WHAT IS GRAPHIC DESIGN

* Graphic design is a creative field that involves the use of visual elements, such as typography, images, and color, to communicate messages and information to an audience. It is a crucial aspect of branding, advertising, digital media, and many other forms of visual communication. The goal of graphic design is to effectively convey a message and make an impact on the intended audience through visual means.

TYPES OF GRAPHIC DESIGN

There are different types of designs which include:

* VISUAL IDENTITY GRAPHIC DESIGN

This has to do with BRAND IDENTITY.

Brand identity is the collection of visual and tangible elements that represent a brand to its customers and stakeholders. It encompasses the brand's name, logo, typography, colors, packaging, messaging, and other design elements that are used consistently across all of the brand's communication channels.

Brand identity plays a crucial role in creating a strong and recognizable brand that can stand out in a crowded market. A well-crafted brand identity can help a brand establish its personality, differentiate itself from competitors, and build trust and loyalty among customers.

To create a strong brand identity, companies typically work with designers and marketing professionals to develop a set of guidelines that dictate how the brand's visual and messaging elements should be used across various media channels. These guidelines ensure that the brand is represented consistently and cohesively, helping to strengthen the brand's overall identity and reputation.

A typical example is:

* Logo designs

* Business Cards

* UI GRAPHIC DESIGN

UI (User Interface) graphic design refers to the design of user interfaces for digital products such as websites, mobile applications, and software. The goal of UI design is to create interfaces that are visually appealing, easy to use, and effective in communicating information and functionality to users.

UI graphic design includes a range of visual elements, including color schemes, typography, icons, buttons, and other graphical elements that are used to create a cohesive and intuitive user experience. UI designers work closely with UX (User Experience) designers to ensure that the interface design meets the needs and expectations of the target audience.

Examples of UI designs are:

- Mobile Apps
- Games
- Web Apps

∗ MARKETING AND ADVERTISING GRAPHIC DESIGNS

Marketing and advertising graphic design refer to the design of visual elements used in marketing and advertising campaigns

Marketing and advertising graphic design often includes eye-catching visuals, strong typography, and a clear message that effectively communicates the value of the product or service being promoted. The design should be attention-grabbing and memorable, encouraging viewers to take action, such as making a purchase or contacting the company for more information.

In addition to creating visually appealing designs, marketing and advertising graphic designers must also consider the target audience and their preferences, behaviors, and motivations. They must also ensure that the design is consistent with the company's branding and messaging.

Effective marketing and advertising graphic design can significantly impact the success of a campaign, as it can attract the attention of potential customers and create a positive impression of the product or service being promoted.

Including:

- Print Ads
- Digital Ads
- Billboards
- Brochures
- Flyers
- And Other Promotional Materials.

PRINCIPLES AND ELEMENTS OF GRAPHIC DESIGN

The principles and elements of graphic design are the basic building blocks used by designers to create effective visual compositions. Here are some of the most important principles and elements of graphic design:

PRINCIPLES OF GRAPHIC DESIGN:

1. Balance: A design should be balanced so that no single element overpowers the others.

2. Contrast: Contrast is the use of different elements, such as color, size, and shape, to create interest and visual excitement.

3. Emphasis: Emphasis refers to the use of design elements to create a focal point or draw attention to a specific area.

4. Unity: Unity is the use of design elements to create a cohesive and harmonious composition.

5. Repetition: Repetition is the use of recurring design elements to create visual consistency and reinforce a theme.

ELEMENTS OF GRAPHIC DESIGN:

1. Line: Lines can be used to create shape, form, texture, and pattern.

2. Color: Color can be used to create mood, express emotion, and convey meaning.

3. Shape: Shapes can be used to create form, texture, and pattern.

4. Texture: Texture refers to the surface quality of a design element, such as the roughness or smoothness of a material.

5. Space: Space is the area around, between, and within design elements.

6. Form: Form is the three-dimensional representation of a shape.

7. Type: Type refers to the use of typography, such as fonts and lettering, to create visual interest and convey information.

