

Illustrated

Graphic

Design

Preliminary

Module 1 : Introduction to Graphic Design.....

- Understanding Graphics Design...
- How Graphic Design works (The Process).
- Graphic Design Softwares.....
- Setting Up Your Designing Workspace
- Photoshop Interface Overview.....
- Before Designing.....

Module 2 : Design Theory and Principles..

- Visual Elements.....
- Design Principles.
- Purpose of Designs.

Module 3 : Introduction to Adobe PS

- Creating New Doc.
- Workspaces (Essentials - Reset).....
- Tools Overview.
- Options Bar..
- Ruler, Grids and Smart Guides...
- Navigation and Zooming....

Module 4 : Adobe PS Designing..

- Lavers
- Multiple layering..
- Overlays and Blending Modes.....
- Cropping and Resizing....
- Adiustments.
- MASKS.....
- Color Grading..

Preliminary

Objective of the Course

This graphic design course equips you with the essential skills to embark on a successful career in this dynamic field. While this course offers a comprehensive foundation, it acknowledges the ever-evolving nature of graphic design and focuses on

equipping you with the core tools and thought processes to excel in your future endeavors.

After this Full course you'll learn

Gain the fundamental skills needed to be a graphic designer

- * Communicate through image-making and typography

- * Complete a capstone project with Adobe Photoshop

Learn everything you need to know to work in Graphic Design

Do practical examples with the instructor

- * Exercise with practical case studies

Module 1: Introduction to Graphic Design

- Understanding Graphics Design

Definition of Graphics Design

Graphic design is the art of creating visual content, which includes using typography, images, colors, and shapes to communicate a message.

Its ultimate goal is to make information easy to comprehend.

Graphic design can be applied to various media, such as print, digital, web, and animation.

Pixel

A pixel is the smallest unit of a digital image, usually a square or a dot.

Pixels are arranged in a grid to form an image.

Each pixel has a color value, which determines how it appears on the screen.

The more pixels an image has, the higher its resolution and quality.

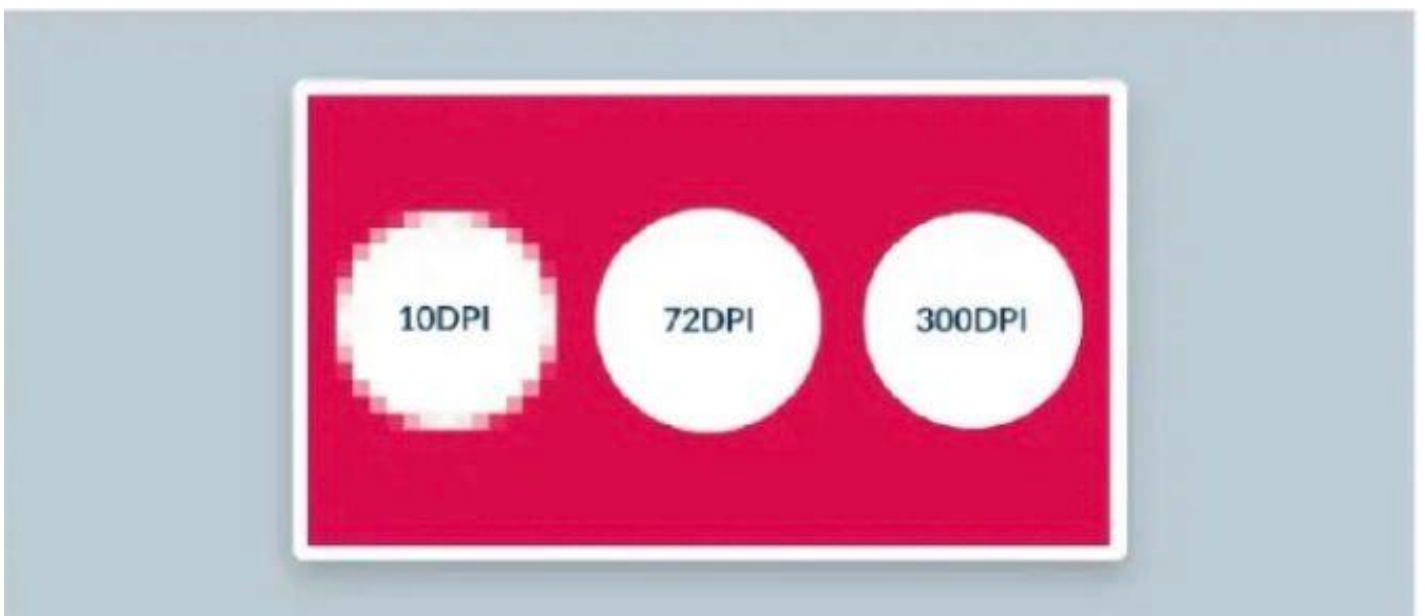


Resolution

Resolution is the measure of how many pixels an image has in a given area, such as width and height.

