

GDS.

Beginners guide to Graphic Design

with freelance designer Gareth David

*"Join me as I discuss a series
of Graphic Design topics."*



45 episode series

 video series

 Interactive
PDF Worksheet

Get started ►

Series index

Overview video

Series introduction

Watch the course overview to find out more about the video course and what to expect.

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Essential training

Software courses

Learn the essential three design programs by Adobe in my beginners guides courses.

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I Section 1

Graphic Design theory

In this section I will be discussing Graphic Design and design theory. This is essential learning for anyone who wishes to know more about Graphic Design.

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I Section 2

Considering a career in Graphic Design

If you're considering a career in Graphic Design and wonder if it's right for you, I will be answering a bunch of key questions in this section.

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I Section 3

Becoming a Graphic Designer

In this section I will be answering key questions on how to become a Graphic Designer.

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I Section 4

Graphic Design and beyond

In this section I will be talking about what the industry is like and what the future can hold for a Graphic Designer.

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Overview:

Beginners guide to Graphic Design

Watch video ▶

Overview

Hello and welcome to this beginners guide series to Graphic Design.

If you're interested in Graphic Design and considering becoming a Graphic Designer then join me as I discuss a series of Graphic Design topics.

From what Graphic Design is, Skills to be a Graphic Designer, Design theory, Education you need, equipment you need, to the Graphic Design portfolio and interview advice, this series is for anyone at any level.

I have created this series to share my experience and give some advice to aspiring designers at any level, who wish to find out more about Graphic Design and the industry.

To make this series easy to watch and understand I have broke it down into four sections:

Section 1: Graphic Design theory

Section 2: Considering a career in Graphic Design

Section 3: Becoming a Graphic Designer

Section 4: Graphic Design and beyond

Over the 45 episodes I will be touching on some important topics and answering some basic questions.

By the end of this series I hope you will have a good understanding of Graphic Design and what it's like to be a Graphic Designer.

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Design principle of Graphic Design

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Essential training

These tutorial courses go into depth about how to use specific programmes.
If you are a beginner, it's strongly advised you watch these courses for a solid foundation of knowledge.

Beginners guide to InDesign

13 episode course



A beginners guide to Adobe InDesign

Learn how to use Adobe InDesign as we create a 3 page roll fold leaflet.

[Watch course ▶](#)

Beginners guide to Photoshop

33 episode course



A beginners guide to Adobe Photoshop

Learn how to use Adobe Photoshop as we create a book cover.

[Watch course ▶](#)

Beginners guide to Illustrator

19 episode course



A beginners guide to Adobe Illustrator

Learn how to use Adobe Illustrator as we create vector artwork for a poster design..

[Watch course ▶](#)

Section 1 - Graphic Design theory

Episode 1:

What is Graphic Design?

Watch video ▶

Overview

In this video I am going to attempt to answer this question and give you my take on it from my experience.

Section 1 - Graphic Design theory

Episode 2:

'Line' Visual element of Graphic Design

Watch video ▶

Overview

One of the most basic visual elements of design is the 'line', and it should not be underrated.

As simple as lines are they can be used as crucial elements of design.

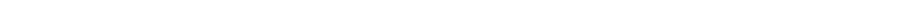
Lines can be used to add structure to a composition, to frame information and to divide information. Lines can be used to add hierarchy and emphasis, to decorate and to draw the eye to a specific point.

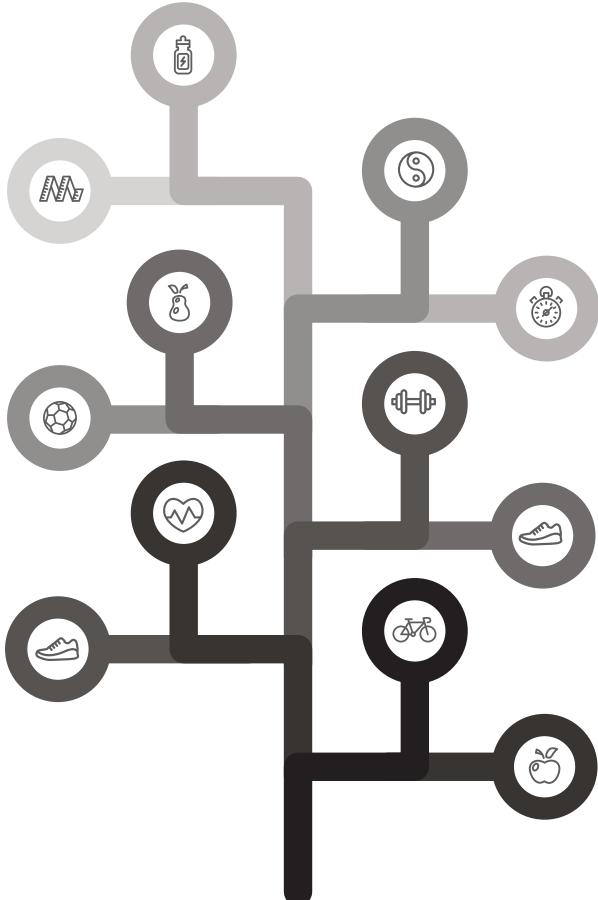
They can also be used to build and represent information in info graphics

Lines can be straight, curved, thick, thin, solid, and dashed.

View common design examples ▶

Simple line examples





Statistic 1 - Lorem ipsum dolor sit
Statistic 2 - Lorem ipsum dolor
Statistic 3 - Lorem ipsum dolor sit amet
Statistic 4 - Lorem ipsum dolor sit
Statistic 5 - Lorem ipsum
Statistic 6 - Lorem ipsum dolor sit amet

Statistic 7 - Lorem ipsum dolor
Statistic 8 - Lorem ipsum dolor sit amet
Statistic 9 - Lorem ipsum dolor sit
Statistic 10 - Lorem ipsum
Statistic 11 - Lorem ipsum dolor
Statistic 12 - Lorem ipsum dolor sit amet

Line in Infographics.

IT'S NOT
ABOUT
IDEAS.
IT'S ABOUT
MAKING
IDEAS
HAPPEN.

Lines stressing a word.



Lines as borders.



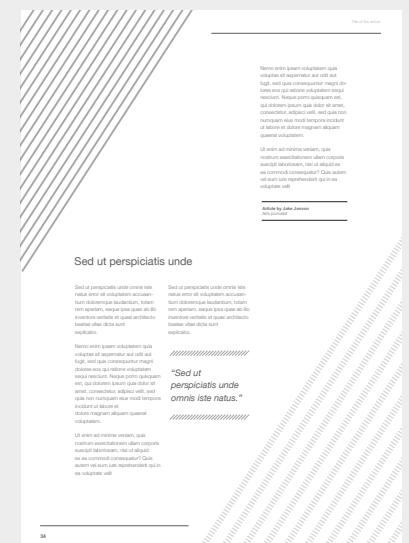
Line in structure.



Line in structure.



Dividing lines.



Lines as decoration.

[Section 1 - Graphic Design theory](#)

Episode 3:

'Colour' Visual element of Graphic Design

[Watch video ▶](#)

Overview

In this video I am going to discuss the second key visual element, and discuss 'Colour' as a visual element in Graphic design.

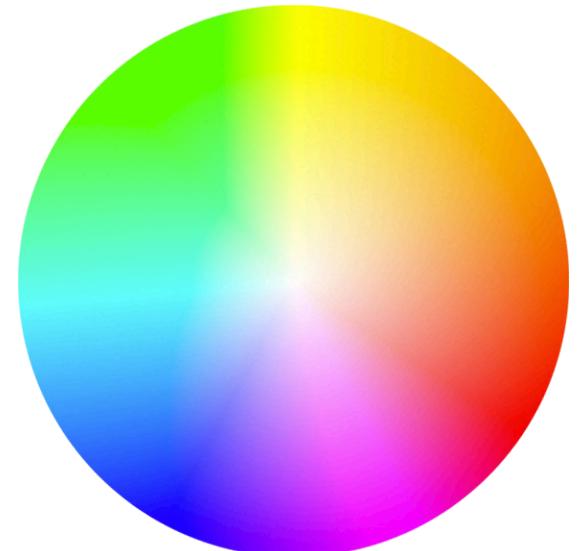
For an amazing resource to explore and create colours schemes visit:

[View color.adobe.com ▶](#)

Colour wheel
12 colour / Red, Yellow, Blue



Colour spectrum

[View colour examples ▶](#)

Colour examples



Primary colours

Primary colors make up the basis for the colour wheel. Here they are Red, Yellow and Blue.



Secondary colors

Secondary colours are made by mixing equal portions of the primary colours. These create green, orange and purple.



Tertiary colours

Tertiary colours are made by mixing a primary colour with a neighbouring secondary colour.



Warm & cool colours

Warm colours on the right.

Cool colours on the left.



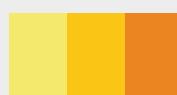
Monochromatic



Monochromatic colours are shades and tints of the same colour. The monochromatic colour scheme is typically balanced and easy on the eye.



Analogous



Analogous colours are balanced but are typically more interesting as the colours have more contrast.



Complimentary



Complimentary colours have high contrast, which produce vibrant exciting colour schemes.



Triadic



Triadic colors typically produce vibrant effects.



Section 1 - Graphic Design theory

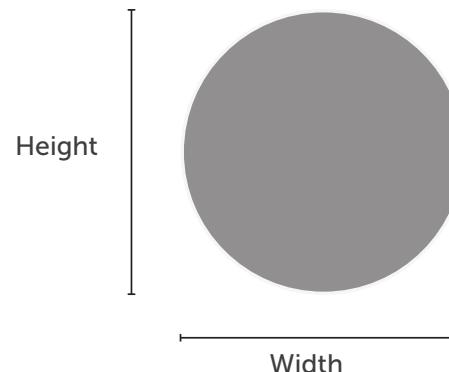
Episode 4:

'Shape' Visual element of Graphic Design

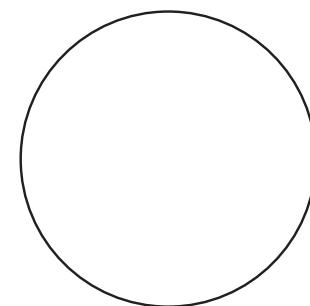
[Watch video ▶](#)

Overview

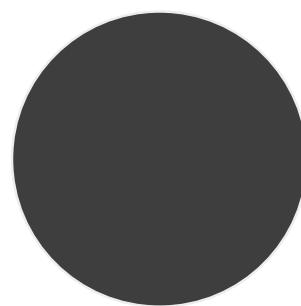
In this video I am going to discuss the third key visual element, and discuss 'Shape' as a visual element in Graphic Design.

[View shape examples ▶](#)[View logo shape examples ▶](#)[View shape in design ▶](#)

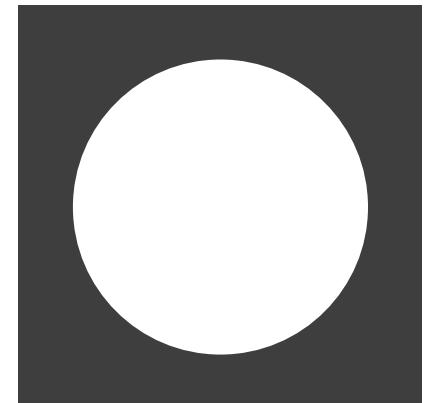
In design 'Shapes' have two dimensions and are measured by their height and width.



Shape as a line



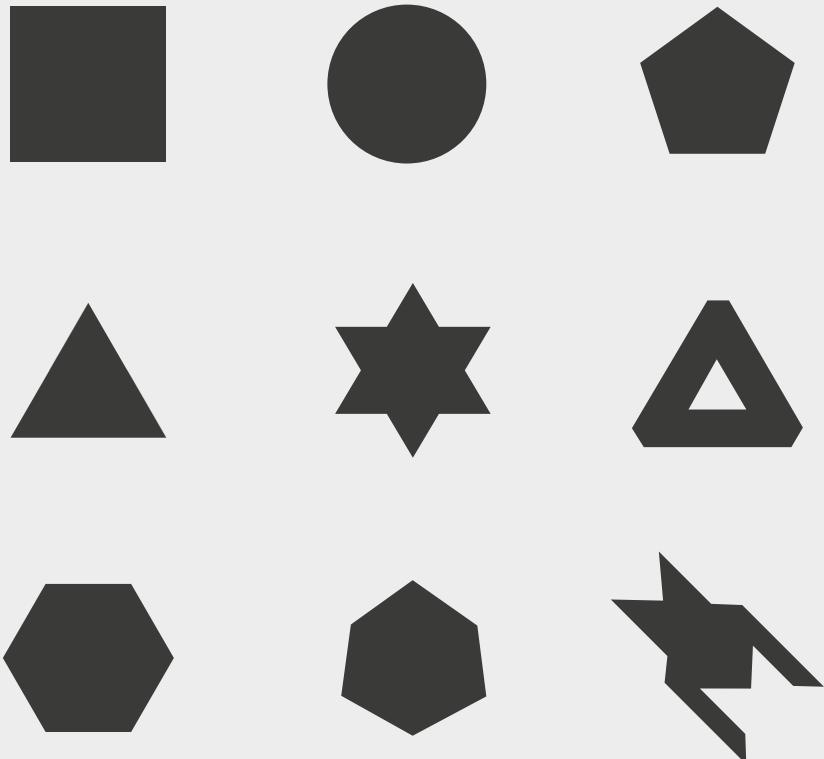
Shape in colour



Shape in negative space

Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.