ADVANTAGE OF BEING A GRAPHIC DESIGNER

There are several advantages of being a graphic designer. Here are some of the key benefits:

- Creativity: Graphic design is a highly creative field that allows designers to express themselves through their work. As a graphic designer, you have the opportunity to use your creativity to create unique and visually appealing designs.
- Job Opportunities: Graphic design is a growing industry with many job opportunities. You can work for a design agency, a corporation, a non-profit organization, or as a freelancer.
- Flexibility: Many graphic designers work on a freelance basis, which allows for a great deal of flexibility in terms of working hours and location. This can be particularly beneficial for those who prefer to work from home or have other commitments that require a flexible schedule.
- Continuous Learning: Graphic design is an ever-evolving field that requires designers to stay up-to-date with the latest design trends, software, and techniques. This means that there is always something new to learn, which can be both challenging and rewarding.
- Personal Satisfaction: As a graphic designer, you have the ability to create something tangible that can have a significant impact on the world around you. This can be incredibly satisfying and fulfilling, particularly when your work is well-received by others.

Overall, being a graphic designer can be a rewarding and fulfilling career that allows you to use your creativity and skills to make a positive impact on the world around you.

LEVELS OF GRAPHIC DESIGNERS

There are basically three levels:-

1. Corporate Graphic Designer: A corporate graphic designer is a graphic designer who works for a corporation or a large company. Their primary responsibility is to create and design visual communications that promote the company's brand, products, or services. They work closely with marketing teams, product managers, and other stakeholders to create designs that are aligned with the company's branding and messaging guidelines.
Corporate graphic designers may work on a wide range of projects, including creating logos, designing marketing materials such as brochures and flyers, developing digital and social media assets, creating packaging and product designs, and designing presentations for internal and external use. In addition to their design skills, corporate graphic designers need to have excellent communication skills, as they often need to present their work to stakeholders and collaborate with other teams. They also need to be familiar with industry-standard software, such as Adobe Creative Suite, and have a good understanding of design principles and best practices. A strong portfolio of work is also important for a corporate graphic designer, as it demonstrates their skills and experience to potential employers.
2. Freelance Graphic Designer: A freelance graphic designer is a self-employed professional who works on a project basis for various clients. They have the flexibility to work on a range of projects, including branding and identity, web design, advertising, packaging, and print

materials. Freelance graphic designers work independently, which means they are responsible for finding clients, managing projects, and billing clients for their services.

As a freelance graphic designer, you have the freedom to choose your clients and projects, and you can work from anywhere, as long as you have a computer and an internet connection. However, being a freelancer also comes with challenges, such as managing your own time, finding new clients, and managing the financial aspects of your business.

Freelance graphic designers need to have excellent communication skills, as they work directly with clients and need to understand their needs and requirements. They also need to have a good understanding of design principles and industry-standard software, such as Adobe Creative Suite. A strong portfolio of work is also important for a freelance graphic designer, as it demonstrates their skills and experience to potential clients.

3. Celebrity Graphic Designer: A celebrity graphic designer is a graphic designer who has gained recognition and fame for their work in the industry. They are often sought after by high-profile clients, such as celebrities, musicians, and other public figures, to create designs for them or their brands.

   Celebrity graphic designers typically have a unique style or approach to design that sets them apart from other designers. They may have a signature aesthetic or technique that has become synonymous with their work, which is often why they are sought after by clients.

   Being a celebrity graphic designer can be a highly competitive field, as many designers aspire to work with high-profile clients. However, it can also be a highly rewarding career, as it offers the opportunity to work on high-profile projects and gain exposure for your work.

   To become a celebrity graphic designer, you need to have a strong portfolio of work that demonstrates your unique style and approach to design. You also need to have excellent communication skills, as you will be working closely with clients and other creatives. Building a strong network and establishing relationships with high-profile clients and agencies can also help you establish yourself as a celebrity graphic designer.

COMMON MISTAKES TO AVOID AS A GRAPHIC DESIGNER

As a graphic designer, there are several common mistakes you should avoid to ensure that your work is professional, effective, and aesthetically pleasing. Here are some of the most common mistakes to avoid:

4. Overusing fonts: While it can be tempting to use a variety of fonts to make your designs more visually interesting, too many different fonts can make your design look cluttered and unprofessional. Stick to a few fonts that complement each other and use them consistently throughout your design.
5. Ignoring white space: White space, or the empty space around your design elements, is just as important as the content itself. Failing to use white space effectively can make your design look cluttered and overwhelming. Use white space strategically to create balance and highlight important elements.

