**Types of Graphic Design**

1. Branding Design: 1st think a brand name then according to that name create Logo, then according to that color, text, theme Packaging, Visiting Card, Letter head (A4 page), Bags, Bottles, Icons (favicon), Pens, T-shirts, Cap, Magazine front page (A4), ID card

Write what was the concept behind (Why) you chose that brand name, the reason for creating that type of logo, color, text, theme etc (2-3 lines)

2 samples of branding design

Re-branding Design: Choose any existing brand name and then according to you design that brand logo, and all of those

1. Advertising:

Social Media Post Design: Instagram, Facebook, YouTube (take any existing brand) create post for existing brand

Minimal type based, typography based, product based

1. Packaging Design
2. Outdoor Design: Hording Design, Flex Design
3. Print Publication Design
4. UI Design
5. Motion Graphic Design
6. Art and illustration: Concept art provides creativity
7. Photo, Video editing, manipulation

**Free Downloadable Product Mockup Tools:**

1. Mockupbro.com
2. Smartmockups.com

**Free Online Photoshop Alternative Tool:**

1. Photopea from photopeamockups website I can download mockup psd template

Task 1:-

Gym Banner

Brand Name: Shape Up Fitness

Content:

Stay strong live fit

Free Muscles Lifting Training Session

Limited seats available

Button: Book Now!

Brand website link, social media handles

Task 2:-

Valentines Day Poster of a Ring Garment Shop

Brand Name: Logo

Content:

Gift Your Love

Flat 40% off

Valid for Today

Button: Avail Now!

Content: for any product website where discount is given

Avail Now!

Brand Website with icon

#FF99CC

#FFC9E4, #9E0909

Flat 20% off on every purchase

Flat 20% discount on leather shoes/ any product

Discount Up to 50% OFF

Other Content

DISCOUNT ALERT

SALE IS LIVE

SPECIAL OFFER

SPECIAL DISCOUNT

SUMMER/ WINTER SALE

WEEKEND SALE

NOW OR NEVER

HURRY!

Don’t miss out this Offer

**Content before Buy Now/ Shop Now/ Order Now/ Avail Now/ Book Now/ Check Now/ Visit Now button**

Offer ends Today

Offer expires Today

Limited Offer Period/ Limited Seats Available

Last Day Offer/ Sale

Only for Today/ This Week

Sale for Today

Avail Before Offer Expires

Grab Before Offer Ends

Valid Until 14, February(next line)

When the offer is truly amazing then button name Grab Now!

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