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# Graphic Design

# Starter Pack



starterpack

Diploma in Graphic Design

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## Graphic Design Starter Pack

### HELLO!

This Starter Pack aims to give you a better understanding of what Graphic Design is, what we do and how we do it. Enjoy!

#### Resources

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##### Software

<https://creative.adobe.com/products/>

##### Free Images

<https://pixabay.com>

<https://unsplash.com>

<https://pexels.com/>

<http://dryicons.com/>

<http://vecteezy.com/>

##### Free Fonts

<https://dafont.com/>

<https://urbanfonts.com>

<https://fontspace.com/>

<http://1001fonts.com/>

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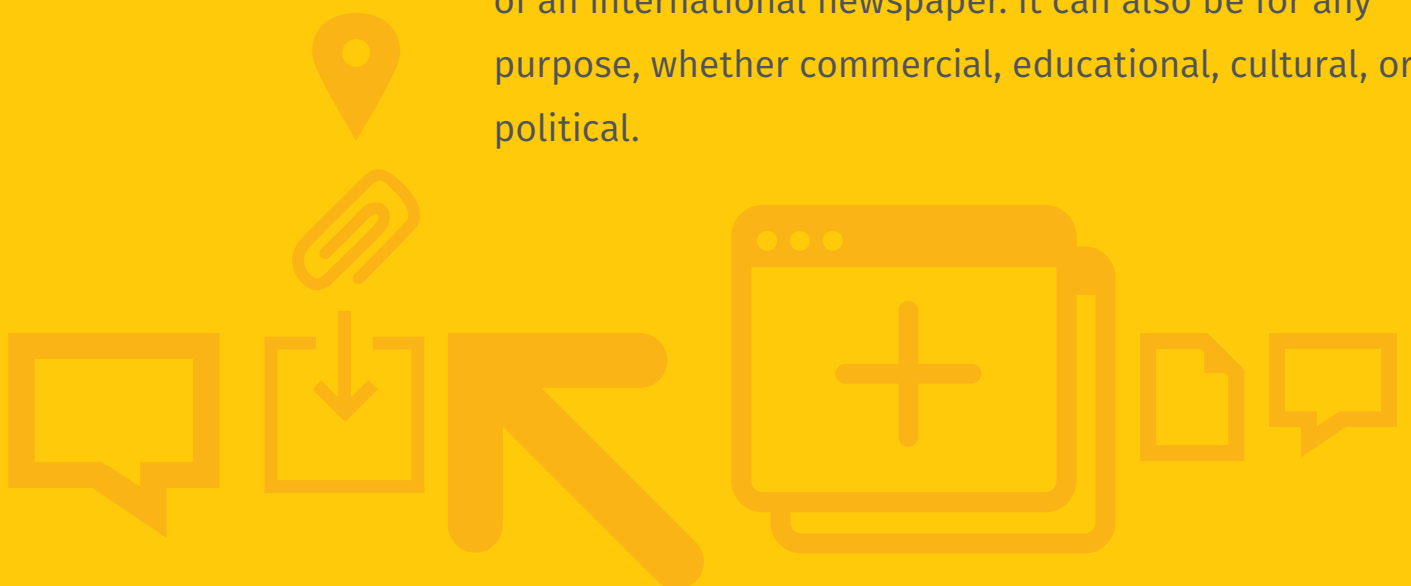


# What is **Graphic Design?**



**“The art or profession of visual communication that combines images, words and ideas to convey information to an audience.”**

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system, or from a company's avatar to the content of an international newspaper. It can also be for any purpose, whether commercial, educational, cultural, or political.





**We are visual  
communicators  
and find visual  
solutions to  
problems.**



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## What Designer's Do

### 1.02

## What Designer's Do

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Graphic designers combine art and technology to communicate ideas through images and the layout of web screens and printed pages. They may use a variety of design elements to achieve artistic or decorative effects. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

Graphic designers work with both text and images. They often select the type, font, size, colour, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a page or screen, including how much space each will have. When using text in layouts, they collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Their work typically involves the following:



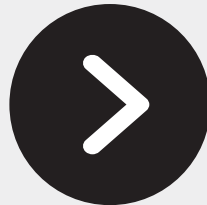
#### Create a Brief

Meet with clients or the art director to determine the scope of a project.