6. Using low-quality images: Low-quality images can make your design look amateurish and unprofessional. Always use high-quality images that are clear and crisp, and avoid using images that are pixelated or blurry.
7. Ignoring hierarchy: Hierarchy refers to the order in which design elements are arranged to convey importance. Ignoring hierarchy can make your design confusing and difficult to read. Make sure to use size, color, and placement to create a clear visual hierarchy that guides the viewer's eye.
8. Failing to proofread: Typos and other errors can undermine the effectiveness of your design and make you look unprofessional. Always proofread your work carefully to ensure that there are no mistakes.
9. Overcomplicating the design: Sometimes less is more. Overcomplicating the design with too many elements can make it confusing and difficult to understand. Keep your design simple and focused to ensure that the message is clear.
10. Ignoring the target audience: A design that looks great to you may not be effective for your target audience. Always consider the target audience when designing and tailor your design to their preferences and needs.

By avoiding these common mistakes, you can create designs that are professional, effective, and visually appealing.

DIFFERENCE BETWEEN GRAPHICS AND DESIGN

Graphics and design are related terms, but they refer to different aspects of visual communication.

Graphics refer to visual elements, such as images, icons, logos, and illustrations that are used to convey a message. Graphics can be created using various tools, such as photography, drawing, painting, and computer software.

Design, on the other hand, refers to the process of planning, creating, and arranging visual elements to communicate a message effectively. Design involves considering factors such as typography, color, layout, and composition to create a cohesive and visually appealing communication.

In other words, graphics are the individual visual elements, while design is the process of putting those elements together to create a cohesive and effective visual communication. A graphic designer uses graphics as a tool to create designs that effectively communicate a message to the intended audience.

To summarize, graphics are the building blocks, and design is the process of arranging those blocks to create an effective visual communication.

Here's a tabular comparison between graphics and design:

	Graphics	Design
Definition	Visual elements used to convey a message	The process of planning, creating, and arranging visual elements to communicate a message effectively
Focus	Individual visual elements	Arranging visual elements to create a cohesive and effective communication
Examples	Images, icons, logos, illustrations	Typography, color, layout, composition
Tools	Photography, drawing, painting, computer software	Design software, tools for layout and composition
Role	Building blocks	The process of arranging blocks to create a cohesive and effective communication
Professional Title	Graphic Designer	Designer

BUILDING BLOCKS OF DESIGN

Design is a complex and multifaceted field, but at its core, it involves arranging visual elements to create a cohesive and effective communication. Here are some of the key building blocks of design:

- ✓ Color: Color is one of the most important building blocks of design. Different colors can evoke different emotions and moods, and color schemes can be used to create a sense of unity and cohesion within a design.
- ✓ Typography: Typography refers to the choice of fonts and the way that text is arranged on a page. Typography can be used to create a hierarchy of information and to guide the viewer's eye through a design.
- ✓ Composition: Composition refers to the way that visual elements are arranged on a page or screen. Composition can be used to create balance, contrast, and visual interest, and to guide the viewer's eye through a design.
- ✓ Layout: Layout refers to the overall structure and organization of a design. Layout can be used to create a sense of hierarchy, to emphasize important information, and to create a sense of unity and cohesion.

- ✓ Imagery: Imagery refers to the use of visual elements such as photographs, illustrations, and icons in a design. Imagery can be used to convey meaning and emotion, and to create a visual focal point.
- ✓ Space: Space refers to the empty areas in a design. Space can be used to create a sense of balance and contrast, and to guide the viewer's eye through a design.
- ✓ Branding: Branding refers to the visual identity of a brand, including elements such as logos, colors, and typography. Branding can be used to create a sense of recognition and to establish a brand's identity.

By understanding and mastering these building blocks, designers can create effective and visually appealing designs that communicate their message clearly and efficiently.