Geometric shapes

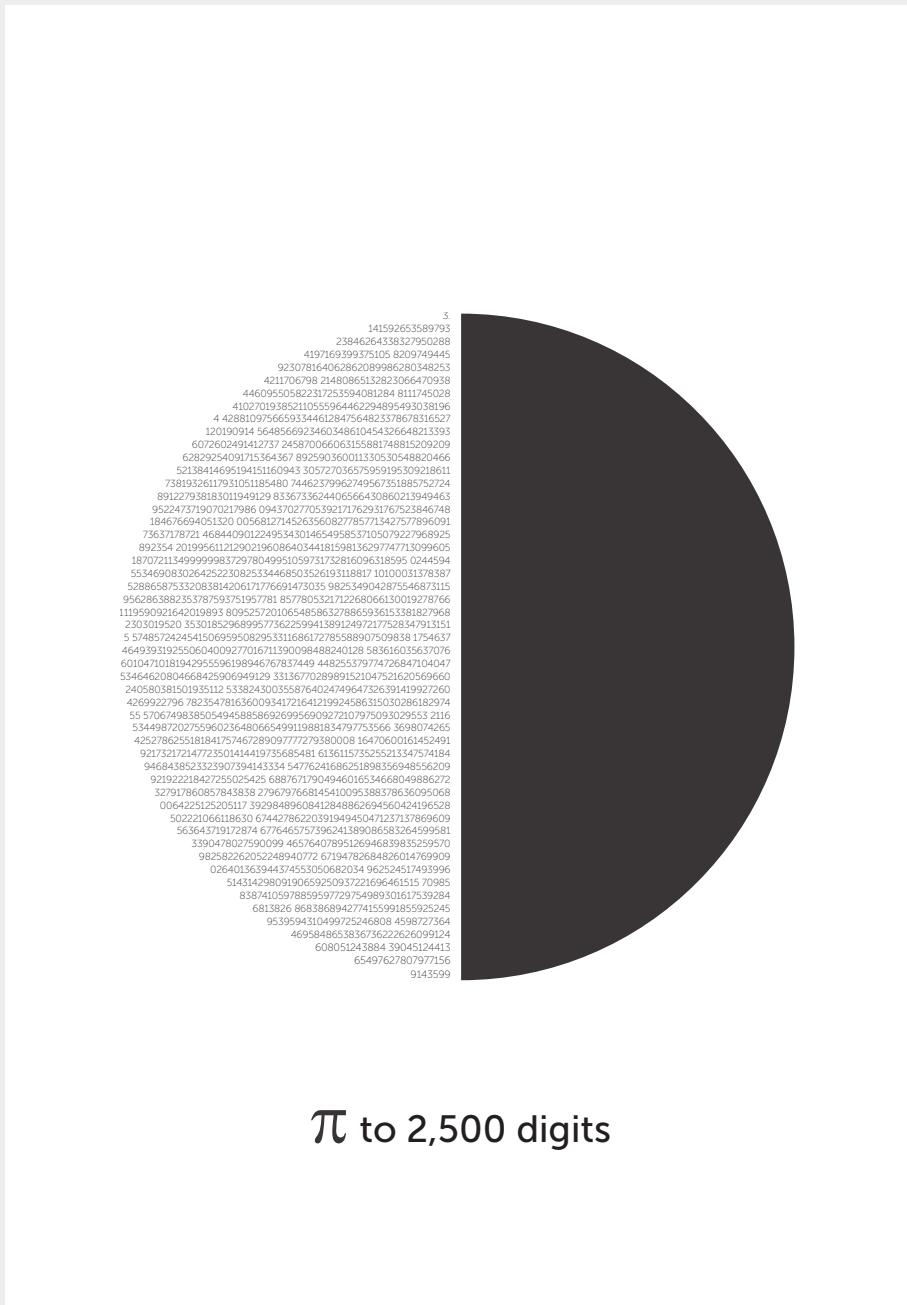


Organic shapes

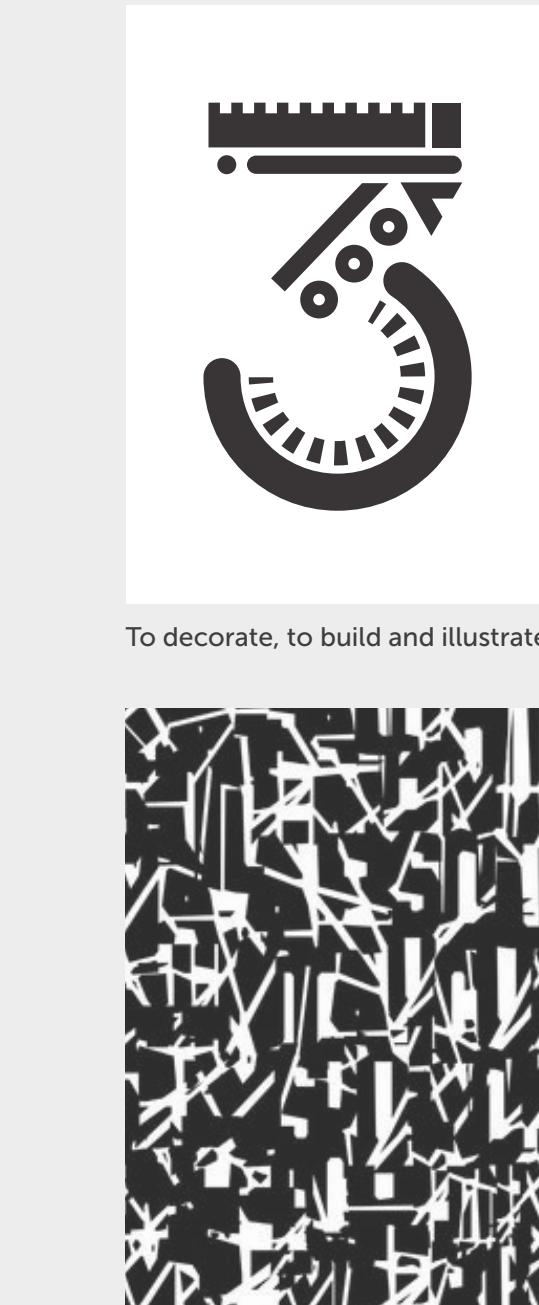




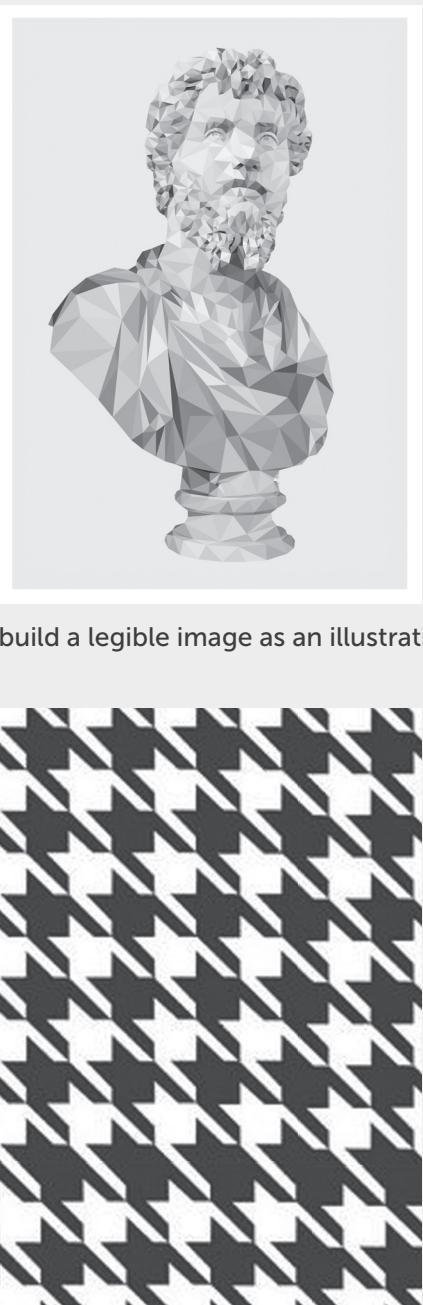
Logo shape examples.



Group of individual shapes creating an overall shape in a composition.



To create a surface image texture.



To create a surface pattern texture.

Section 1 - Graphic Design theory

Episode 5:

'Texture' Visual element of Graphic Design

[Watch video ▶](#)

Overview

In this video I am going to discuss the fourth key visual element, and discuss 'Texture' as a visual element in Graphic Design.

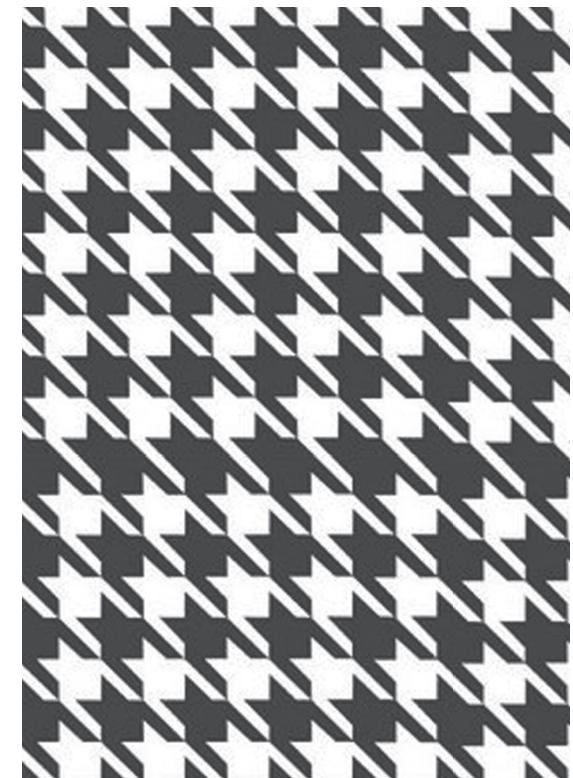
[View texture examples ▶](#)

[View pattern examples ▶](#)

In design there are 2 key types of texture:



Image textures



Pattern Texture

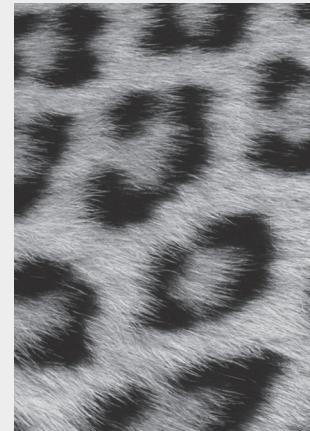
Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.