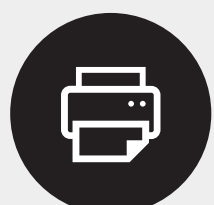
#### Develop Messaging

Determine the message the design should portray.



#### Create the Design

Create designs that identify a product or convey a message.



#### Publish

Present the design to clients. Incorporate changes recommended by the clients into design. Review designs before publishing.

# Adobe products have become the de facto industry standard in graphics editing.



**Photoshop** allows you to create stunning photos, designs, illustrations, 3D, video and more.



**Illustrator** is the industry-standard vector graphics application that lets you create logos, icons, drawings, typography, and complex illustrations for any medium.



**InDesign** is the industry-standard publishing application that lets you design and publish high-quality documents across a full spectrum of digital and print media.





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## What Designer's Use

### 1.03

## What Designer's Use

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### General File Formats

If you're one of the many, many people who have found themselves overwhelmed by the sheer number of file formats that Adobe presents us with when trying to save an image, good news! You can safely ignore most of them!



**PSD** - Photoshop's native file format

**JPEG** - format for viewing and sharing digital photos

**GIF** - format of choice for web graphics

**PNG** - a lossless file format and supports transparency

**TIFF** - universally accepted standard for images destined for commercial printing

**EPS** - EPS (Encapsulated PostScript) is another print industry standard format

**PDF** - PDF supports and preserves all of Photoshop's features, including the ability to use spot colors



**AI** - Illustrator's native file format

**EPS** - Illustrator eps

**AIT** - Illustrator Template

**PDF** - Adobe PDF - PDF files support both vector and raster (bitmap) information


**SVG** - Scalable Vector Graphics files are used on the World Wide Web







**INDD** - InDesign's native file format

**PDF** - Adobe PDF - PDF files support both high & low resolution output for print

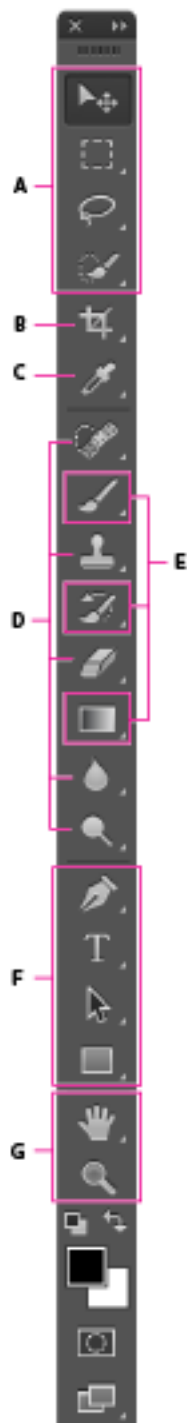


Tools SHORTCUTS			
Move tool	V	V	O
Rectangular Marquee tool	M	M	O
Elliptical Marquee tool	M	A	1
Lasso tool	L	L	M
Polygonal Lasso tool	L	M	
Magnetic Lasso tool	L	L	
Magic Wand tool	W	L	
Quick Selection tool	W	C	
Crop tool	C	C	
Slice tool	C	W	
Slice Select tool	C	N	
Eyedropper tool	I	P	
Color Sampler tool	I	U	
Ruler tool	I	U	
Note tool	I	U	
Count tool	I	T	
"Spot Healing Brush tool	J	B	
Healing Brush tool	J	P	
Patch tool	J	P	
Red Eye tool"	J	B	
"Brush tool	B	Q	
Pencil tool	B	Q	
Color Replacement tool	B	Q	
Mixer Brush tool"	B	Q	
"Clone Stamp tool	S	O	
Pattern Stamp tool"	S	O	