Resolution is usually expressed in pixels per inch (PPI) for digital images, and dots per inch (DPI) for print images.

Higher resolution images have more detail and clarity, but also require more storage space and processing power



Understanding DPI, PPI, LPI

DPI, and PPI are different ways of measuring resolution for different purposes.

- DPI (dots per inch) is the number of ink dots that a printer can produce on a paper.

DPI affects the sharpness and quality of a printed image. The higher the DPI, the smoother and clearer the image. A common DPI value for print is 300.

- PPI (pixels per inch)** is the number of pixels that a digital device can display on a screen. PPI affects the size and quality of a digital image. The higher the PPI, the smaller and sharper the image. A common PPI value for the web is 72.

DPI



PPI



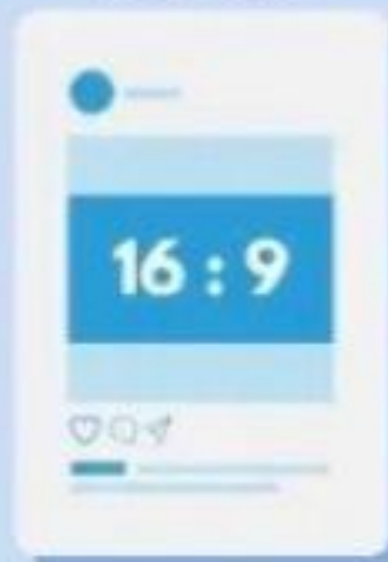
Aspect Ratio

- Aspect ratio is a fundamental concept in video editing and refers to the proportional relationship between the width and height of a video frame.
- It determines the shape of the video and affects how it appears on different screens.
- Widely divided as Landscape/Horizontal and Portrait/Vertical.
- TIKTOK - 9:16
- YouTube - 16:9
- Cinematic - 21:9
- Square - 1:1
- Old Tv. Pc - 4:3

S O C I A L M E D I A

Aspect Ratios

Full landscape



Instagram & Facebook feed



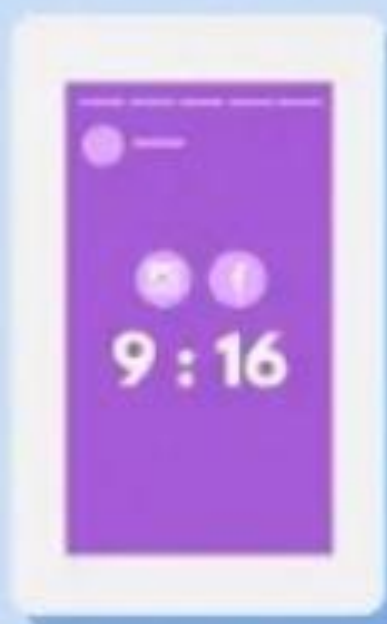
Instagram & Facebook feed



Facebook



Instagram stories & Facebook feed



Formats (JPG, PNG, GIF, PSD, ...)

Formats are the types of files that store digital images. Different formats have different characteristics, such as compression, quality, transparency, and animation. Some of the common formats are:

- JPG (Joint Photographic Experts Group) is a format that compresses images to reduce their file size. JPG is suitable for photos and images with many colors and details, but it may cause some loss of quality and artifacts.

- PNG (Portable Network Graphics) is a format that preserves the quality and transparency of images. PNG is suitable for graphics and images with solid colors and sharp edges, but it may have a larger file size than JPG. Supports transparent backgrounds.

- GIF (Graphics Interchange Format) is a format that supports animation and transparency. GIF is suitable for simple animations and images with few colors, but it may have a lower quality and resolution than JPG or PNG.

-PSD (Photoshop Document) is a format that stores images as layers, which can be edited in photoshop.

- How Graphic Design works (The Process)

1. Brainstorming: brief or Ideation
2. Research
3. Draft Sketch (Optional)
4. Concept development
5. Design
6. Refine
7. Deliver

DESIGN PROCESS



Adobe All

Pixel Lab | Pics art

- Setting Up Your Designing Workspace

How to download Adobe PS PC

Link : <https://getintopc.com/?s=Adobe+photoshop>

How to download Adobe AI PC

Link : <https://getintopc.com/?s=adobe+illustrator>

How to download Pixel Lab and Pics Art Mobile

Both for android and iphone.

