

AIKIDO



Aikido is a unique martial art that integrates body, mind and spirit. Graceful and powerful, it emphasizes peace and harmony over aggression and violence.

BEGINNER CLASS

**Starts Sunday,
April 27, 2008
1:00 - 2:00 p.m.**

8-week course – \$95

Adult class (12 and older).
No martial arts
experience necessary.
Call to reserve a space.

Regular Classes

Tuesday 7:30 p.m.
Thursday 7:45 p.m.
Sundays, 1:00 & 2:15 p.m.

PLEASE COME AND VISIT
ANY OF OUR CLASSES
TO DETERMINE IF
AIKIDO IS RIGHT FOR YOU!

PORTSMOUTH AIKIDO
at the Seacoast Family Y
550 Peverly Hill Road
Portsmouth, NH

CALL 603-431-8560
www.PortsmouthAikido.com

Workshop Objectives:

1. To understand what graphic design actually is and learn some of the best practices involved.
2. To understand enough of Inkscape to fuel your curiosity to master it or any other image-editing software in the near future.
3. (Bonus, depends on you) To create your very own certificate for this workshop.

Contents

1. Introduction to Graphic Design

- Meaning of Graphics
- Meaning of Design
- Examples of Good Design

2. Introduction to Inkscape

- Interface Overview
- Important Concepts

3. Exercises

- Quote Poster
- Event Banner
- Drop Shadow Logo
- Event Poster

4. Tips and Tricks

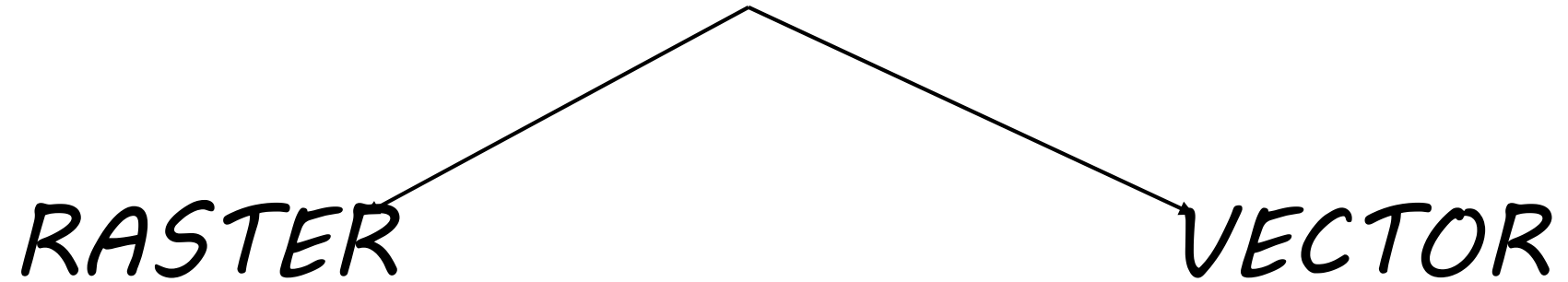
What is Graphic design?

Lets talk about *Graphics*

The term '**Graphic**' is inter-changeable with the term '**Image**'. Period.

Graphic Editing = Image Editing

GRAPHICS



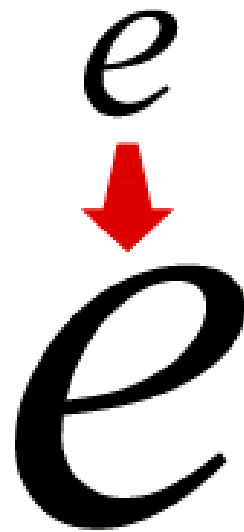
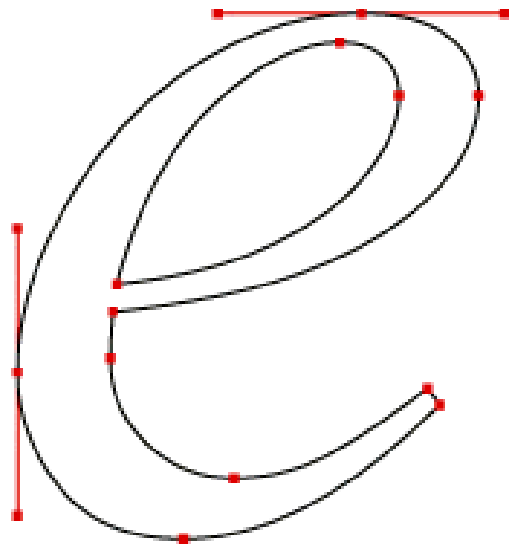
RASTER GRAPHIC/IMAGE

A raster image is made of up **Pixels or Dots**, each a different color, arranged to display an image.

