



DESIGN TEAM - WEEK 3

You Started with Graphic Design and then went through the UI design process in the first half of [TechOdyssey](#).

So, this week we will be going a little deeper into the design process by knowing the rules and principles of design in order to elevate a normal design into a professional one.

Goal

1. You have to learn the fundamentals of design principles with the resources given below or any other resources available on the internet.

The Main key Fundamentals of Design are :

- Balance
- Contrast
- Visual Hierarchy
- Alignment
- Negative Space
- Typography
- Emphasis
- Proportion

2. Your Task will be to redesign certain posters that we will be providing you which should follow the principles of Graphic design.

TECH O DYSSHEY

Example:

BEFORE

without following any
design principles



AFTER

design principles
followed



BEFORE



AFTER





Resources & Reference

[Posters You need to Redesign](#)

[Reference](#) - for knowing about the principles of graphic design

Video Tutorial to understand more about it - [Youtube](#)

Rules

- Use the reference materials and resources to redesign using any application you want.
- You can also use any kind of images and resources to enhance the redesign.
- Plagiarism in any form is strictly prohibited, if found you will be disqualified from the future task.

THANK YOU!