Texture examples

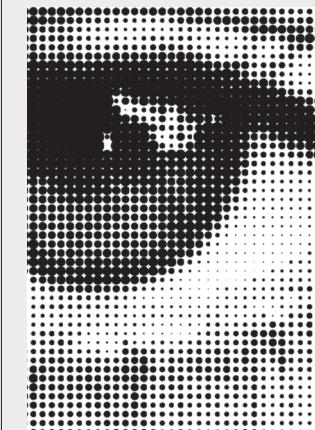
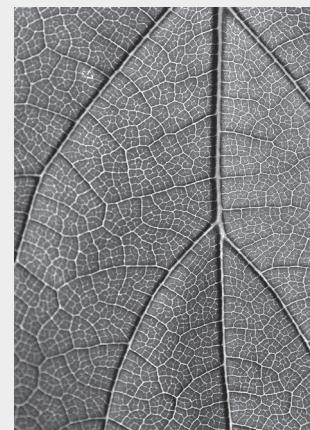
Environmental textures



Biological textures

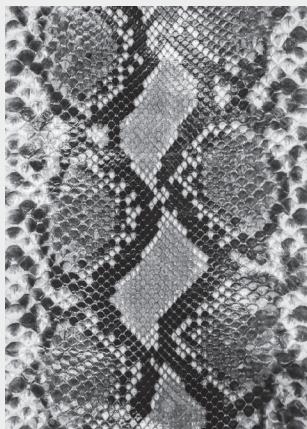
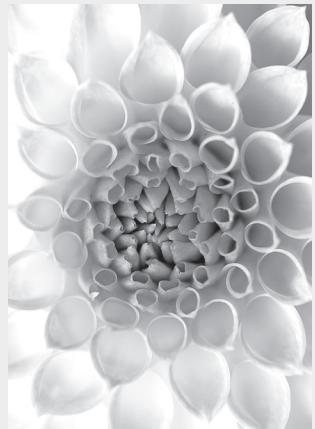
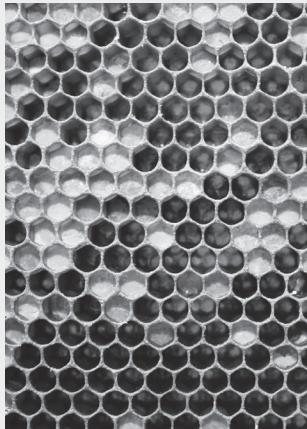


Man made textures

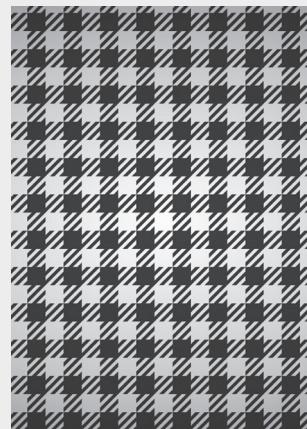
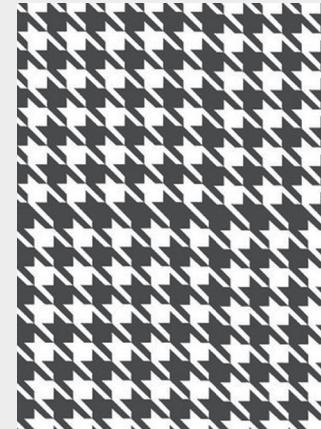
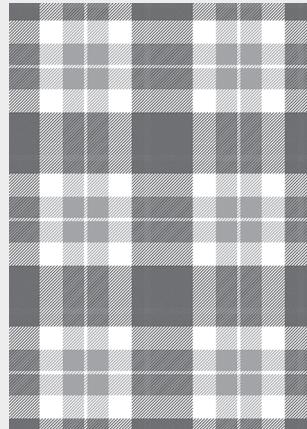


Pattern texture examples

Biological & environmental pattern textures



Man made pattern textures



Section 1 - Graphic Design theory

Episode 6:

'Space' Visual element of Graphic Design

[Watch video ▶](#)

Overview

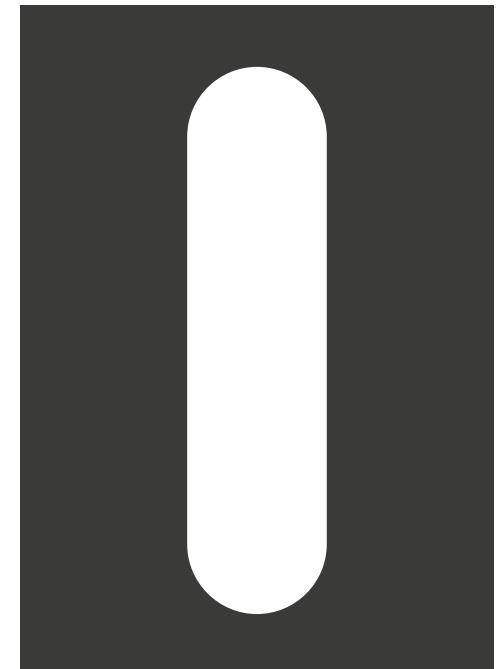
In this video I am going to discuss the fifth key visual element, and discuss 'Space' as a visual element in Graphic Design.

[View space examples ▶](#)

In design there are two types of space:



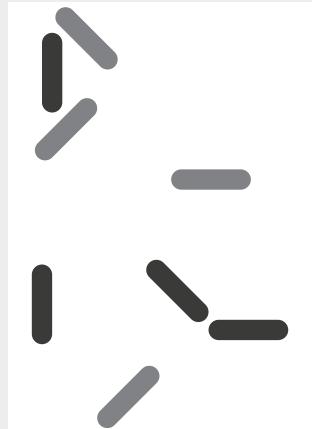
Positive space



Negative space

Space examples

Proximity



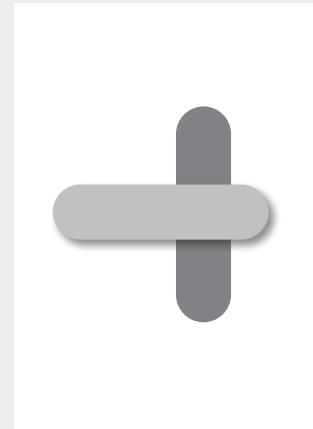
Overlap



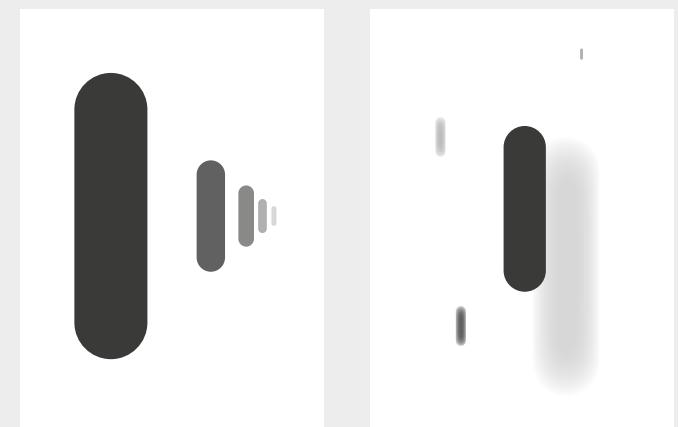
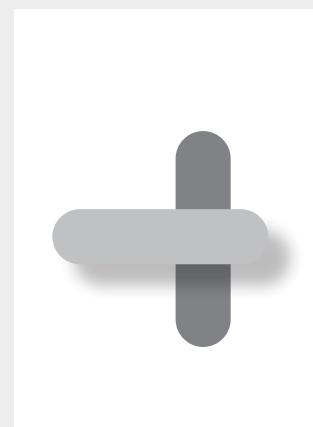
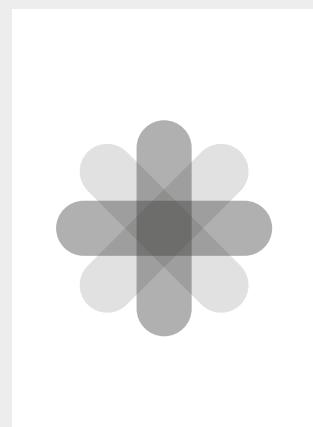
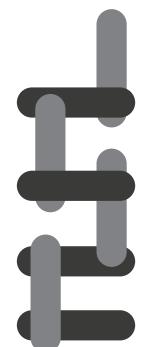
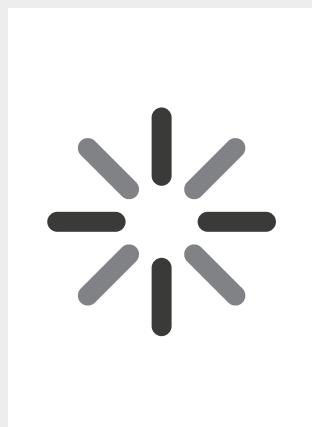
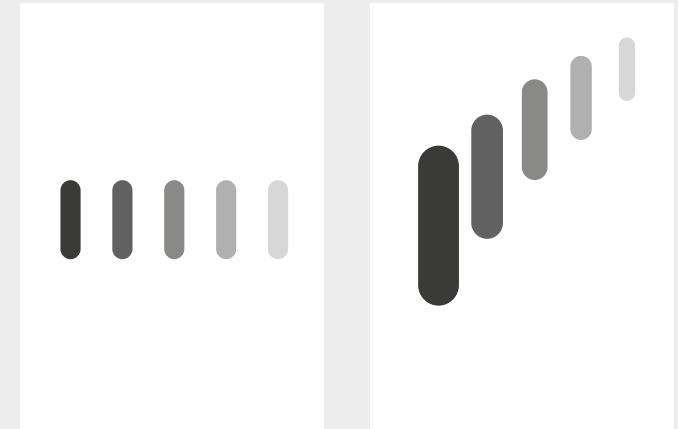
Opacity



Light & Shadow



Perspective / Depth



Section 1 - Graphic Design theory

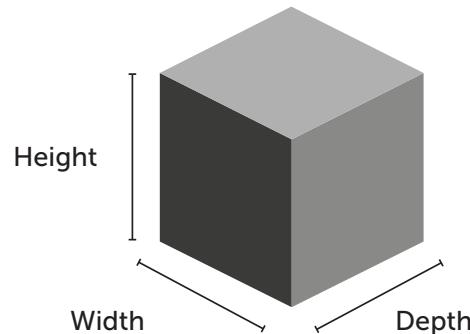
Episode 7:

'Form' Visual element of Graphic Design

[Watch video ▶](#)

Overview

In this video I am going to discuss the 6th key visual element, and discuss 'Form' as a visual element in Graphic Design.

[View form examples ▶](#)

Form is described as any three-dimensional object. 'Forms' are the 3D equivalents of 'shapes' and as such are measured by their height, width, and depth.



Shape

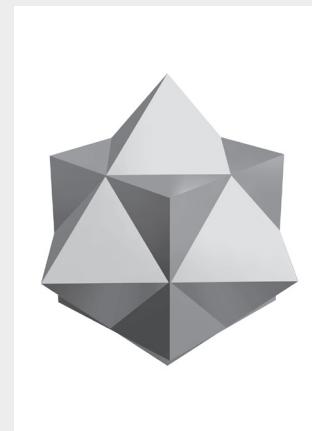


Form

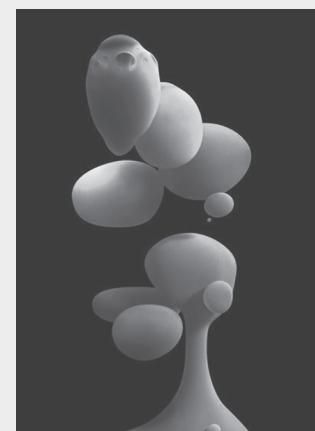
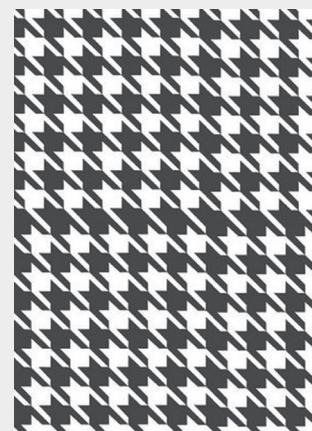
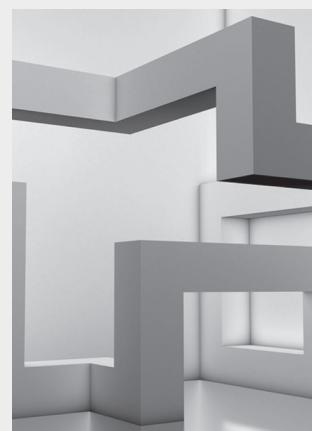
'Form' can be defined by the presence of shadows on surfaces or faces of an object and can be enhanced by tone, texture and color.

Form examples

Geometric forms



Organic forms



Section 1 - Graphic Design theory

Episode 8:

'Typography' Visual element
of Graphic Design[Watch video ▶](#)

Overview

In this video I am going to discuss the 7th key visual element, and discuss 'Typography' as a visual element in Graphic Design.