KEY PRINCIPLES OF DESIGN

Design principles are a set of guidelines that help designers create effective and aesthetically pleasing designs. Here are some key principles of design:

- Balance: A design should feel balanced and visually stable. This can be achieved through symmetry, asymmetry, or radial balance.
- Contrast: Contrast creates visual interest by emphasizing differences. This can be achieved through color, size, shape, or texture.
- Hierarchy: A design should clearly communicate the importance of different elements through visual hierarchy. This can be achieved through size, color, placement, or typography.
- Proximity: Related elements should be grouped together, while unrelated elements should be separated. This can help create a sense of organization and make a design easier to understand.
- Repetition: Repetition creates consistency and helps reinforce visual elements. This can be achieved through repeating colors, shapes, or patterns.
- Alignment: A design should feel organized and cohesive. Alignment creates a visual connection between elements and helps create a sense of unity.
- White space: White space, or negative space, is the area around and between design elements. It can help create balance, emphasize important elements, and improve readability.
- By following these principles, designers can create effective and visually pleasing designs that communicate their message clearly and effectively.

GRAPHIC DESIGN JOBS

Graphic design is a diverse and in-demand field that encompasses a wide range of skills and specializations. Some common job titles in graphic design include:

1. Graphic Designer: A graphic designer creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the

overall layout and production design for advertisements, brochures, magazines, and corporate reports.

2. Art Director: An art director is responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They work with creative teams to develop and execute design concepts that meet the needs of clients and consumers.

3. Web Designer: A web designer creates and designs web pages, graphics, and multimedia for websites. They use a combination of creativity and technical skills to design user-friendly websites that are visually appealing and effective in achieving the website's goals.

4. User Experience (UX) Designer: A UX designer focuses on improving the usability, accessibility, and overall user experience of digital products such as websites, apps, and software. They conduct research to understand user needs and behavior, create user personas and scenarios, and design and test user interfaces.

5. Brand Identity Designer: A brand identity designer is responsible for creating the visual elements of a brand, including logos, color palettes, typography, and other brand assets. They ensure that the brand's visual identity is consistent across all platforms and materials.

6. Packaging Designer: A packaging designer creates the packaging for products, including boxes, bags, labels, and containers. They work closely with product developers and marketers to create packaging that is both functional and visually appealing.

7. Motion Graphics Designer: A motion graphics designer creates animated graphics, videos, and other multimedia content for use in television, film, and other digital media. They use software such as Adobe after Effects and Cinema 4D to create eye-catching and engaging visual content.

These are just a few examples of the many different types of graphic design jobs available. The field of graphic design is constantly evolving, so it's important to stay up-to-date with the latest trends and technologies to succeed in this dynamic industry.

SECTORS OF GRAPHIC DESIGN

1. Graphic Design is a Way of Communication- Graphic designers use their skills to create designs that communicate a specific message, evoke emotions, or prompt a particular action from the viewer. For example, a company might use graphic design to create a logo that represents their brand and communicates their values to potential customers. A nonprofit organization might use graphic design to create an infographic that raises awareness about an important issue. A magazine might use graphic design to create a visually appealing layout that engages readers and makes it easy to navigate the content. In all of these examples, graphic design is a way of communicating a message visually, often in a way that is more effective and engaging than words alone.

2. Creating Visual Contents- It is more engaging than long-form written content. So basically, what a graphic designer does is to help communicate an uninteresting piece of information in a visual way and help the target audience take an action. What will say in 1000 words you can communicate in a single graphic.

3. Visibility- In the context of graphic design, visibility refers to how easily and effectively a design is perceived and understood by its intended audience. A design with good visibility is one that is

easy to read, easy to understand, and effectively communicates its intended message or purpose. Overall, visibility is an important consideration in graphic design, as it can impact how effectively a design communicates its intended message and achieves its desired goals. By carefully considering factors like color, typography, composition, and branding, designers can create designs that are highly visible and effective in achieving their intended purpose.

GRAPHIC DESIGN ELEMENTS

- **LINE**

Line is a fundamental element of graphic design that can be used in a variety of ways to create structure, movement, and texture in a design. Lines can be straight or curved, thick or thin, and can be used to guide the viewer's eye through a design and draw attention to key elements. They can also be used to create patterns, add visual interest, and convey emotions.