		
History Brush tool	Y	Y
Art History Brush tool"	Y	Y
Eraser tool	E	E
Background Eraser tool	E	E
Magic Eraser tool	E	E
Gradient tool	G	G
Paint Bucket tool	G	G
Dodge tool	O	O
Burn tool	O	O
Sponge tool	O	O
Pen tool	P	P
Freeform Pen tool	P	P
Horizontal Type tool	T	T
Vertical Type tool	T	T
Horizontal Type mask tool	T	T
Vertical Type mask tool	T	T
Path Selection tool	A	A
Direct Selection tool	A	A
Rectangle tool	U	U
Rounded Rectangle tool	U	U
Ellipse tool	U	U
Polygon tool	U	U
Line tool	U	U
Custom Shape tool	U	U

		
3D Object Rotate tool	K	K
3D Object Roll tool	K	K
3D Object Pan tool	K	K
3D Object Slide tool	K	K
3D Object Scale tool	K	K
3D Camera Rotate tool	N	N
3D Camera Roll tool	N	N
3D Camera Pan tool	N	N
3D Camera Walk tool	N	N
3D Camera Zoom	N	N
Hand tool	H	H
Rotate View tool	R	R
Zoom tool	Z	Z

## Tools Panel Overview



### A Selection tools

- **Move (V)\***
  - Rectangular Marquee (M)
  - Elliptical Marquee (M)
  - Single Column Marquee
  - Single Row Marquee
- **Lasso (L)**
  - Polygonal Lasso (L)
  - Magnetic Lasso (L)
- **Quick Selection (W)**
  - Magic Wand (W)

### B Crop and Slice tools

- **Crop (C)**
  - Perspective Crop (C)
  - Slice (C)
  - Slice Select (C)

### C Measuring tools

- **Eyedropper (I)**
  - 3D Material Eyedropper (I)
  - Color Sampler (I)
  - Ruler (I)
  - Note (I)
  - Count (I)

### D Retouching tools

- **Spot Healing Brush (J)**
  - Healing Brush (J)
  - Patch (J)
  - Content Aware
  - Red Eye (J)
- **Clone Stamp (S)**
  - Pattern Stamp (S)

- **Eraser (E)**
  - Background Eraser (E)
  - Magic Eraser (E)

- **Blur**
  - Sharpen
  - Smudge

- **Dodge (O)**
  - Burn (O)
  - Sponge (O)

- **Path Selection (A)**
  - Direct Selection (A)

- **Rectangle (U)**
  - Rounded Rectangle (U)
  - Ellipse (U)
  - Polygon (U)
  - Line (U)
  - Custom Shape (U)

### E Painting tools

- **Brush (B)**
  - Pencil (B)
  - Color Replacement (B)
  - Mixer Brush (B)

- **History Brush (Y)**
  - Art History Brush (Y)

- **Gradient (G)**
  - Paint Bucket (G)
  - 3D Material Drop

### G Navigation tool


- **Hand (H)**
  - Rotate View (R)
  - Zoom (Z)

### F Drawing and type tools



- **Pen (P)**
  - Freeform Pen (P)
  - Add Anchor Point
  - Delete Anchor Point
  - Convert Point

- **Horizontal Type (T)**
  - Vertical Type (T)
  - Horizontal Type Mask (T)
  - Vertical Type Mask (T)

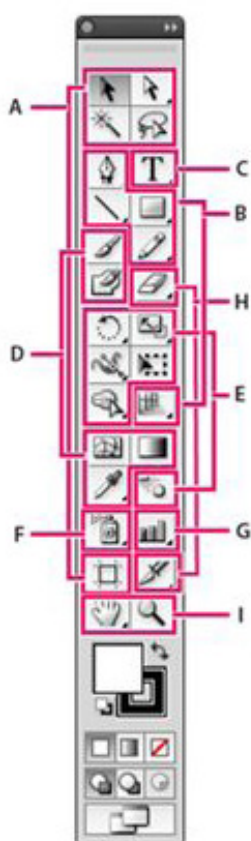


Tools SHORTCUTS		
Selection	V	V
Direct Selection	A	A
Group Selection	Shift	Shift
Magic Wand	Y	Y
Lasso	Q	Q
Pen	P	P
Add Anchor Point	+	+
Delete Anchor Point	-	-
Convert Anchor Point	Shift +C	Shift +C
Type	T	T
Touch Type	Shift +T	Shift +T
Line Segment	\	\
Rectangle	M	M
Ellipse	L	L
Paintbrush	B	B
Pencil	N	N
Blob Brush	Shift + B	Shift + B
Artboard	Shift+O	Shift+O