[View categorie examples ▶](#)[View design examples ▶](#)

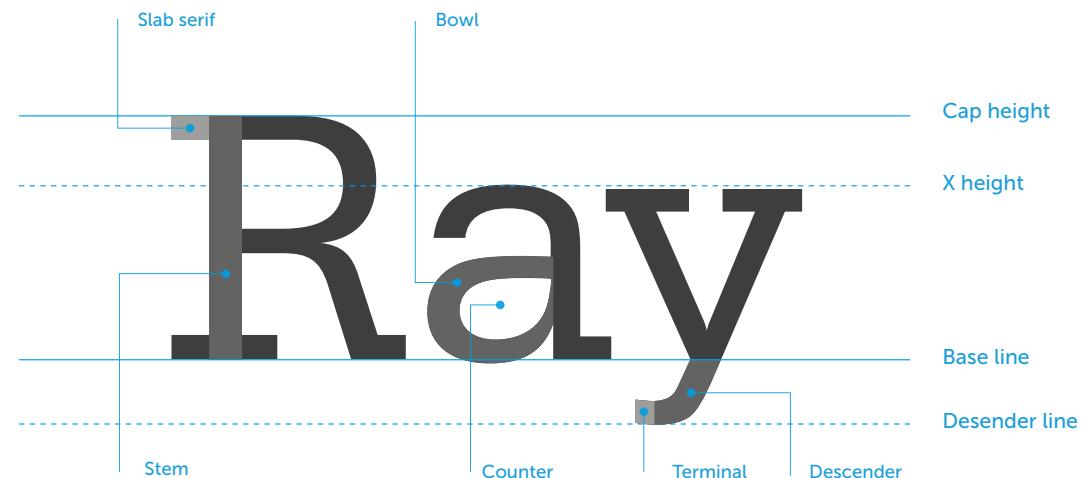
Letter R made of geometric shapes



Serifa 'R' Regular



Anatomy of type

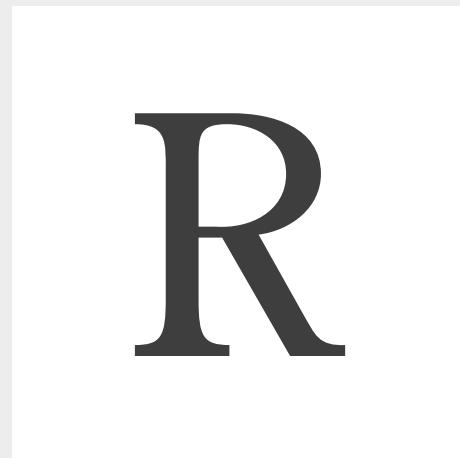


Type categorie examples

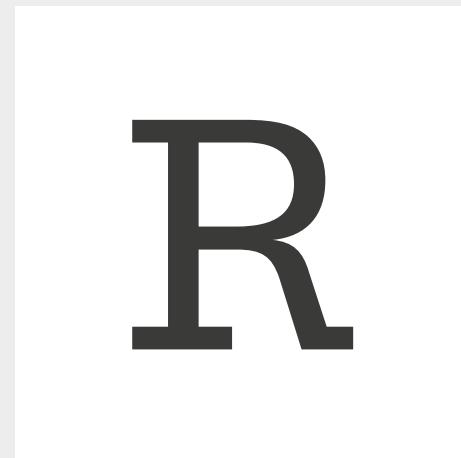
Sans Serif



Serif



Slab Serif



Rounded



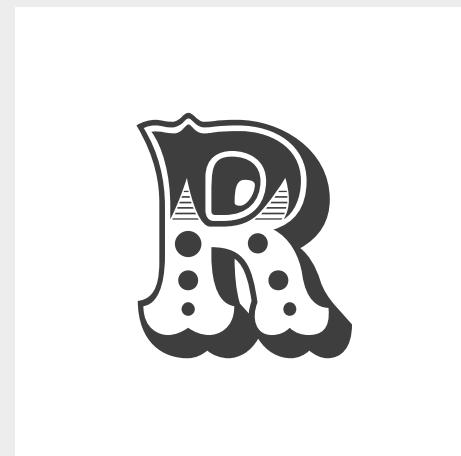
Script



Blackletter



Decorative

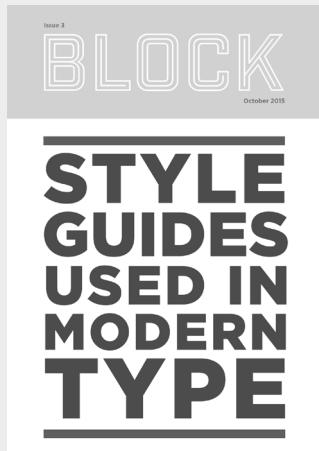
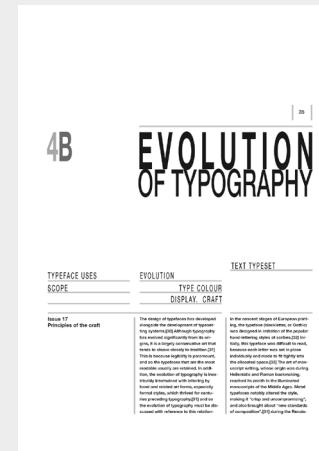
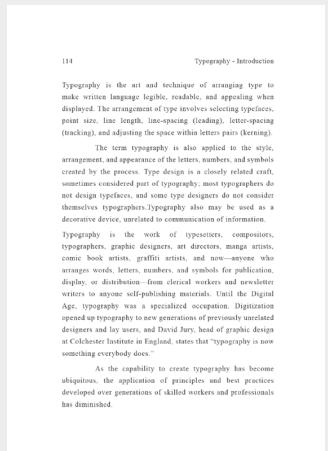


Abstract

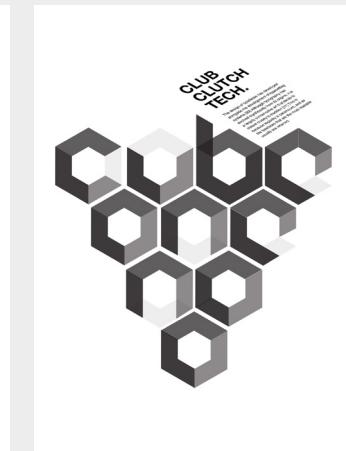


Examples of type

Functional



Decorative / Creative



Section 1 - Graphic Design theory

Episode 9:

'Contrast' Design principle of Graphic Design

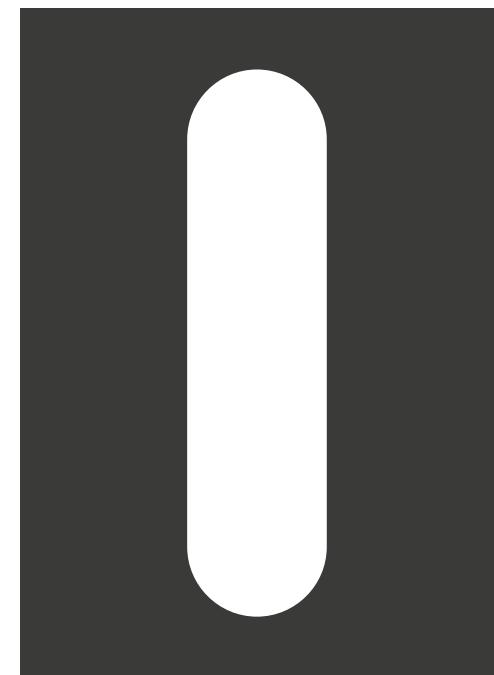
[Watch video ▶](#)

Overview

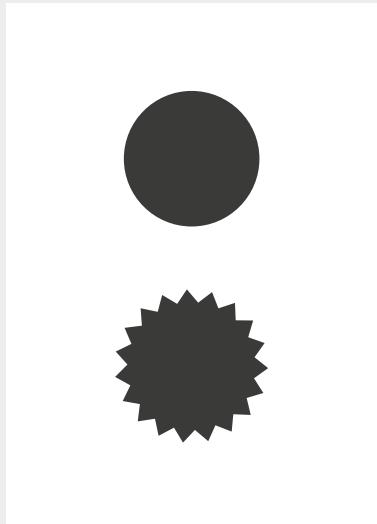
In this video I am going to discuss the 1st key design principle, and discuss 'Contrast' as a design principal in Graphic Design.

[View contrast examples ▶](#)

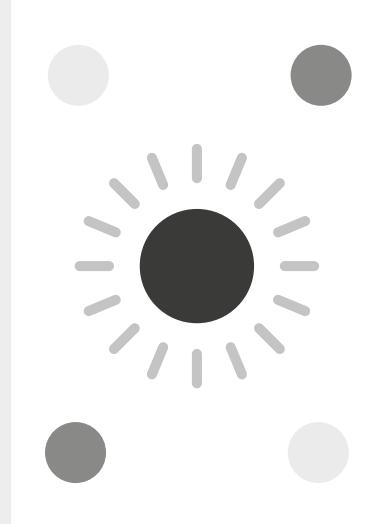
Contrast occurs when two or more visual elements in a composition are different.



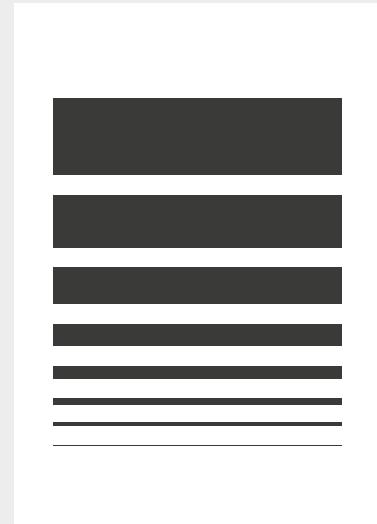
Contrast examples



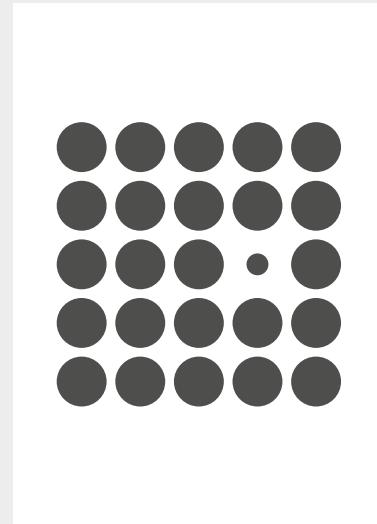
Contrast in shape



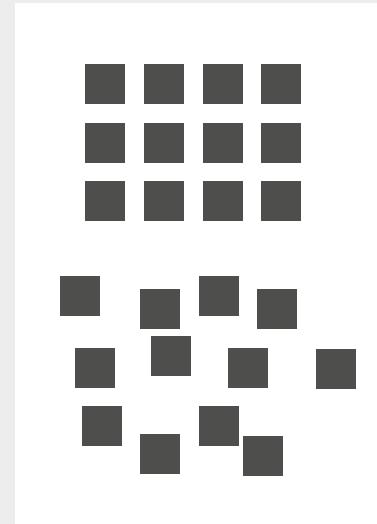
Contrast in colour



Contrast in scale



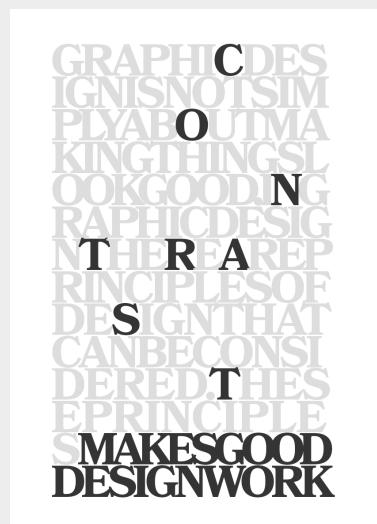
Contrast in scale



Contrast in layout



Contrast in type



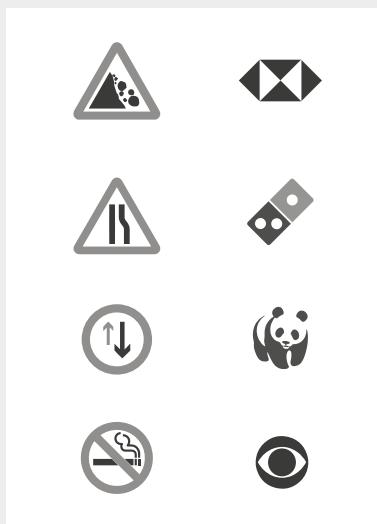
Contrast in colour



Contrast in type & alignment



Contrast in colour & type



Contrast in shapes & colour

[Section 1 - Graphic Design theory](#)

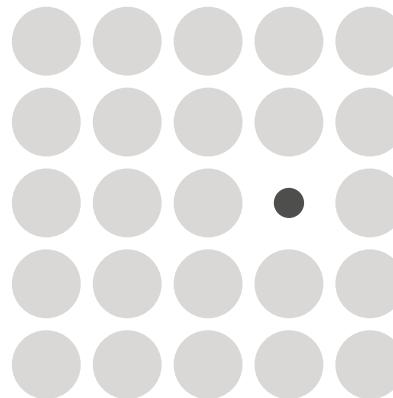
Episode 10:

'Hierarchy' Design principle of Graphic Design

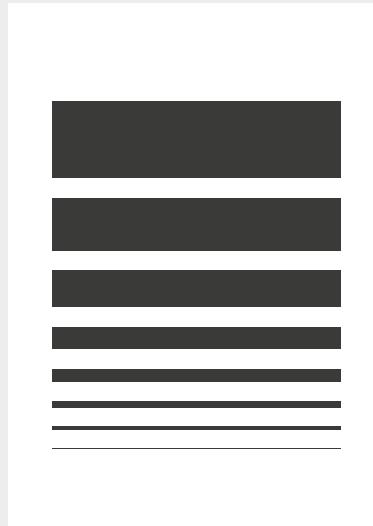
[Watch video ▶](#)

Overview

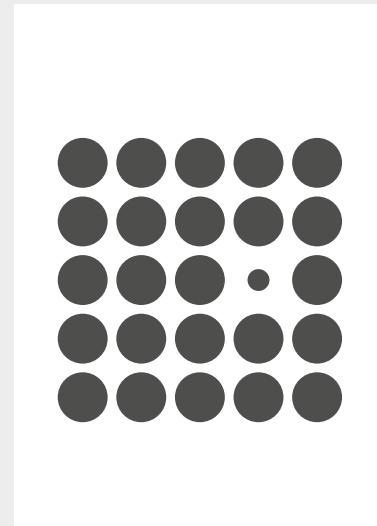
In this video I am going to discuss the 2nd key design principle, and discuss 'Hierarchy' as a design principal in Graphic Design.