Lines can create a sense of movement and energy in a design, as well as establish a sense of structure and organization. They can be used to create a sense of depth and perspective, or to create a flat, two-dimensional graphic style. Lines can be used alone or in combination with other design elements to create a range of visual effects.

Lines can also convey emotions and moods, depending on their shape, thickness, and placement. For example, thin, delicate lines can create a sense of elegance and sophistication, while bold, thick lines can create a sense of strength and power. Curved lines can create a sense of fluidity and grace, while jagged, angular lines can create a sense of tension and energy.

Overall, line is a powerful tool in graphic design that can be used to create a range of visual effects and convey a wide range of emotions and moods. Skilled designers know how to use line effectively to create visually compelling and effective designs that communicate their intended message to the viewer.

- **SHAPES**

Shapes are an essential element of graphic design that can be used to create visual interest, balance, and contrast in a design. Shapes can be geometric or organic, and can be used to create patterns, icons, and other graphic elements. They can also be used to create emphasis, draw attention to key elements, and create a sense of harmony and balance.

The use of shapes can create a variety of visual effects, depending on their size, color, and placement. For example, large shapes can create a sense of stability and strength, while small shapes can create a sense of delicacy and intricacy. Shapes can also be used to create contrast and emphasis, with bright, bold shapes drawing attention to key elements of a design.

Shapes can also be used to create a sense of harmony and balance in a design. By using shapes that complement each other in size, color, and texture, designers can create a sense of unity and coherence

across different design elements. Shapes can also be used to create patterns, which can add visual interest and texture to a design.

Finally, shapes can also be used to convey meaning and symbolism. For example, circles can represent unity and completeness, while triangles can represent stability and strength. The use of shapes can add depth and complexity to a design, allowing designers to convey a wide range of emotions, ideas, and messages to the viewer.

Overall, shapes are a powerful tool in graphic design that can be used to create a wide range of visual effects, convey meaning and symbolism, and create a sense of harmony and balance in a design. Skilled designers know how to use shapes effectively to create visually compelling and effective designs that communicate their intended message to the viewer.

- **TEXTURE**

Texture is an important element of graphic design that can add depth, visual interest, and tactile qualities to a design. Texture refers to the surface quality of a material, whether it's rough, smooth, bumpy, or shiny, and can be visual or physical in nature. Designers can use texture to create a sense of realism or abstraction in a design, and to add a tactile quality that engages the viewer's senses.

Texture can be created in a variety of ways, including through the use of patterns, gradients, and digital brushes. Designers can also incorporate physical textures into their designs, such as through the use of textured paper or fabric. Texture can be used to create a sense of depth and dimensionality in a design, as well as to create contrast and visual interest.

Texture can also be used to create a mood or emotional response in the viewer. Rough, jagged textures can create a sense of tension or unease, while soft, smooth textures can create a sense of calm and serenity. By using texture in combination with other design elements, such as color and typography, designers can create visually compelling and effective designs that communicate their intended message to the viewer.

There are two main types of texture in graphic design: visual texture and physical texture.

1. **Visual texture**: Visual texture refers to the illusion of texture created by using various design elements like color, pattern, and line. It is an illusionary representation of texture that can be created digitally or through traditional art techniques.
   Visual texture can be created in a variety of ways, such as through the use of repeating patterns, gradients, or digital brushes. It can also be created by using color and shading techniques to create the illusion of depth and dimensionality.

2. **Physical texture**: Physical texture, on the other hand, refers to the actual texture of a material. It is the tactile quality of a surface that can be felt by touch. Physical texture can be created by using materials such as textured paper, fabric, or other materials with a physical surface quality.

Physical texture can be used to create a more tangible and realistic design, as it engages the viewer's senses and adds a tactile quality to the design. By incorporating physical textures into a design, designers can create a more immersive and engaging experience for the viewer.

Both visual and physical textures are important in graphic design and can be used in a variety of ways to create visually compelling and effective designs. Skilled designers know how to use both types of texture effectively to create designs that engage the viewer's senses and communicate their intended message.