		
Eraser	Shift + E	Shift + E
Scissors	C	C
Rotate	R	R
Reflect	O	O
Scale	S	S
Width	Shift+W	Shift+W
Warp	Shift+R	Shift+R
Free Transform	E	E
Shape Builder	Shift+M	Shift+M
Live Paint Bucket	K	K
Live Paint Selection	Shift+L	Shift+L
Perspective Grid	Shift+P	Shift+P
Perspective Selection	Shift +V	Shift +V
Mesh	U	U
Gradient	G	G
Eyedropper	I	I
Blend	W	W
Symbol Sprayer	Shift+S	Shift+S

		
Column Graph	J	J
Slice	Shift+K	Shift+K
Hand	H	H
Zoom	Z	Z
Toggle Fill and Stroke	X	X
Default Fill and Stroke	D	D
Swap Fill and Stroke	Shift+X	Shift+X
Gradient	.	.
Color	,	,
None	/	/
Toggle 3 Screen Modes	F	F
Show/Hide All Panels	Tab	Tab
Show/Hide All But Toolbox	Shift+Tab	Shift+Tab
Increase Diameter	]	]
Decrease Diameter	[	[
Symbolism Tools: Increase	Shift+}	Shift+}
Symbolism Tools: Decrease	Shift+{	Shift+{
Toggle Drawing Mode	Shift+D	Shift+D

## Tools panel overview



### A Selection tools

- Selection (V)
- Direct Selection (A)
- Group Selection
- Magic Wand (Y)
- Lasso (Q)
- Artboard (Shift+O)

### B Drawing tools

- Pen (P)
- Add Anchor Point (+)
- Delete Anchor (-) Point
- Convert Anchor Point (Shift+C)
- Line Segment (L)
- Arc
- Spiral
- Rectangular Grid
- Polar Grid
- Rectangle (M)
- Rounded Rectangle
- Ellipse (L)
- Polygon
- Star
- Flare
- Pencil (N)
- Smooth
- Path Eraser
- Perspective Grid (Shift+P)
- Perspective Selection (Shift+V)

### C Type tools

- Type (T)
- Area Type
- Type On a Path
- Vertical Type
- Vertical Area Type
- Vertical Type On a Path

### D Painting tools

- Paintbrush (B)
- Blob Brush (Shift+B)
- Mesh (U)
- Gradient (G)
- Eyedropper (I)
- Measure
- Live Paint Bucket (K)
- Live Paint Selection (Shift+L)

### E Reshaping tools

- Rotate (R)
- Reflect (O)
- Scale (S)
- Shear
- Reshape
- Width (Shift+W)
- Warp (Shift+R)
- Twirl
- Pucker
- Bloat
- Scalloped
- Crystallize
- Wrinkle
- Free Transform (E)
- Shape Builder (Shift+M)
- Blend (W)

### F Symbol tools

- Symbol Sprayer (Shift+S)
- Symbol Shifter
- Symbol Scruncher
- Symbol Sizer
- Symbol Spinner
- Symbol Stainer
- Symbol Screener
- Symbol Styler

### G Graph tools

- Column Graph (J)
- Stacked Column Graph
- Bar Graph
- Stacked Bar Graph
- Line Graph
- Area Graph
- Scatter Graph
- Pie Graph
- Radar Graph

### H Slicing and cutting tools

- Slice (Shift+K)
- Slice Select
- Eraser (Shift+E)
- Scissors (C)
- Knife



### I Moving and zooming tools



- Hand (H)
- Print Tiling
- Zoom (Z)