[View hierarchy examples ▶](#)[View design examples ▶](#)

Basic hierarchy design principles



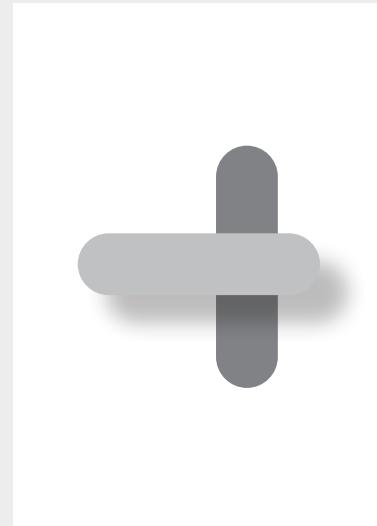
Hierarchy in scale



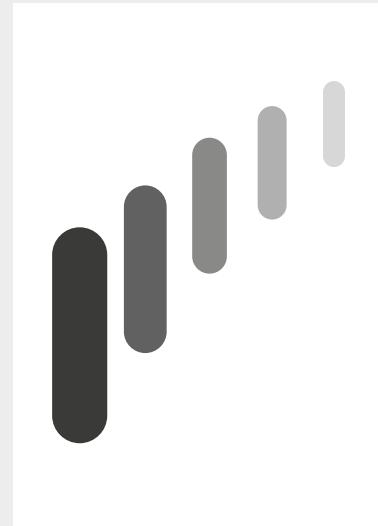
Hierarchy in scale



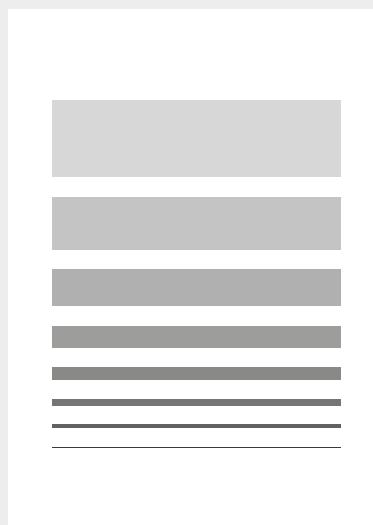
Hierarchy in colour



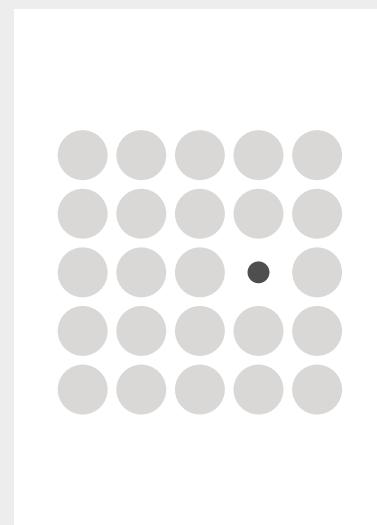
Hierarchy in space



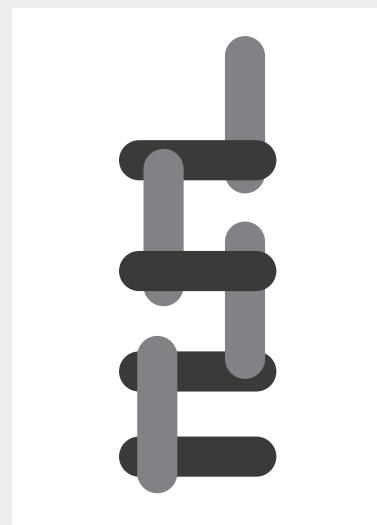
Hierarchy in perspective



Hierarchy in colour



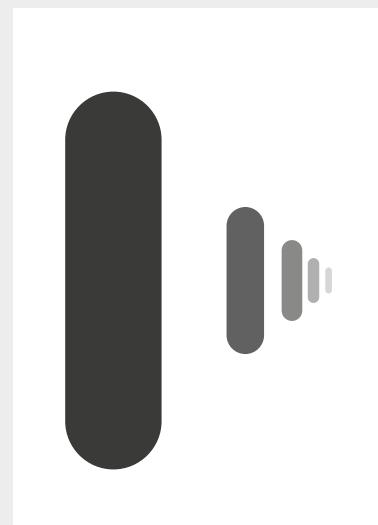
Hierarchy in colour



Hierarchy in space



Hierarchy in depth



Hierarchy in perspective

Basic hierarchy design examples

Beginners guide to Graphic Design	
Section 1 - Graphic Design theory	
101 What is Graphic Design? This section will be discussing Graphic Design and design theory. This is a great place to start when you want to know more about Graphic Design.	
Visual elements	
What is Graphic Design?	cp 1
Line: Visual element of Graphic Design / Design theory	cp 2
Color: Visual element of Graphic Design / Design theory	cp 2
Shape: Visual element of Graphic Design / Design theory	cp 4
Texture: Visual element of Graphic Design / Design theory	cp 5
Space: Visual element of Graphic Design / Design theory	cp 6
Form: Visual element of Graphic Design / Design theory	cp 7
Typography: Visual element of Graphic Design / Design theory	cp 8
Design principles	
Contrast: Design principle of Graphic Design / Design theory	cp 9
Identity: Design principle of Graphic Design / Design theory	cp 10
Alignment: Design principle of Graphic Design / Design theory	cp 11
Balance: Design principle of Graphic Design / Design theory	cp 12
Proximity: Design principle of Graphic Design / Design theory	cp 13
Repetition: Design principle of Graphic Design / Design theory	cp 14
Simplivity: Design principle of Graphic Design / Design theory	cp 15
Function: Design principle of Graphic Design / Design theory	cp 16
Section 2 - Considering a career in Graphic Design	
If you're considering a career in Graphic Design and wonder if it's right for you, I will be answering a bunch of key questions to help you decide.	
Who is Graphic Design? / Who's it for?	cp 17
Should I do Graphic Design?	cp 18
Practical skills to be a Graphic Designer?	cp 19
Psychology to be a Graphic Designer?	cp 20
Tools to be a Graphic Designer?	cp 21
Learn & Research: How do I begin as a Graphic Designer?	cp 22
How do I get a job as a Graphic Designer?	cp 23
Be inspired! How do I begin as a Graphic Designer?	cp 24
Practical How do I begin as a Graphic Designer?	cp 25
Self Education: How do I begin as a Graphic Designer?	cp 26



Lorem ipsum

Proin purus metus

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"Etiam velit metus, vestibulum bibendum sapien blandit, tincidunt faucibus justo."

Lorem ipsum

Proin purus metus

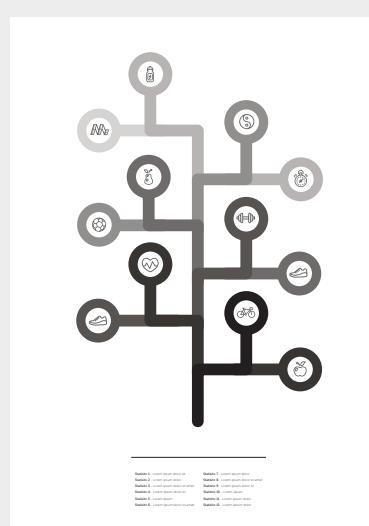
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Fusce id luctus quam. In diam metus, pharetra sit amet pulvinar in, interdum et malesuada fames ac turpis semper blandit, incidunt faucibus justo. Vestibulum sodales tigris nec venenatis elementum.

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Elam vel metus, vestibulum bibendum sapien blandit, tincidunt faucibus justo. Vestibulum sodales tigris nec venenatis elementum.

Aliquam vitae urna odio. Aenean scelerisque quis erat non natus. Maenit vitae lorem et metus imperdiet condimentum. Suscipitamus potenti. Nunc commodo feugiat nisi et amet vestibulum dapibus.



Section 2 - Graphic Design theory

Episode 11:

'Alignment' Design principle of Graphic Design

Watch video ▶

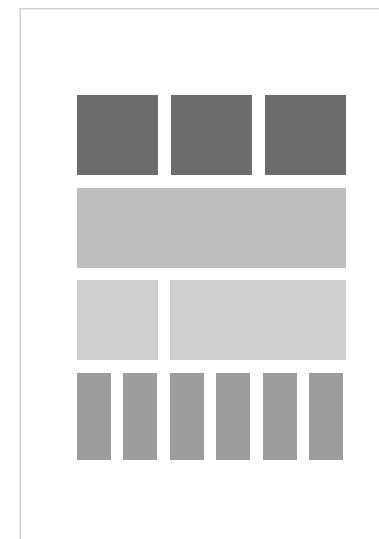
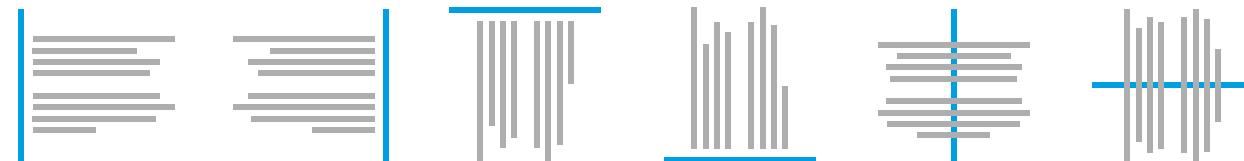
Overview

In this video I am going to discuss the 3rd key design principle, and discuss 'Alignment' as a design principal in Graphic Design.

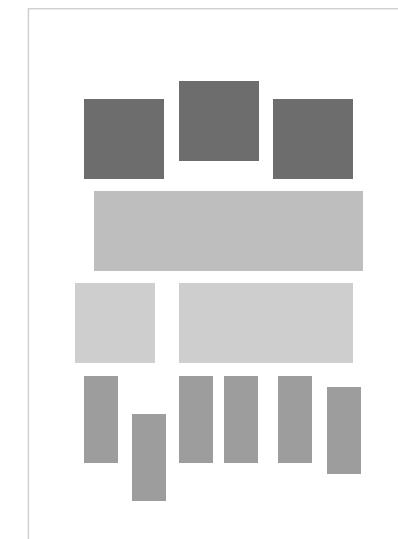
View alignment examples ▶

Alignment principles

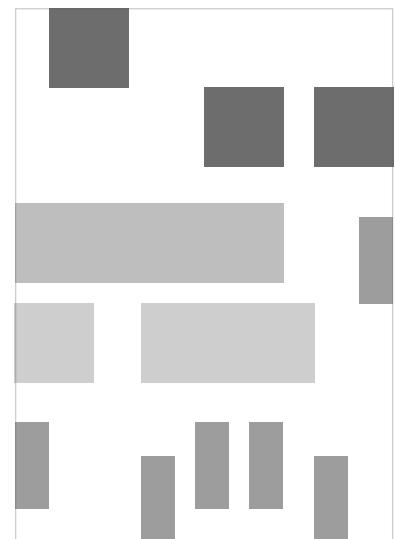
Edge & centre alignment



Good alignment



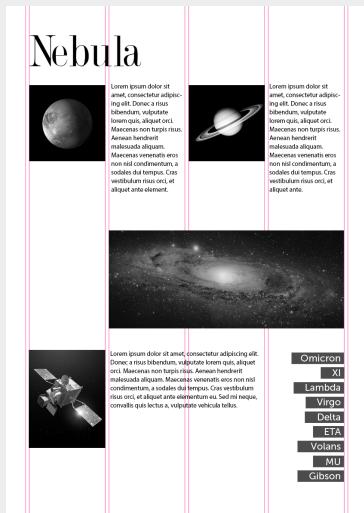
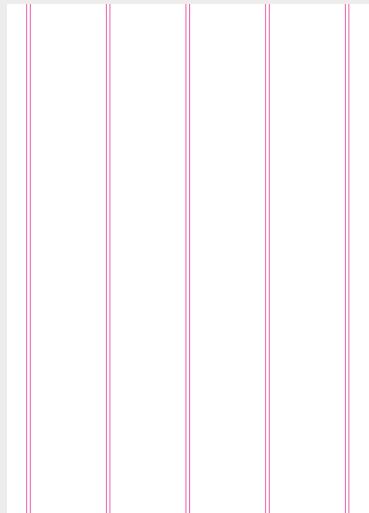
Poor alignment