- **SPACE**

Space is a powerful tool in graphic design that can be used to create balance, emphasis, and contrast. Positive space refers to the area occupied by design elements, while negative space refers to the area around them. The use of negative space can create a sense of openness and airiness in a design, while the use of positive space can create a sense of density and impact. Proper use of space can create a sense of hierarchy and guide the viewer's eye through the design.

- **TYPOGRAPHY**

Typography is a critical element in graphic design that can be used to create hierarchy, emphasize important information, and convey mood and tone. Typography can include font choice, font size, line spacing, and alignment. The proper use of typography can create a sense of balance and harmony in a design, as well as establish a brand identity and create a sense of continuity across different design elements.

- **COLOURS**

Colors are a powerful and essential element of graphic design that can convey emotions, communicate messages, and create visual interest. They can be used to evoke a wide range of emotions and associations, from calm and peaceful to energetic and exciting. The choice of colors in a design can have a significant impact on how the design is perceived and how it communicates its intended message.

Colors can be used to create contrast, balance, and hierarchy in a design. By using contrasting colors, designers can draw attention to key elements of a design and create visual interest. The use of color can also help to create balance and harmony in a design, by using complementary colors or color schemes that work well together.

Colors can also be used to communicate meaning and symbolism. Different colors have different associations and meanings, and skilled designers know how to use color to convey a particular message or emotion. For example, red is often associated with passion and excitement, while blue is associated with calm and tranquility.

COLOUR THEORY

Color theory is a set of principles used to create harmonious and aesthetically pleasing color combinations in graphic design. It is based on the understanding of the three primary colors (red, yellow, and blue) and their ability to create all other colors.

COLOUR BASICS

HUE

Hue is a term used in color theory to refer to the pure, fundamental color of a specific wavelength on the color spectrum. It is the characteristic that allows us to differentiate between different colors, such as red, blue, or green.

In graphic design, hue is an important element that can be used to create contrast, balance, and harmony in a design. By using different hues or shades of the same hue, designers can create visual interest and draw attention to key elements of a design. The use of contrasting hues, such as complementary colors, can create a sense of dynamism and energy in a design, while the use of harmonious hues can create a sense of balance and tranquility.

Designers can also use hue to create a sense of branding and identity. By using consistent hues across different marketing materials, companies can create a recognizable and memorable brand identity that helps to differentiate them from competitors.

Example of hue in the picture below:
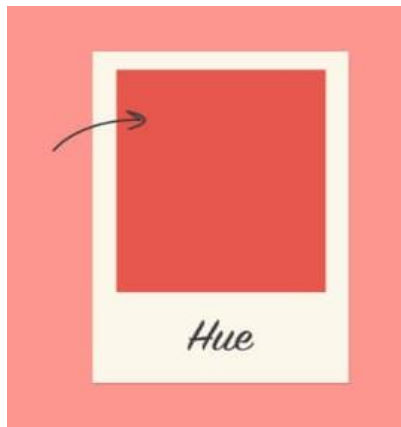
SATURATION

Saturation is a term used in color theory to describe the intensity or purity of a color. It refers to how vivid or muted a color appears. A highly saturated color is very pure and intense, while a desaturated color is more muted and less intense.

In graphic design, saturation is an important element that can be used to create contrast, balance, and harmony in a design. By using different levels of saturation, designers can create visual interest and draw attention to key elements of a design. For example, using a highly saturated color for a call-to-action button can help draw the user's attention to that element.

Saturation can also be used to create a sense of mood or emotion in a design. Bright, highly saturated colors can create a sense of energy and excitement, while desaturated or muted colors can create a more calming or relaxing atmosphere.
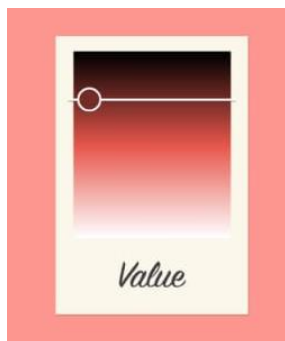
Example of saturation below:

VALUE

Value is a term used in color theory to describe the brightness or darkness of a color. It refers to how light or dark a color appears. Value is also known as tone or luminance.