■ Indicates default tool

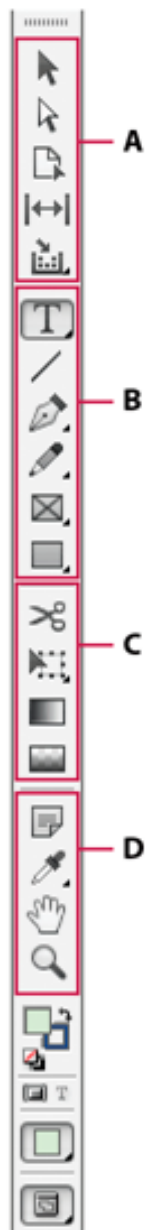
\* Keyboard shortcuts appear in parenthesis



Tools SHORTCUTS		
Selection tool	V, Esc	V, Esc
Direct Selection tool	A	A
Toggle Selection and Direct	Cmd+Tab	Ctrl+Tab
Page tool	Shift+P	Shift+P
Gap tool	U	U
Pen tool	P	P
Add Anchor Point tool	=	=
Delete Anchor Point tool	-	-
Convert Direction Point tool	Shift+C	Shift+C
Type tool	T	T
Type On A Path tool	Shift+T	Shift+T
Pencil tool (Note tool)	N	N
Line tool	\	\
Rectangle Frame tool	F	F
Rectangle tool	M	M
Ellipse tool	L	L
Rotate tool	R	R
Scale tool	S	S
Shear tool	O	O
Free Transform tool	E	E

Tools SHORTCUTS		
Eyedropper tool	I	I
Measure tool	K	K
Gradient tool	G	G
Scissors tool	C	C
Hand tool	H	H
Temporarily selects Hand tool	Spacebar (Layout mode), Opt (Text mode), or Opt+Spacebar (both)	Spacebar (Layout mode), Alt (Text mode), or Alt+Spacebar (both)
Zoom tool	Z	Z
Temp selects Zoom Intool	Cmd+Spacebar	Ctrl+Spacebar
Toggle Fill and Stroke	X	X
Swap Fill and Stroke	Shift+X	Shift+X
Toggle between Formatting Affects Container & Formatting Affects Text	J	J
Apply Color	, [comma]	, [comma]
Apply Gradient	. [period]	. [period]
Apply No Color	/	/
Switch between Normal View and Preview Mode	W	W
Frame Grid tool (horizontal)	Y	Y
Frame Grid tool (vertical)	Q	Q
Gradient Feather tool	Shift+G	Shift+G

## Toolbox overview



### A Selection tools

- Selection (V, Escape)\*
- Direct Selection (A)
- Page (Shift + P)
- Gap (U)
- Content Collector (B)
- Content Placer

### B Drawing and Type tools

- Type (T)
- Type On a Path (Shift+T)
- Line (\)
- Pen (P)
  - Add Anchor Point (=)
  - Delete Anchor Point (-)
  - Convert Direction Point (Shift+C)
- Pencil (N)
  - Smooth
  - Erase
- Rectangle Frame (F)
  - Ellipse Frame
  - Polygon Frame
- Rectangle (M)
  - Ellipse (L)
  - Polygon

### C Transformation tools

- Scissors (C)
- Free Transform (E)
  - Rotate (R)
  - Scale (S)
  - Shear (O)
- Gradient Swatch (G)
- Gradient Feather (Shift+G)

### D Modification and Navigation tools

- Note
- Eyedropper (I)
- Measure (K)
- Hand (H)
- Zoom (Z)

■ Indicates default tool \* Keyboard shortcuts appear in parenthesis



**Design elements  
are what we  
use to make  
up our design.  
Think of them as  
ingredients.**





## Design Elements

# 1.05 Design Elements

In Graphic Design there are Key Elements that enable us to communicate our message clearly. These are what make up our design.



**Line** - is a mark between two points. There are various types of lines from straight to squiggly to curved & more. Lines can be used for stressing a word or phrase, connecting content to one another, creating patterns & more.



**Shape** - Height+Width=Shape. There are 3 basic types of shape: geometric (triangles), natural (leaves) and abstracted (icons). Odd or lesser seen shapes can be used to attract attention.



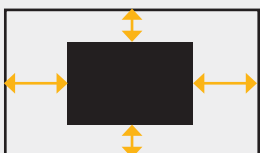
**Colour** - is used to generate emotions, define importance, create visual interest and more.