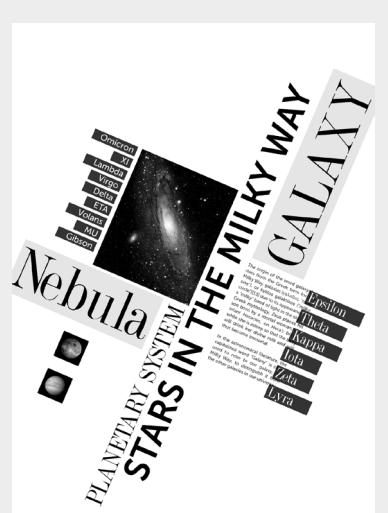
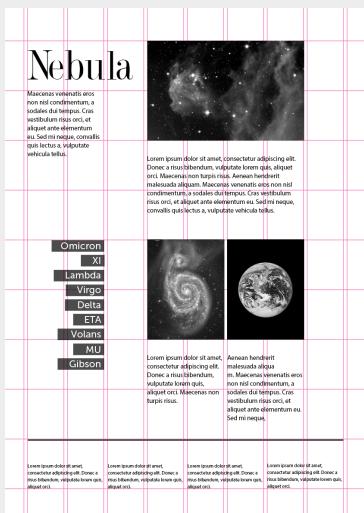
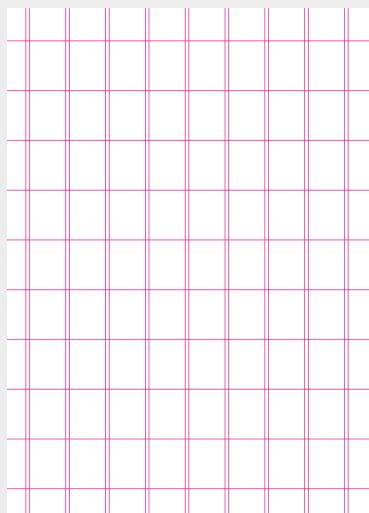
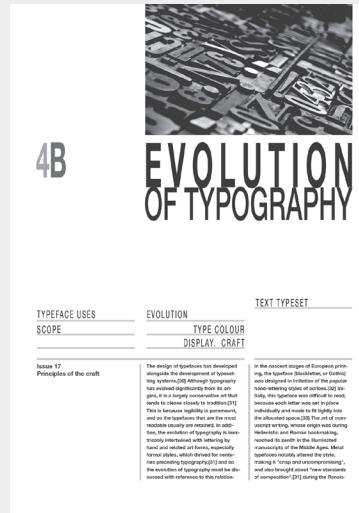
Mixed alignment

Alignment examples

Alignment to a grid



Approaches of alignment in design



**Contrast
design
very effective**

The state of being strikingly different
from something else in juxtaposition
or close association.

Graphic Contrast
10 20 30 40

**'ast in
n is
ffective**

To compare in order to show
unlikehood or differences;
note the opposite natures, purposes



Section 1 - Graphic Design theory

Episode 12:

'Balance' Design principle of Graphic Design

[Watch video ▶](#)

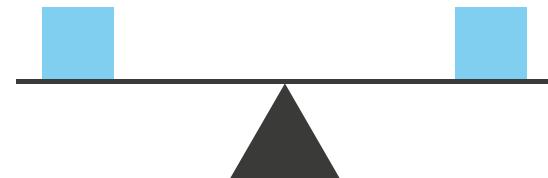
Overview

In this video I am going to discuss the 4th key design principle, and discuss 'Balance' as a design principal in Graphic Design.

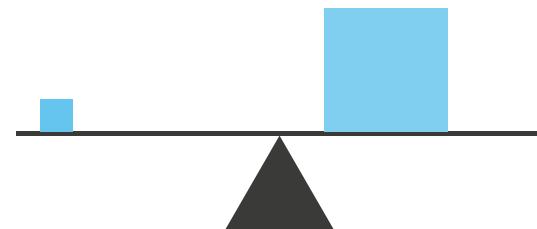
[View balance examples ▶](#)

Three main types of balance

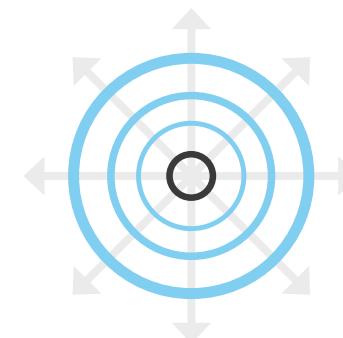
Symmetrical
balance (formal)



Asymmetrical
balance (informal)

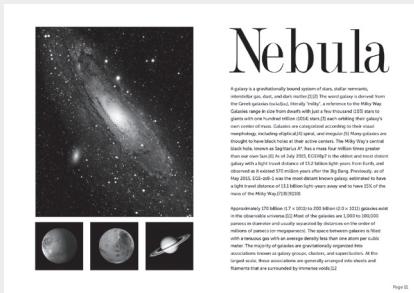


Radial balance



Balance examples

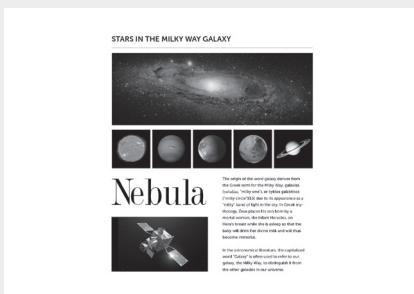
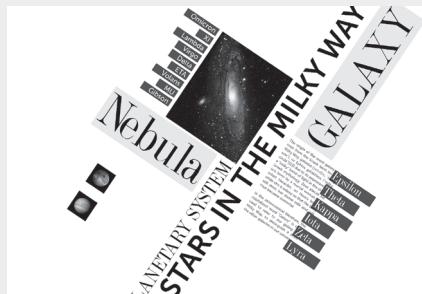
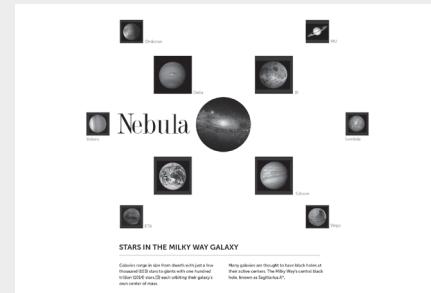
Symmetrical balance (formal)



Asymmetrical balance (informal)



Radial balance



Section 1 - Graphic Design theory

Episode 13:

'Proximity' Design principle of Graphic Design

Watch video ▶

Overview

In this video I am going to discuss the 5th key design principle, and discuss 'Proximity' as a design principal in Graphic Design.

View proximity examples ▶

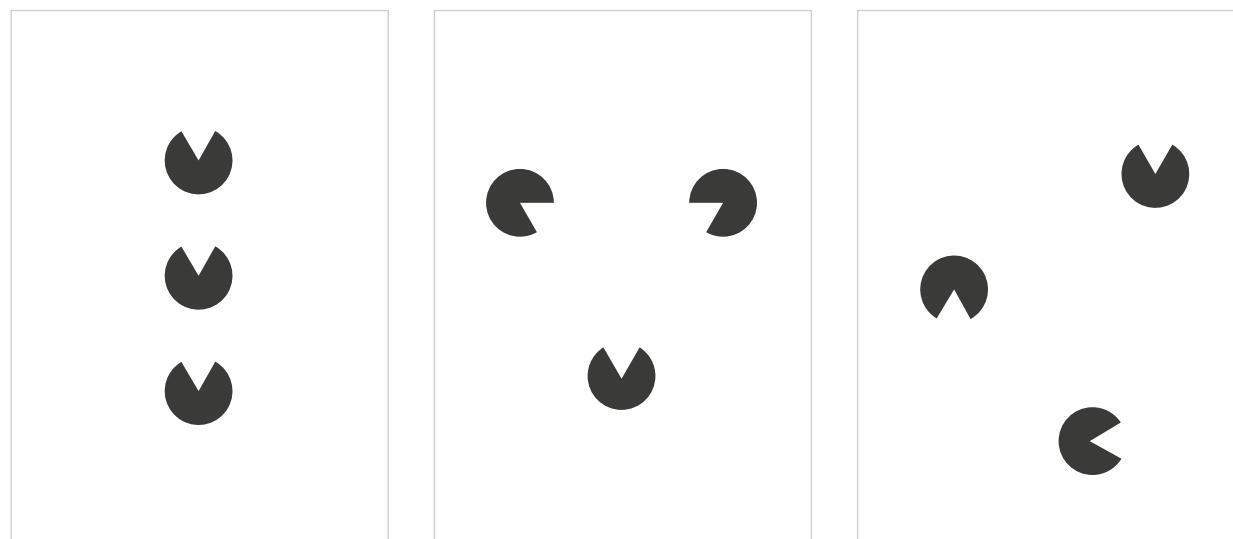
Principle

When we begin to place shapes together we create a particular relationship between them.

In this example we have three individual shapes.

If placed together in just the right proximity, negative space is made to suggest a new visual shape entirely. This gives new meaning to the individual shapes that make this composition.

If we move them apart ever so slightly, this visual, this message is lost.

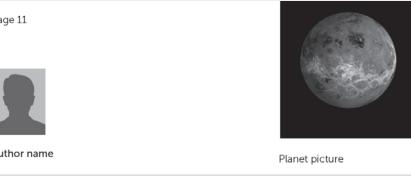


Proximity examples

Sample content, in various layouts

Layout example 1

Page 11



Author name

Planet picture

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate."

Galaxy picture

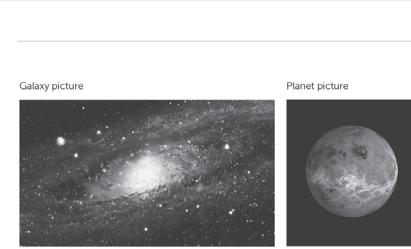
Header title

Sub title

Author name

Page 11

Layout example 2



Galaxy picture

Planet picture

Header title

Sub title

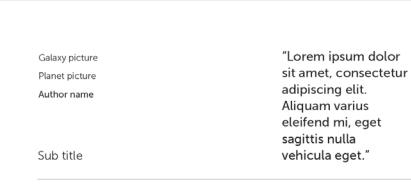
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Author name

Page 11

Layout example 3



Galaxy picture

Planet picture

Author name

Sub title

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Header title

Page 11

Author name

Galaxy picture

Header title

Sub title

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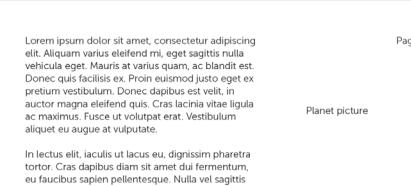
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate."

Author name

Page 11

Layout example 4

Page 11



Planet picture

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget. Mauris at varius quam, ac blandit est. Donec quis facilisis ex. Proin euismod justo eget ex pretium vestibulum. Donec dapibus est velit, in auctor magna eleifend quis. Cras lacinia vitae ligula ac maximus. Fusce ut volutpat erat. Vestibulum aliquet eu augue at vulputate."

Header title

Author name

Galaxy picture

Header title

Sub title

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Author name

Page 11

Adequate relationships are established in this layout. Elements are in close proximity in a comprehensive order.

Clear relationships are established in this layout. Elements are in close proximity in a clear order.

Elements are in close proximity but in no particular order creating a random and confusing layout.

Elements are scattered in a sporadic layout. No clear relationship between element in this layout.

Section 1 - Graphic Design theory

Episode 14:

'Repetition' Design principle of Graphic Design

[**Watch video ▶**](#)

Overview

In this video I am going to discuss the 6th key design principle, and discuss 'Repetition' as a design principal in Graphic Design.

Section 1 - Graphic Design theory

Episode 15:

'Simplicity' Design principle of Graphic Design

[**Watch video ▶**](#)

Overview

In this video I am going to discuss the 7th key design principle, and discuss 'Simplicity' as a design principal in Graphic Design.

Section 1 - Graphic Design theory

Episode 16:

'Function' Design principle of Graphic Design

[**Watch video ▶**](#)

Overview

In this video I am going to discuss the 8th key design principle, and discuss 'Function' as a design principal in Graphic Design.

Section 2 - Considering a career in Graphic Design

Episode 17:

Why do Graphic Design?

Watch video ▶

Overview

So you're wondering if you want to focus your creative energy into a career in Graphic Design?

In this video I am going to discuss some pro's and cons of Graphic Design, being a designer and becoming a designer.