Link:

-Photoshop Interface Overview

Show everything on the PC

Shortcuts

99

designs

Ps

SHORTCUT CHEAT SHEET:
ADOBE PHOTOSHOP

99designs' guide to our favorite shortcuts in Adobe Photoshop.

Ramp up the speed of your design! These shortcuts will help you on your way to truly professional looking design in no time.

We're Mac and PC Friendly! When you're reading the guide, Control and Alt are for PCs, Command and Option are for Macs.

TOOLS

Tools we use to make the design

ACTION	SHORTCUT
Path / Direct Selection	A
Brush / Pencil	B
Crop	C
Default Colors	D
Eraser	E
Toggle Screen Mode	F
Gradient / Paint Bucket	G
Hand	H
Eyedropper	I
Healing / Spot Healing	J
Slice	K
Lasso	L
Marquee	M
Notes	N
Dodge / Burn / Sponge	O
Pen	P
Quick Mask Mode	Q
Blur / Sharpen	R
Clone / Pattern Stamp	S
Type	T
Shape	U
Move	V
Magic Wand	W
Switch Colors	X
History / Art Brush	Y
Zoom	Z

FILE

Basic functions dealing with the program

ACTION	SHORTCUT
New	Control/Command & N
Open	Control/Command & O
Close	Control/Command & W
Save	Control/Command & S
Save As	Shift & Control/Command & S
Print	Control/Command & P
Quit/Exit	Control/Command & Q

EDIT

Basic functions concerning the design

ACTION	SHORTCUT
Cut	Control/Command & X
Copy	Control/Command & C
Paste	Control/Command & V
Undo	Control/Command & Z
Redo	Shift & Control/Command & Z

IMAGE

Managing image quality

ACTION	SHORTCUT
Levels	Control/Command & L
Curves	Control/Command & M
Color Balance	Control/Command & B
Hue/Saturation	Control/Command & U

LAYERS

Managing layers

ACTION	SHORTCUT
New Layer	Shift & Control/Command & N
Layer Via Copy	Control/Command & J
Layer Via Cut	Shift & Control/Command & J
Create Clipping Mask	Alt/Option & Control/Command & G
Bring Forward	Control/Command &]
Bring to Front	Shift & Control/Command &]
Send Backward	Control/Command & [
Send to Back	Shift Control/Command & [
Group Layers	Control/Command & G
Ungroup Layers	Shift & Control/Command & G
Merge Layers	Control/Command & E

SELECT

More basic functions dealing with the design

ACTION	SHORTCUT
Select all	Control/Command & A
Deselect	Control/Command & D
Select Inverse	Shift & Control/Command & I
Select All Layers	Alt/Option & Control/Command & A

VIEW

How we see the design on the screen

ACTION	SHORTCUT
Zoom In	Control/Command & +
Zoom Out	Control/Command & -
Fit On Screen	Control/Command & 0
Actual Size	Alt/Option & Control/Command & 0
Show Grid	Control/Command & '
Show Guides	Control/Command & ;

- Before Designing

- Have what you will design in mind.
- Plan beforehand.
- Have some sample designing style.
- Make sure all the files are ready.
- Make sure you have sufficient space on your device.

Module 2:

Design Theory and Principles

- Visual Elements

* Visual elements encompass various components that contribute to the overall aesthetics of a design.

* Visual elements are the building blocks of any design. They determine how a composition looks and feels. Understanding these elements allows designers to create visually appealing and effective communication.

* These include line, shape, color, texture, and form.

1 Line and Shapes: Lines guide the viewer's eye, create movement, and define boundaries. They can convey emotions (e.g., straight lines for stability, curved lines for fluidity).

- Shapes contribute to composition and visual balance. They can represent objects, symbols, or concepts.

2 Color Theory (Color Wheel, Gradient and Composition)

- Color evokes emotions, communicates messages, influence perception, aid in brand recognition and sets the mood. Proper color choices enhance readability and impact.

- Understanding color relationships helps create harmonious designs.

- **Color Wheel:** The color wheel organizes colors based on their relationships. It includes primary colors (red, blue, yellow), secondary colors (formed by mixing primaries), and tertiary colors (a mix of primary and secondary colors).

- Gradient: Gradients transition smoothly from one color to another. They add depth and dimension to designs.