**Texture** - refers to the surface of an object; the look or feel of it. Using texture in design is a great way to add depth & visual interest.



**Mass** - is how large or small something is. Use Mass to define importance, create visual interest, attract attention & more.



**Space** - is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to give the eye a rest, define importance and lead the eye.



**The Principles of design are what we do to design elements. Think of them as the recipe.**



## Design Principles

# 1.06 Design Principles

The Principles of design are what we do to design elements. How we apply these determines how successful the design is.



**Alignment** - allows us to create order and organisation. Aligning elements allows them to create a visual connection with each other.



**Balance** - is the weight distributed in the design by the placement of your elements. Provides stability and structure to a design. E.G. A large shape close to the centre can be balanced by a small shape close to the edge.



**Contrast** - is the juxtaposition of opposing elements (opposite colours on the colour wheel, or value light/ dark, or direction horizontal/vertical).



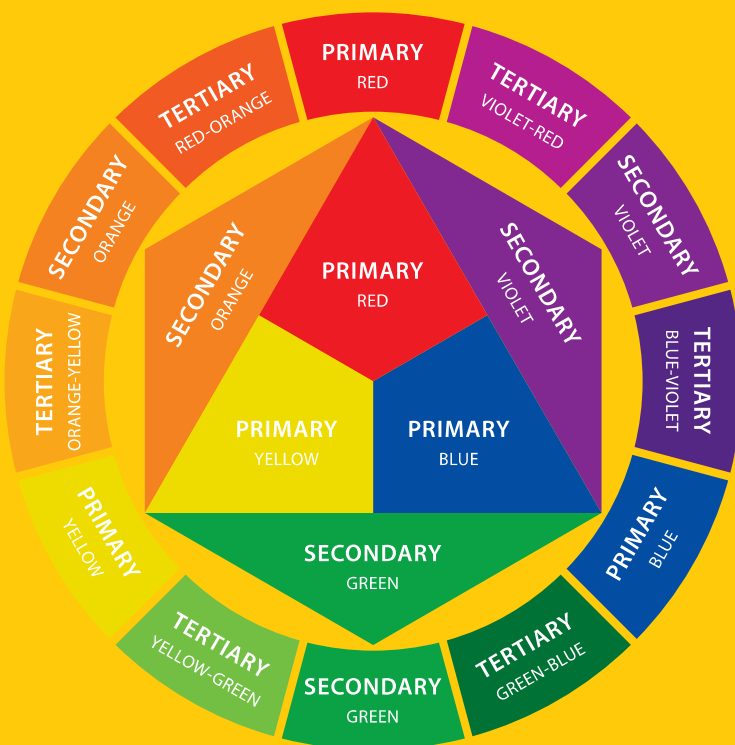
**Proximity** - is simply the process of ensuring related design elements are grouped together. Close proximity indicates that items are connected & helps to organise or give structure to a layout.



**Repetition** - strengthens a design by tying together individual elements. It helps create association and consistency.



**Colour is one of the most powerful tools that a designer can draw upon and understanding how colour affects us is key in communicating messages effectively.**



### **The Colour Wheel**

The Colour Wheel is one of the most familiar and useful tools found in art. It can tell you everything you need to know at a glance.



## Colour

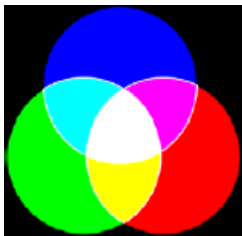
# 1.07 Colour



### SUBTRACTIVE

Created with Ink. Start with White. Add Colour.

**CMYK**



### ADDITIVE

Created with Light. Start with Black. Add Colour.