Pro's:

- 01 - Creative
- 02 - Fun
- 03 - Challenging
- 04 - Educational
- 05 - Contains multiple creative disciplines
- 06 - Something to show for your hard work
- 07 - Expressive
- 08 - Rewarding
- 09 - Collaborative
- 10 - Career prospects

Con's:

- 01 - Location specific
- 02 - Competitive
- 03 - The road is long
- 04 - Learning creative software tools
- 05 - Finding the right job can be hard
- 06 - It's a desk job
- 07 - Long hours
- 08 - Working under pressure
- 09 - Have to do things you do not want and working under others direction.
- 10 - Dealing with bad clients

Section 2 - Considering a career in Graphic Design

Episode 18:

Should I do Graphic Design?

Watch video ▶

Overview

So you're thinking about getting into a creative career. With all the creative disciplines out there, you're wondering if Graphic Design is right for you.

In this episode I am going to discuss a range of creative careers and suggest a couple of key questions you can ask yourself.

I propose these questions because the answers will give you a good indication if Graphic Design is something you should consider or maybe you're more suited to another creative discipline.

Questions:

Are you good at drawing?

Can you communicate well verbally?

Can you present your work?

Do you like to research?

Do you like to problem solve?

Are you good at conceptual thinking?

Can you harness your creativity into realistic solutions?

Can you work with limitations?

Can you pay close attention to detail?

Are you happy creating commercial work?

Do you have a passion for typography?

Do you like working in teams?

Can you take direction from others?

Can you work under pressure?

Can you work to a specific brief?

Can you take criticism?

Are you prepared to work on computer most of the time?

Can you see yourself being creative for the foreseeable future?

Section 2 - Considering a career in Graphic Design

Episode 19:

Practical skills to be a Graphic Designer?

Watch video ▶

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to discuss about the practical skills required.

Now the Practical skills can be taught and acquired through practice and determination and are the typical skills that are encouraged and acquired in art school.

Practical skills:

Verbal communication

Drawing & sketching

Research

Software skills

Time management

Attention to detail

Section 2 - Considering a career in Graphic Design

Episode 20:

Psychological skills to be a Graphic Designer?

Watch video ▶

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to talk about psychological skills.

Now the psychological skills can give you an edge as a designer and help you stand out. These are skills that can in no way be taught in a classroom, these are skills that make you unique and can only come from within.

Psychological skills:

Objectiveness

Creative discipline
& Judgement

Confidence

Receive criticism

Coping with failure

Determination

Team player

Patience

Section 2 - Considering a career in Graphic Design

Episode 21:

Talent to be a Graphic Designer?

Watch video ▶

Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In the next video I am going to discuss talent qualities that will give you the edge as a Graphic Designer.

Now like with the psychological skills, these qualities can give you a serious edge as a designer. These are qualities that make you stand out. These are qualities that make you who you are, and can not be taught, only encouraged.

Talent:

- Imagination
- Curiosity
- Open mindedness
- Passion
- Conceptual thinking
- Problem solving
- Harness creativity
- Craftsmanship

Section 2 - Considering a career in Graphic Design

Episode 22:

'Learn & Research' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 1 'Learn & Research'.

Section 2 - Considering a career in Graphic Design

Episode 23:

'Collect' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 2 'Collect'.

Collect:

Found objects

Photos

Your thoughts

Books

Section 2 - Considering a career in Graphic Design

Episode 24:

'Be inspired' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 3 'Be inspired'.

Inspiration sources:

- Found objects
- Books & subscriptions
- Online inspiration
- Everyday inspiration
- Museums & galleries
- People
- Creative agencies
- Literature

Section 2 - Considering a career in Graphic Design

Episode 25:

'Practice' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 4 'Practice'.

Practice:

Practice your drawing

- Observation and still life drawing
- Copy what you see

Practicing your Graphic Design
[Mini brief]

Practise your software skills
[Imitation project]

Mini brief

Think of a local coffee shop you like, or make one up.

1 - Design or redesign a logo for that coffee shop.

2 - Define some colours, a choice of fonts, and create a theme, a brand to go with your logo.

3 - Take that brand and Design a poster to promote the coffee shop and include the logo.

4 - Take the poster design which should include your brand elements and design a menu for their coffee list.

Imitation project

Find a poster you really like or a magazine article, and attempt to copy it on the computer.

Study everything about it, and see the creative decisions the designer made. By trying to imitate the design on computer, you will not only be practising your software skills but learning about design principles.

Section 2 - Considering a career in Graphic Design

Episode 26:

'Seek Education' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 5 'Seek education'.

Section 2 - Considering a career in Graphic Design

Episode 27:

Books to read as a Graphic Designer

Watch video ➔

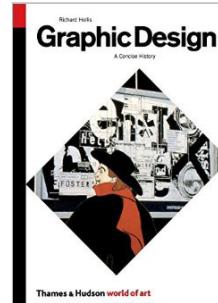
Overview

If you're interested to learn more about the field of Graphic Design, the history of Graphic Design, principals of Graphic Design, design theory, books on typography, general tips, good practice and inspiration there are a number of Graphic Design books I would recommend you invest in.

In this video I am going to list my top 10 books and give the reasons why I would recommend you read them.

[View more books](#)

Recommended books for beginners:



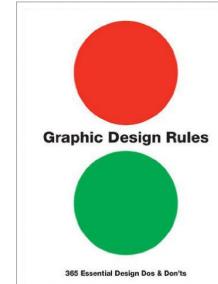
Graphic Design:
A concise history
Richard Hollis

[View book online ➔](#)



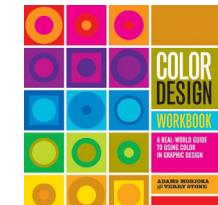
Graphic Design school:
A foundation course
David Dabner & Sandra Stewart

[View book online ➔](#)



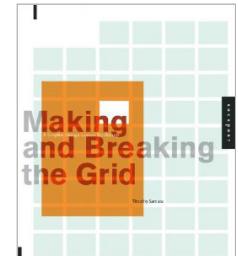
Graphic Design Rules:
365 Essential design dos
and don'ts
Stefan G. Bucher

[View book online ➔](#)



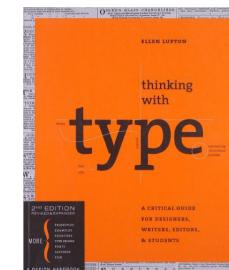
Color design
workbook
Adams Morioka

[View book online ➔](#)



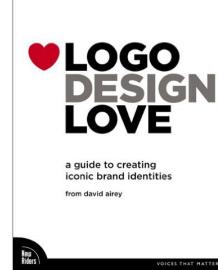
Making and
breaking the grid
Timothy Samara

[View book online ➔](#)



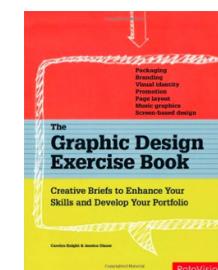
Thinking with type.
A critical guide for
designers [second
revised edition]
Ellen Lupton

[View book online ➔](#)



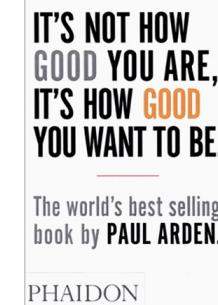
Logo design love
David Airey

[View book online ➔](#)



The Graphic
Design
Exercise Book
by Carolyn Knight
& Jessica Glaser

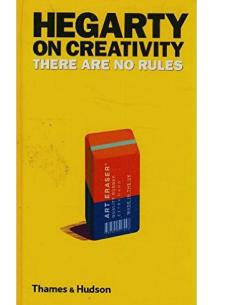
[View book online ➔](#)



It's not how
good you are,
it's how good
you want to be.
The world's best selling
book by PAUL ARDEN.

PHAIÐON

[View book online ➔](#)



Hegarty on
creativity:
There are no rules
John Hegarty

[View book online ➔](#)

Other book suggestions

Design books:



Layout essentials: 100 Design principles for using grids
(Essential design handbooks)
Beth Tondreau

[View book online ▶](#)



What to put in your portfolio and get a job: Graphic Design
Drew de Soto

[View book online ▶](#)



100 ideas that changed Graphic Design
Steven Heller

[View book online ▶](#)



How to create a portfolio & get hired: A guide for Graphic Designers & Illustrators
Fig Taylor

[View book online ▶](#)



Know your onions:
Graphic Design
Drew de Soto

[View book online ▶](#)



What they didn't teach you in design school
Phil Cleaver

[View book online ▶](#)



The Graphic Design exercise book
Jessica Glaser

[View book online ▶](#)



Work for money, design for Love
David Airey

[View book online ▶](#)



2000 Colour combinations:
For graphic, web, textile and
craft designers
Garth Lewis

[View book online ▶](#)



Creative workshop
David Sherwin

[View book online ▶](#)



What Is Graphic Design?
(Essential design handbooks)
Quentin Newark

[View book online ▶](#)



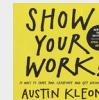
The Thames & Hudson dictionary of Graphic Design and designers (World of art)
Alan Livingston & Isabella Livingston

[View book online ▶](#)



Damn good advice
George Lois

[View book online ▶](#)



Show your work!: 10 things nobody told you about getting discovered
Austin Kleon

[View book online ▶](#)



Grid systems: Principles of organizing type
(Design Briefs)
Kimberly Elam

[View book online ▶](#)

Branding books:



Designing brand identity:
an essential guide for the whole branding team
Alina Wheeler

[View book online ▶](#)



Logo modernism (Design)
Jens Müller

[View book online ▶](#)



Logo: The reference guide to symbols and logotypes (Mini)
Michael Evamy

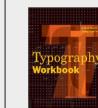
[View book online ▶](#)



Symbol (Mini)
Angus Hyland

[View book online ▶](#)

Typography book:



Typography workbook:
A real-world guide to using type in Graphic Design
Timothy Samara

[View book online ▶](#)



Type on Screen: A critical guide for designers, writers, developers, & students
Ellen Lupton

[View book online ▶](#)



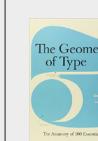
Just my type:
A book about fonts
Simon Garfield

[View book online ▶](#)



Fifty typefaces that changed the world:
design museum fifty
John L. Walters

[View book online ▶](#)



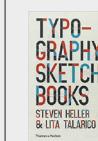
The geometry of type: The anatomy of 100 essential typefaces
Erik Spiekermann

[View book online ▶](#)



Drawing type: An introduction to illustrating letterforms
Alex Fowkes

[View book online ▶](#)



Typography sketchbooks
Steven Heller

[View book online ▶](#)



Type matters!
Jim Williams

[View book online ▶](#)



Type: New perspectives in typography
Scott Williams

[View book online ▶](#)



Type and Typography (Portfolio)
Phil Baines & Andrew Haslam

[View book online ▶](#)

Section 2 - Considering a career in Graphic Design

Episode 28:

Education to be a Graphic Designer

Watch video ▶

Overview

You may be wondering:

What subjects, should I study at school?

What should I do after school?

**Do I need to go to college, Art school
or university**

and if so

What will I do at University / art college?

In this video I am going to discuss these questions
and I'll be recommending some approaches and
things you can keep in mind.

In this video ill also be sharing my experience,
and opinions on your education options.

Section 2 - Considering a career in Graphic Design

Episode 29:

Do I need to go to
University / Art College
to be a Graphic Designer

Watch video ▶

Overview

So you're thinking about a career in Graphic Design and you're wondering if you really need to go to University or Art college.

In this video I am going to discuss the Pro's and Cons of seeking higher creative education. In this video I'll also be sharing my experience, and opinions on higher education, why I think it's important and why I would encourage anyone who has the opportunity to do it.

Section 2 - Considering a career in Graphic Design

Episode 30:

Qualifications to be a Graphic Designer

[**Watch video ▶**](#)

Overview

In this video I am going to discuss the qualifications you will need to be a graphic designer.

Section 3 - Becoming a Graphic Designer

Episode 31: Equipment to be a Graphic Designer

Watch video ➤

Overview

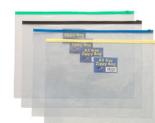
Graphic Design is a very broad and diverse creative discipline. Depending on your preferred design process or the project you're undertaking you will need a variety of equipment.

In this video I am going to discuss the equipment I use and how I use it, all of which I would recommend to you.