Example below:

COLOR HARMONY

 Color harmony refers to the use of color combinations that are pleasing to the eye. There are several types of color harmony, including complementary, analogous, triadic, and tetradic.

- Monochromatic

Monochromatic refers to a color scheme that uses variations of a single color. It is a design approach that is based on the use of a single hue and its various shades, tints, and tones.
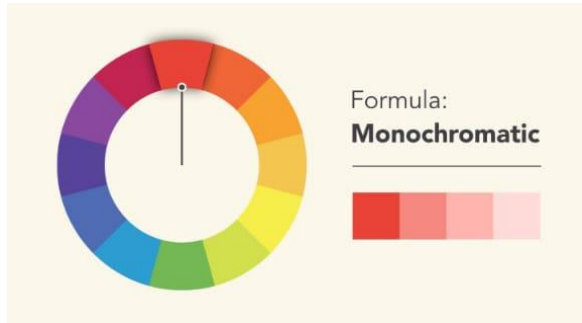
- Analogous

Analogous refers to a color scheme that uses colors that are adjacent to each other on the color wheel. Analogous colors share similar hues and can create a sense of harmony and unity in a design.

- Complementary

Complementary refers to a color scheme that uses colors that are opposite to each other on the color wheel. Complementary colors provide a high level of contrast and can create a bold and dynamic effect in a design.

- Triadic

Triadic refers to a color scheme that uses three colors that are evenly spaced apart on the color wheel. Triadic colors can create a sense of balance and harmony in a design while still providing a high level of contrast.

- TETRADIC

Tetradic, also known as double complementary, refers to a color scheme that uses two sets of complementary colors that are evenly spaced apart on the color wheel. This color scheme provides a high level of contrast while still maintaining balance and harmony in a design.
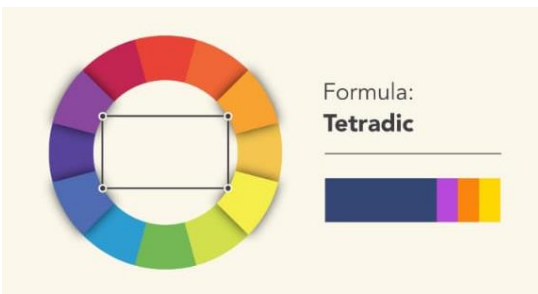
- ✓ Color wheel: The color wheel is a circular diagram that shows the relationship between primary, secondary, and tertiary colors. It is used as a tool to create harmonious color combinations.
- ✓ Color temperature: Color temperature refers to the warmth or coolness of a color. Warm colors, such as red and orange, evoke feelings of energy and excitement, while cool colors, such as blue and green, evoke feelings of calm and tranquility.
- ✓ Color psychology: Color psychology refers to the study of how color affects human emotions and behavior. Different colors can evoke different emotional responses, and skilled designers know how to use color to create a particular mood or feeling in a design.
- ✓ Color contrast: Color contrast refers to the use of contrasting colors to create visual interest and draw attention to key elements of a design. Contrasting colors, such as black and white or red and green, can create a sense of dynamism and energy in a design.

IMPORTANCE OF COLOUR

1. Communicates emotions and moods: Colors can evoke different emotions and moods, and designers can use this to their advantage to create designs that convey the right message. For example, warm colors such as red and orange can evoke feelings of excitement or passion, while cool colors such as blue and green can create a sense of calm or relaxation.
2. Grabs attention: Colors can grab the viewer's attention and draw them into the design. By using bright or bold colors, designers can make certain elements stand out and emphasize their importance.
3. Provides contrast: Colors can be used to create contrast between different elements in a design, making it easier for the viewer to understand and navigate the information presented.
4. Creates brand recognition: Colors can be used as part of a brand's visual identity, creating recognition and consistency across different marketing materials.
5. Enhances aesthetics: Colors can be used to enhance the overall aesthetics of a design, making it more visually appealing and attractive to the viewer.

TYPOGRAPHY

Typography refers to 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, and letter-spacing, and adjusting the space between pairs of letters.