- Composition: Color composition involves selecting harmonious color combinations. Techniques like complementary, analogous, or triadic color schemes enhance visual appeal.

3 Color Mode (RGB, CMYK, Gray Scale, Bitmap, Lab Color)

Designers work with different color modes for various purposes:

- RGB (Red, Green, Blue): Used for digital displays (screens). Combines these three primary colors to create a wide spectrum. Used for digital screens.
- CMYK (Cyan, Magenta, Yellow, Key/Black): Used for print. These four colors are combined to produce full-color images. Essential for print materials.
- Gray Scale: Consists of shades of gray, from black to white.
- Bitmap: Represents images using pixels (black and white dots).
- Lab Color: A color space that separates luminance (brightness) from color

Information

4 Typography (Typeface Categories, Fonts and Type Families)

- Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. It involves selecting typefaces, point sizes, line lengths, line spacing, letter spacing, and spaces between pairs of letters.

4.1 Typeface Categories: These are families of fonts. They have different styles of letterforms.

- Each typeface has its own personality and conveys a distinct mood. Fonts fall into categories like serif, sans-serif, script, and display. Each category has distinct characteristics

* Serif Font:

* Sans-Serif:

* Script:

* Display:

4.2 Fonts: Fonts play a crucial role in visual communication. Specific styles within typefaces (e.g., Arial, Times New Roman). You can get fonts for free from Google Fonts, Dafont, and 1001 Fonts.

4.3 Type Families: A group of related fonts (e.g., regular, bold, italic).

5 Texture and Patterns

- Texture Refers to the surface quality of an object. It can be visual (like wood grain) or tactile (felt by touch).
- Patterns are repeating designs. Patterns add interest and rhythm to visuals.

6 Strokes and Shadows

Strokes are outlines or borders around shapes or text. Varying stroke thickness impacts visual weight.

- Shadows create depth and simulate light sources. Drop shadows, inner shadows, and cast shadows are common.

7 Forms are three-dimensional objects. They have volume and occupy space. Think of cubes, spheres, or cylinders.

- Design Principles

Let's delve into the essential design principles and explore how they contribute to effective graphic design:

1. **Contrast**

- Contrast refers to the difference between elements in a design. It can involve
- variations in color, size, texture, or shape.
 - Contrast creates visual interest, guides the viewer's eye, and highlights important information.
 - Use high contrast for emphasis (e.g., dark text on a light background) and low contrast for subtle elements.

2. **Hierarchy**

- Hierarchy establishes the order of importance within a design. It helps viewers understand what to focus on first.
- Clear hierarchy ensures effective communication and prevents visual clutter.
- Use size, color, and placement to emphasize key elements (e.g., headings, call-to-action buttons).

3. **Space**

- Space (both positive and negative) defines the layout and relationships between elements.
- Proper spacing enhances readability, provides breathing room, and organizes content.
- harmony.

- Balance positive space (content) with negative space (empty areas) to create

4. **Alignment**

- Alignment refers to the arrangement of elements along a common axis (e.g., left, center, or right).
- Consistent alignment creates a cohesive design and improves visual flow.
- Align text, images, and other elements to a grid or key lines.

5. **Balance**

- Balance ensures stability and equilibrium in a design. It can be symmetrical or asymmetrical.
- Balanced compositions feel harmonious and visually pleasing.

- Distribute visual weight evenly (e.g., large elements balanced by smaller ones).

6. Proximity

- Proximity groups related elements together. It shows their relationship and reduces cognitive load.
- Proper grouping improves readability and organization.
- Place related items close to each other (e.g., text and its associated image).

7. Repetition

- Repetition involves using consistent visual elements (such as fonts, colors, or shapes) throughout a design.
- Repetition reinforces branding, creates patterns, and establishes familiarity.
- Reuse design elements consistently (e.g., consistent button styles across a website).

8. Simplicity

- Simplicity advocates for clarity and minimalism. It removes unnecessary complexity.
- Simple designs are easier to understand and remember.
- Eliminate clutter, focus on essential elements, and avoid overcomplicating.

9. Function

- Functionality ensures that design serves its intended purpose effectively.
- Aesthetics alone are insufficient; design must be practical and user-friendly.
- Prioritize usability, accessibility, and user needs.

10. Blending Mode

- Blending modes alter how layers interact in digital design software (e.g., Photoshop).
- Blending modes control transparency, shadows, highlights, and color effects.
- Experiment with blending modes to achieve desired visual effects (e.g., overlay, multiply, screen).