[View essential equipment](#) ➤

[View accessory equipment](#) ➤

Essential equipment:



Accessory equipment:



Essential equipment



Staedtler
mars micro,
graphic pencil
0.3mm, 0.5mm

[More info online ▶](#)



Staedtler Triplus
Fineliners case

[More info online ▶](#)



Fold back clips

[More info online ▶](#)



Swann Morton
no3 handle

[More info online ▶](#)



Staedtler
lumocolor
permanent markers
Superfine, Fine,
Medium, Bold

[More info online ▶](#)



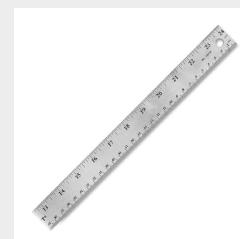
Pentel micro
tipex

[More info online ▶](#)



Post it notes

[More info online ▶](#)



Westcott
stainless
steel ruler

[More info online ▶](#)



Staedtler Triplus
Fineliners

[More info online ▶](#)



Goldline layout
Pad A4 / A3

[More info online ▶](#)



Sticky neon
indexing
bookmark tabs

[More info online ▶](#)



Am-Tech A3
cutting mat

[More info online ▶](#)



Letraset Pro
markers

[More info online ▶](#)



Chartwell graph
Pad A4 /
50 Sheets

[More info online ▶](#)



Scrapbook folder
Daler-Rowney
Earthbound
Portfolio A3

[More info online ▶](#)

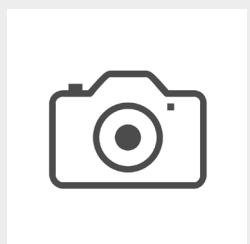


Zip document
wallet job folders

[More info online ▶](#)

Essential equipment

Accessories



Suitable camera



Adequate computer



Creative software tools

[More info online ▶](#)



Synthetic Material Sketch Bag

[More info online ▶](#)



Highlighters chisel tip

[More info online ▶](#)



Printer - Canon PIXMA iP7250 Colour Inkjet Printer

[More info online ▶](#)



Prestige Cartridge PGI-550XL / CLI-551XL Ink Cartridges

[More info online ▶](#)



Scanner - Canon CanoScan

[More info online ▶](#)



Telescopic transport tube

[More info online ▶](#)



Wacom Bamboo splash pen tablet

[More info online ▶](#)



Spyder4 PRO Advanced colour calibration

[More info online ▶](#)



Craft box

Section 3 - Becoming a Graphic Designer

Episode 32:

What programs do I need to be a Graphic Designer?

Watch video ▶

Overview

As a Graphic Designer depending on what job you're doing, you will have to use particular design software.

In this video I am going to discuss the creative software tools you will need as a Graphic Designer, and which software you might use for which design scenario.

Section 3 - Becoming a Graphic Designer

Episode 33:

The Graphic Design portfolio

Watch video ▶

Overview

I often get asked question about the Graphic Design portfolio,

Questions like?

What makes, for a good portfolio?

Whats the best type of portfolio? Print or digital?

Do I need a website?

How many projects do I include?

What If i don't have any projects to show?

What are employers looking for?

How much type do I include?

What's the best program to use to build my portfolio?

So In this video I am going to discuss the Graphic Design portfolio and answer these questions. In this video I'll also be sharing my experience, and offer some tips to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 34:

Print or digital Graphic Design portfolio

Watch video ▶

Overview

2 questions I often get asked are,

What portfolio should I use, print or digital?

and

Which one is best?

Well the answers to these questions vary depending on what type of designer you consider yourself to be and the approach you take to look for jobs, apply for jobs and present at interviews.

So In this video I am going to discuss the print and digital Graphic Design portfolio and recommend which strategy is best for which type of Graphic Designer.

Section 3 - Becoming a Graphic Designer

Episode 35:

The Graphic Design CV

Watch video ▶

Overview

I often get asked a lot of question about the Graphic Design CV.

Questions like:

What makes for a good CV?

What type of CV is best, Print or digital?

What should I include?

How many pages should it be?

How much type do I include?

What are employers looking for?

Whats the best program to use to build the CV?

So In this video I am going to discuss the Graphic Design CV and answer these questions. In this video I'll also be sharing my experience, and offer some tips for you to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 36:

Career change to be a Graphic Designer?

Watch video ▶

Overview

If you're currently in a different creative career, or perhaps you have not gone through the traditional creative education process, you don't have any creative qualifications and you're wondering:

'Is it too late for me to be a Graphic Designer?'

'Where Do I begin?'

and

'Do I need to go back to school?'

In this video I am going to discuss these questions and I'll be recommending some approaches and things you can keep in mind. In this video I'll also be sharing my experience, and advice on your education options.

Section 3 - Becoming a Graphic Designer

Episode 37:

'Apply your skills' How do I begin as a Graphic Designer

Watch video ▶

Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect,
Step 3 Be inspired, Step 4 Practice,
Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if you're older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 6 'Apply skills'.

Section 3 - Becoming a Graphic Designer

Episode 38:

How to find a job as a Graphic Designer?

Watch video ▶

Overview

Now I often get asked the question

"How do I find a Graphic Design job?"

In this video I am going to attempt to answer this question and talk from experience and give some tips and advice to keep in mind.

Section 3 - Becoming a Graphic Designer

Episode 39:

Interview preparation to be a Graphic Designer

Watch video ▶

Overview

Often get asked the question:

"What things can I do to best prepare for a design interview?"

In this video I am going to attempt to answer this question and share some of my experiences and offer some tips you can do to help prepare for a Graphic Design interview.

Prepare for your presentation:

- Practice your portfolio presentation
- Be prepared to only talk about 3 of your projects
- Tailor your portfolio
- Have the portfolio ready on device
- Have examples at the ready
- Have something to leave behind after the interview

Prepare for questions:

- Clue up on the company before hand
- Have a few projects of theirs in mind to talk about
- Know what your ideal project would be
- Know what you want to achieve at the company
- Have at least 6 questions for them

Section 3 - Becoming a Graphic Designer

Episode 40:

Questions you're asked at a Graphic Design Interview

Watch video ▶

Overview

At an interview you will typically be asked a range of questions. In this video I am going to share some of the questions I have been asked at interview and list some others you can consider asking yourself in preparation for a Graphic Design interview.

For this video I have broken the questions into four categories

Personal questions

Company questions

Design experience questions

Work experience questions

View more questions ▶

Questions asked at a Graphic Design interview

Personal questions:

- 1** Why have you chosen Graphic Design as a career?
- 2** Who inspired you to become a Graphic Designer?
- 3** Name a designer who has inspired you?
- 4** What are your 3 strengths, and what are your 3 weaknesses?
- 5** Of all your projects, which one represents you the best, and why?
- 6** If you had to redo one of your projects, which one would it be and how would you do it?
- 7** What are your goals for personal development, and what steps have you taken to accomplish these goals?
- 8** Which brand would you love to work on, and why?
- 9** Given the freedom what would your ideal project be?
- 10** What do you see yourself doing in 5 years? What are your goals?

Questions asked at a Graphic Design interview

Company questions:

- 1** What do you know of us?
- 2** Why do you want to work for this agency?
- 3** What's your favourite piece of work we have done?
- 4** Which one of our clients would you like to work on?
- 5** Why do you think you are suitable for this role?
- 6** What do you want to achieve at this agency?
- 7** What challenges are you looking for in this position?
- 8** You may be given strict parameters for your designs. Will that stifle your creativity?
- 9** How comfortable are you being told what to design?
- 10** How comfortable are you meeting and presenting to clients?

Design experience questions:

- 1** What were your biggest creative achievements in your last creative role.
- 2** What is your typical approach to a design brief?
- 3** How much time should be dedicated to research?
- 4** What would you approach be to meet a deadline for 5 hours?
- 5** What would you approach be to meet a deadline for 5 weeks?
- 6** How many design ideas do you usually sketch before choosing one?
- 7** Tell us a time, you had to compromise on a project, and how you dealt with it?
- 8** How would you tackle something you have no experience at?
- 9** Do you prefer working alone or in a team and why?
- 10** List some of the designs you have created, and their success?

Work experience questions:

- 1** Why did you leave your last job?
- 2** If a client disagreed with you, but you know it's a good idea, how would you convince them it's a good direction?
- 3** Have you ever been in a leadership role? Please explain the situation.
- 4** How do you cope under pressure?
- 5** How do you work with others?
- 6** Tell us a time you worked in a team and how you worked together to accomplish a task?
- 7** Can you present to a room of 20?
- 8** How do you deal with criticism?
- 9** Which software do you prefer to work with and why?
- 10** What do you enjoy most about working as a Graphic Designer?

Section 3 - Becoming a Graphic Designer

Episode 41:

Questions to ask at a Graphic Design interview

Watch video ▶

Overview

typically you will want to ask questions about the agency, the role you're applying for and questions about career prospects within the agency.

In this video I am going to list a bunch of questions you can consider asking an agency at the end of an interview.

For this video I have broken the questions into three categories:

Agency questions

Job role questions

Career prospect question

[View more questions](#)

Questions to ask at a Graphic Design interview

Agency questions:

- 1** What are the factors that really drive results for this agency?
- 2** What clients are the agency looking to get in future?
- 3** What team building programs do you have?
- 4** How does the team work together? Is it collaborative or more instructional?
- 5** How much time is typically allocated to design briefs?
- 6** How often do you pitch for new work and clients?
- 7** What does the agency pride itself on most?
- 8** How would you describe how creative decision-making gets done at this agency?
- 9** What is this agency most passionate about?
- 10** What are the common attributes of your top performers?

Questions to ask at a Graphic Design interview

Job role questions:

- 1** What are you looking for in the candidate?
- 2** What are the main skills you are looking for in the applicant?
- 3** Who will the candidate be working with, and reporting to?
- 4** What sort of work will be expected of this candidate?
- 5** Will this role involve dealing with clients?
- 6** What responsibilities are involved?
- 7** How many projects will I typically be working on?
- 8** What level of creative freedom will there be?
- 9** What's the worst thing about working here?
- 10** What do you see as the biggest challenge for this new candidate?

Career prospect questions:

- 1** Are opportunities available for me to develop new skills.
- 2** Do you offer training opportunities?
- 3** Will I get to learn from senior designs?
- 4** What are the opportunities to progress?
- 5** If a designer works well, do you consider them for promotion?
- 6** If the candidate progresses as you like, what would be the next step in being in this agency?
- 7** If I get the job, how do I earn a "gold star" on my performance review?
- 8** What criteria will be used to assess my performance?
- 9** What have previous designers gone on to do?
- 10** After everything you have seen and heard, do you see me as a good fit for this agency?

Section 3 - Becoming a Graphic Designer

Episode 42: Interview tips to be a Graphic Designer

Watch video ➤

Overview

In this video I am going to share some of my experiences and offer some tips you can keep in mind to help you have a successful interview.

For this video I am going to separate my tips into four sections:

Character tips

Presentation tips

Essential do's

Essential don'ts

Character tips:

Show up exactly on time

Memories the names of the people you will be meeting before you arrive

Give a good firm handshake

Eye contact, with everyone

Take your time answering questions

Where you lack experience make up for in eagerness to learn

Presentation tips:

Stand up and present

Start on a high

Talk in detail about your work:

- Say what you did, your involvement in the project.
- If you worked in a team talk about who was involved
- Talk about the challenges you faced
- Talk about your inspirations
- If you can, show your design process and talk about your research method
- Explain your design decisions

- Talk about how long it took to develop
- Explain how it satisfied the brief
- Did you exceed expectations?
- Finish with any success stories, how did the design benefit them, and how?

Talk calmly and anticipate questions.

Show print examples

End on a high

Essential do's:

Ask questions

Pull out a note pad/sketch book and take notes

Ask for a business card

Leave your business card or something interesting behind.

Essential don'ts:

Don't moan or criticise your last job or people you worked with

Dont talk about money

Don't talk about holiday

Don't appear desperate for the job

Section 4 - Graphic Design and beyond

Episode 43:

What's the industry like for a Graphic Designer?

[**Watch video ▶**](#)

Overview

In this video I am going to talk about the position system in Graphic Design and the typical career options within the industry.

Section 4 - Graphic Design and beyond

Episode 44:

Further your Graphic Design career

Watch video ▶

Overview

One of the key ways to progress is through Career development.

In this video I am going to discuss some of the options you can consider to become a pro Graphic Designer and how to take your career in a new direction.

Options you can consider:

Simply become better at your job

Rise the ranks

Specialise

Network and use Social media

Become Freelance

Start your own business

Section 4 - Graphic Design and beyond

Episode 45:

Education to further your Graphic Design career

Watch video ▶

Overview

In this video I am going to discuss some of the education options you can consider to help develop your Graphic Design career.

Education to consider:

Take evening classes
(recommended)

- Screen printing
- Photography
- Life drawing and painting
- Sculpture
- Software courses

Watch video tutorials

Read more

Attend galleries and exhibitions

Undertake a Master's Degree



Design & digital arts
Creative video tutorials



Beginners guide to Graphic Design series created
and composed by Gareth David of garethdavidstudio.com
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Website: garethdavidstudio.com **Contact:** creative@garethdavidstudio.com