**RGB**

### Colour Meanings

**Intense, Fire & Blood, Energy, War, Danger, Love, Passionate, Strong**  
**Sunshine, Joy, Cheerfulness, Intellect, Energy, Attention Getter**  
**Nature, Growth, Fertility, Freshness, Healing, Safety, Money**  
**Sky, Sea, Depth, Stability, Trust, Masculine, Tranquil**  
**Warm, Stimulating, Enthusiasm, Happiness, Success, Creative**  
**Royalty, Power, Nobility, Wealth, Ambition, Dignified, Mysterious**

### Colour Terms

**Hue** is colour (blue, green, red, etc.).

**Chroma** is the purity of a colour (a high Chroma has no added black, white or grey).

**Saturation** refers to how strong or weak a colour is (high saturation being strong).

**Value** refers to how light or dark a colour is (light having a high value).

**Tones** are created by adding grey to a colour, making it duller than the original.

**Shades** are created by adding black to a colour, making it darker than the original.

**Tints** are created by adding white to a colour, making it lighter than the original.

## Colour Relationships

### COMPLEMENTARY



### ANALOGOUS



### MONOCHROMATIC



### SPLIT-COMPLEMENTARY



### TRIADS





## Typography

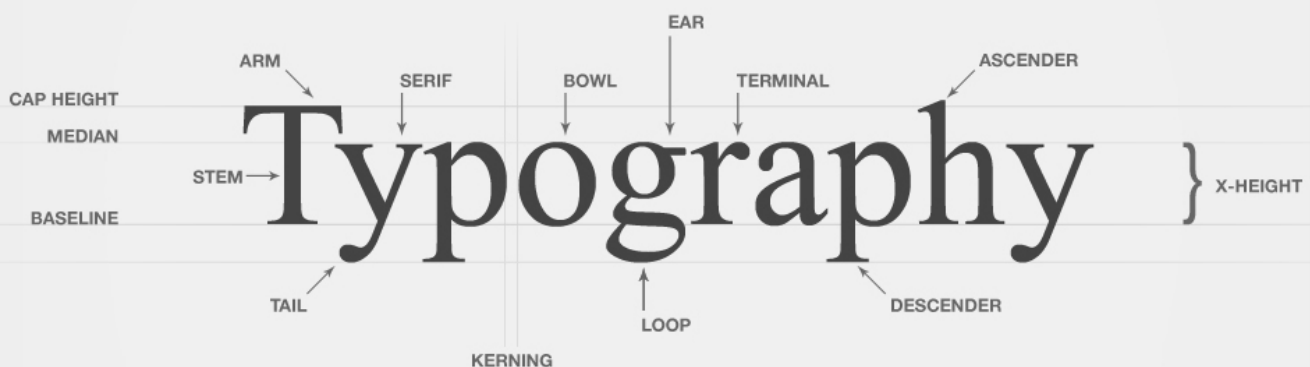
# 1.08 Typography

Typography is, quite simply, the art and technique of arranging type.

**Typography is an art form that has been around for hundreds of years.**

Words and text are all around us every day in almost everything we do.

In every piece of type you see, somebody has considered how the letters, sentences and paragraphs will look in order for it to be read by us, or make us feel a certain way when we look at it. Sometimes it is done well, others not. Often it is us graphic designers who are the ones deciding how it will look, in our brochures, our logos, our websites and so on. The better we are at this, the more effective our designs will be.





## Typography

# 1.08 Typography

### FONT FAMILIES

Serif

Sans Serif

Slab Serif

Script

Monospace

Blackletter

Display



## Commandments of Typography

- 1 Know your Font Families
- 2 Combine Sans Serif with Serif - (**Myriad** & **Minion**)
- 3 Combine Serif with Sans Serif - (**Garamond** & **Helvetica**)
- 4 Do not combine similar fonts - (**Garamond** & **Times**)
- 5 Contrast is key - (**Futura** & **CASTELLAR**)
- 6 Stick to Two fonts, Three at most - (**Helvetica** & **Georgia** & **Rockwell**)
- 7 Don't mix moods - (**RoboK oz** & **Times** & **Bauhaus**)
- 8 Combine fonts of Complimentary Moods & Similar Time Era's - (**Chancery** & **Times** & **Bauhaus**)
- 9 Use different weights of fonts - (**Helvetica Light** & **Helvetica Bold** & **Helvetica Black**)
- 10 Avoid the following - (**Comic Sans** - **Papyrus** - **Curlz** - **Viner** - **Kristen**)