Common Types of Font

✓ SERIFS FONTS

Serif fonts are a category of typefaces that have small lines or flourishes at the end of the strokes that make up each letter. They are characterized by their traditional, classic look, and are often associated with formal and serious communication.

✓ SANS SERIFS FONTS

Sans-serif fonts are a category of typefaces that do not have the small lines or flourishes at the end of the strokes that make up each letter. They are characterized by their clean and modern look, and are often associated with simplicity and clarity.

✓ DISPLAY FONTS

Display fonts are a category of typefaces that are designed for use in larger sizes, typically for headlines or titles. They are characterized by their unique and distinctive designs, and are often used to add visual interest or personality to a design.

COMBINING FONTS

When deciding which fonts to use, less or more. It's best to limit yourself to one or two per project. If you need more contrast, try repeating one of your fonts in different size, weight or style.

You also have to know the difference between fonts and typeface. It's like father and children.

For example, the name of one of the most used font is Montserrat, and it has so many faces like Montserrat thin, Montserrat bold and Montserrat extrabold etc.

OTHER MOST IMPORTANT TERMS

May be you've heard of terms like kerning, leading, tracking and hierarchy. For those with more experience, these concepts are essential for creating professional looking design. As a beginner, you don't need to know everything about these terms. Just enough to inform and help you talk about design with more confidence.

✓ **HIERARCHY**

Hierarchy is used to guide the reader eyes to whatever is most important. In other words, it shows them where to begin and where to go next using different levels of emphasis.

Establishing hierarchy is simple. Just decide on which element you want the reader to notice first, hen make them stand out. High level items are usually larger, bolder or different in some way. Remember to keep it simple and stick to just a few complementary styles.

✓ **TRACKING**

Tracking is the overall space between characters, sometimes called character spacing. Most programs let you condense or expand this depending on your needs.

✓ **KERNING**

Kerning is the spacing between specific characters, unlike tracking, it varies over the course of word because, each letter fits together differently.

SIX IMPORTANT THINGS YOU NEED TO KNOW IN YOUR GRAPHIC DESIGN JOURNEY

1. **Understand the message your graphic is passing across**
2. **Project the most important**
3. **Use clear and visible pictures, and avoid water marked pictures**
4. **Feed your eyes with other top designers work**
5. **Practice! Practice!! Practice!!! Make it a habit to practice daily.**

Rules & Regulation Governing Graphic Designs

There are several rules and regulations that govern graphic design, including:

* Copyright and Trademark Law: Graphic designers must respect the copyrights and trademarks of others, and cannot use protected materials without permission.

* Contract Law: Graphic designers often work under contracts, and must abide by the terms of these agreements.

* Consumer Protection Laws: Graphic designers must produce materials that are not misleading, and that accurately represent the products or services being advertised.

* Rules & Regulation Governing Graphic Designs

* Advertising Standards: There are guidelines for advertising that graphic designers must follow, such as the use of disclaimers and disclosure of any material connections.

* Industry-Specific Regulations: There may also be industry-specific regulations that graphic designers must follow, such as regulations for advertising in the pharmaceutical or financial industries.

It is important for graphic designers to stay up-to-date with the latest rules and regulations, as they can change over time and vary by jurisdiction.

Rules in making designs

Here are some general rules that graphic designers should follow when creating designs:

1. Keep it simple: Simple designs are often the most effective and memorable.

2. Know your audience: Your design should target the specific audience you are trying to reach.

3. Choose appropriate colors: The colors you choose can greatly affect the mood and message of your design.

4. Use typography effectively: Typography can help reinforce the message of your design and create a visual hierarchy.

5. Balance and contrast: Use balance and contrast to create visual interest and draw attention to specific elements in your design.

6. Follow design principles: Familiarize yourself with design principles, such as alignment, repetition, and proximity, and apply them in your designs.

7. Test your designs: Always test your designs to ensure they look and work as intended on different devices and platforms.

8. Keep it consistent: Consistency is key in design, and it's important to maintain a consistent look and feel across all elements of your design.

9. Stay up-to-date: Stay informed about the latest design trends and best practices, and continually update your skills and knowledge.

By following these rules and principles, you can create well-designed and effective graphics that effectively communicate your message.