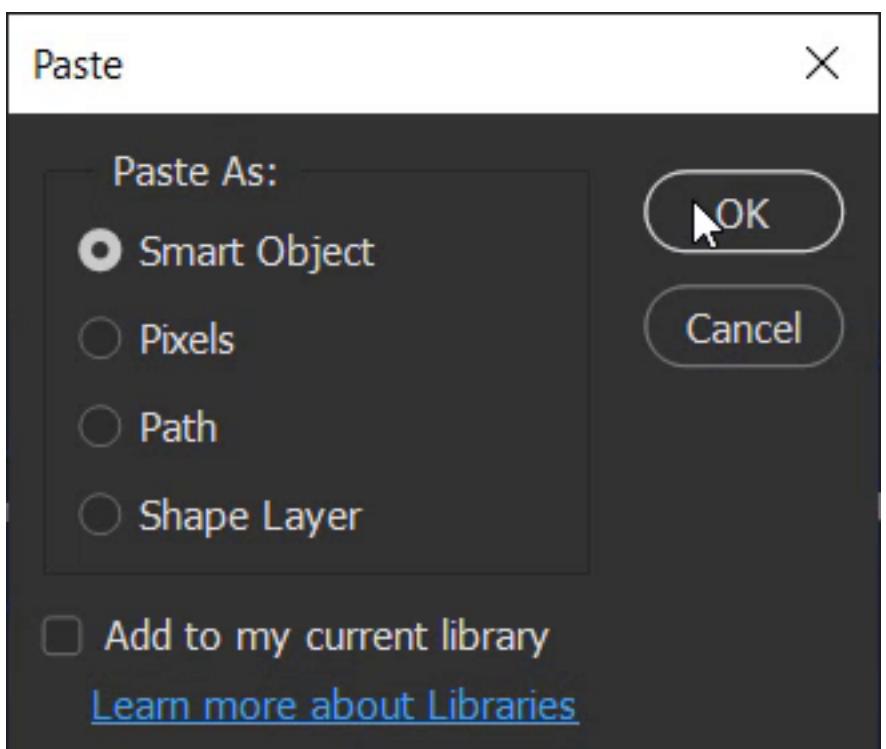
You will get an archive, within the archive there are usually one of each of the following files: .EPS, .AI and Jpeg.

The first two are opened by Adobe Illustrator. We need to work with them to remove efficiently any extra text or unwanted elements from the background.

- To remove the unwanted text, open either the .EPS or .AI and click multiple times on the text. When the text is highlighted press "DELETE" on your keyboard.

Importing the background in photoshop

- To bring the clean background in photoshop, click outside the canvas in Illustrator and drag a selection box around your background. Hit CTRL+C (CMD+C) on Mac.
- Back in Photoshop, press CTRL+V (CMD+V on Mac) to import your background.
- Select "Smart Object" from the pop-up and now you're free to adjust the image as you wish.



What Does it Take to Create Beautiful Graphics?

Why would a company with good assets hire a designer?

- Great assets are just a starting point. It's all in what you can do with them;
- Any design must abide by certain rules that are not common knowledge;

Do you need talent?

Design is a skill that requires practice. In this course we're going to talk about symmetry, contrast, hierarchy, cohesiveness, great typography, etc.

It's not a matter of knowing how to draw or if you can use a tablet. We're going to design a lot of projects that will help you gain experience and build a portfolio!

Learn through practical projects!

We will have a lot of hands-on projects in this course and you will notice you need a lot more than just design skills. In the real world this depends on how well prepared your client is. You might need to take photos of the product or create some texts.

My advice is to keep it simple and focus on designing great things.

If you're a entrepreneur

- Hire a copywriter;
- Find a photographer;
- Create the designs yourself;

I've saved thousands of dollars in the process and I will show you how to do the same.