- Purpose of Designs

Print Design and Digital Design

1 Print Design

- What: Print design encompasses visual materials that are intended for physical printing. These include items like business cards, brochures, posters, books, magazines, and packaging.
- Characteristics:
- Medium: Designs are created for physical surfaces (paper, cardboard, etc.).

- Color Modes: Pay attention to CMYK color mode for optimal printing results.
- Typography: Choose fonts suitable for print and consider readability.
- Resolution: Use high-resolution images (usually 300 DPI) for crisp printing.
- Purpose: Print design aims to communicate information effectively in tangible form.

2 Digital Design:

* What: Digital design focuses on creating visuals for digital platforms and screens. It encompasses anything you see and interact with on devices like phones, tablets, and computers.

* Characteristics:

- Medium: Designs are exclusively for digital screens (websites, apps, social media, etc.).
- Color Modes: Use RGB color mode for screens.
- Typography: Consider readability on screens, responsive fonts, and web-safe fonts.
- Resolution: Use screen resolution (usually 72 DPI) for digital displays.
- Purpose: Digital design aims to engage users, enhance user experience, and convey information in an interactive way.

Types of Graphic Designs

1. Logo Design:

- What: Logos are visual symbols that represent a brand or company. They should be memorable, simple, and versatile.
- Purpose: Logos create brand recognition and convey the essence of a business.

2. Business Cards:

- What: Business cards contain essential contact information (name, title, phone, email) and often feature a company logo.
- Purpose: Business cards facilitate networking and leave a professional impression.

3. Banners:

- What: Banners are large-format designs used for advertising, events, or online promotions.

- Purpose: Banners grab attention and communicate a message effectively.

4. Brochures:

- What: Brochures are folded informational documents used for marketing or educational purposes.

- Purpose: Brochures provide detailed information about products, services, or events

5. Posters:

- What: Posters are eye-catching visual displays used for advertising, events, or announcements.

- Purpose: Posters attract attention and convey a message succinctly.

6. Thumbnails:

- What: Thumbnails are small, scaled-down versions of images or videos used online.

- Purpose: Thumbnails help users quickly identify content and encourage clicks.

7. Publications:

- What: Publications include magazines, newspapers, and newsletters.
- Purpose: Publications inform, entertain, and engage readers.

8. Infographics:

- What: Infographics combine text and visuals to present complex information in a visually appealing way.

- Purpose: Infographics simplify data and- enhance understanding.

9. Packaging and Mockups:

- What: Packaging design involves creating attractive product packaging. Mockups simulate how a product will look in real life.

- Purpose: Packaging influences purchasing decisions, and mockups help visualize the final product.

10. Branding and Visual Identity:

- What: Branding encompasses all design elements that define a brand's identity (logo, colors, fonts, etc.).

- Purpose: Consistent branding builds trust and recognition.

11. Marketing and Advertising Designs:

- What: These designs include digital ads, social media graphics, billboards, and more.

- Purpose: Marketing designs promote products, services, or events.

Module 3 : Introduction to Adobe PS

- Creating New Doc
- Workspaces (Essentials - Reset)
- Tools Overview
- Options Bar
- Ruler, Grids and Smart Guides
- Navigation and Zooming

Module 4: Adobe PS Designing

- Layers

What are Layers?

How Photoshop Layers Work (Visibility)

Layer styles and modes (Opacity, fill ...)

- Multiple layering

Adding Layer

Duplicate Layer

Deleting Layer

Merging Layers

- Overlays and Blending Modes

How to Overlay Clips in PS

How to Use Blending Modes in PS

-Cropping and Resizing

- How to Crop
- How to Resize
- How to Scale
- How to Move

Adjustments

Adjustment Layers

Tone Adjustment With Levels

Color Adjustment

Hue Adjustments

- **Masks**

How to Mask in Photoshop

How to Remove things in PS

- **Color Grading**

How to color grade with Adjustment

How to color grade with Masked Layer

How to color grade with Camera Raw

- **Filters**

Blur - Rendering -

- Transforming and Warping

Module 5: Practical Examples

Example 1: Logo Design

Logo 1:

Logo 2:

Example 2: Creative Ads

Burger Ads

Example 3: Case Study (Branding)

CAMERA RAW

Module 6: Saving and Sharing Projects

- Saving as a PSD Project

- Export Settings

How to Export in PS

How to Apply Export Settings in PS

- Uploading and Sharing

How to Upload Designs

How to Share Designs

Module 7: Final Project and Certification

- Final Project
- Reviewing Final Projects
- Certifications