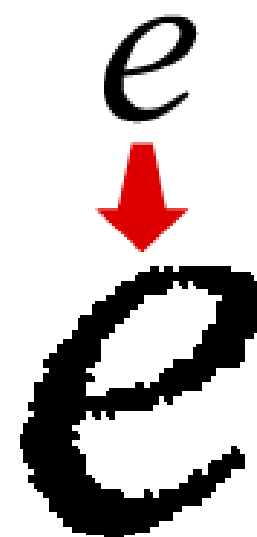
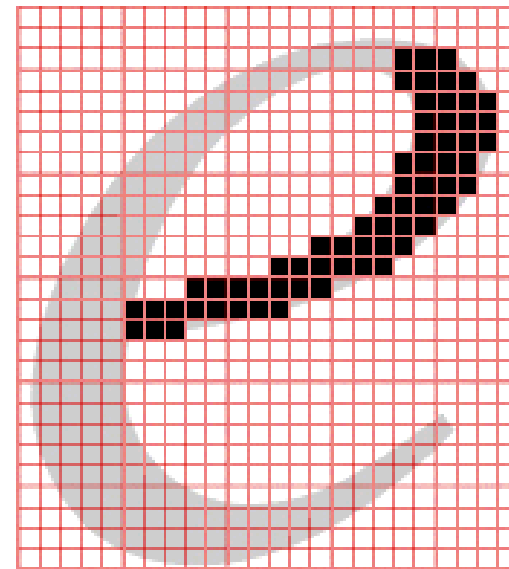
VECTOR GRAPHIC/IMAGE

A vector image is made up of **Objects or Paths**, each with a mathematical formula (vector) that tells the path how it is shaped and what color it is bordered with or filled by.

VECTOR GRAPHICS



BITMAPMED (RASTER) GRAPHICS





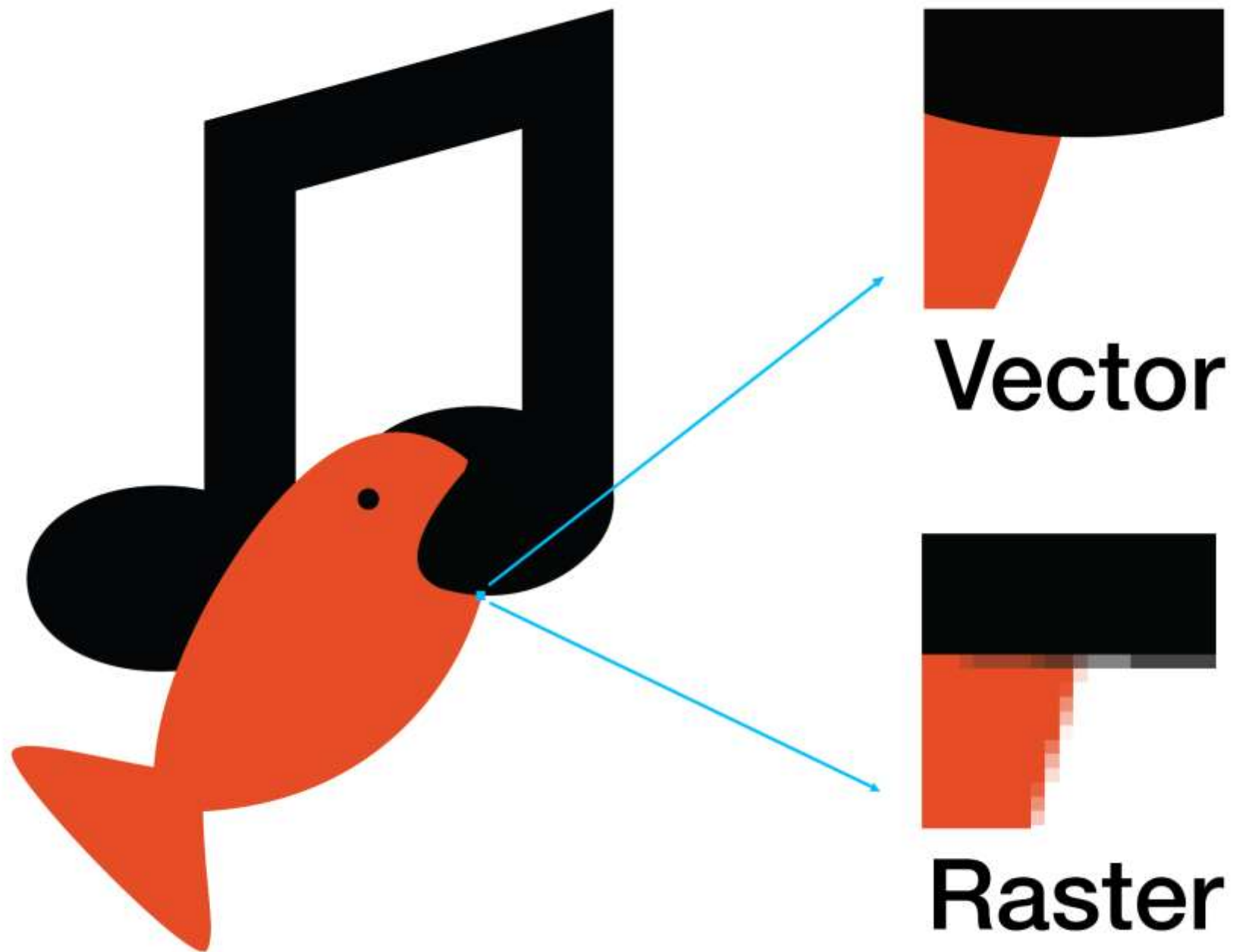
painting with pixels



drawing with vectors



<< magnified >>





Logo at Actual Size



Raster Art at 400%



Vector Art at 400%

RASTER GRAPHIC/IMAGE

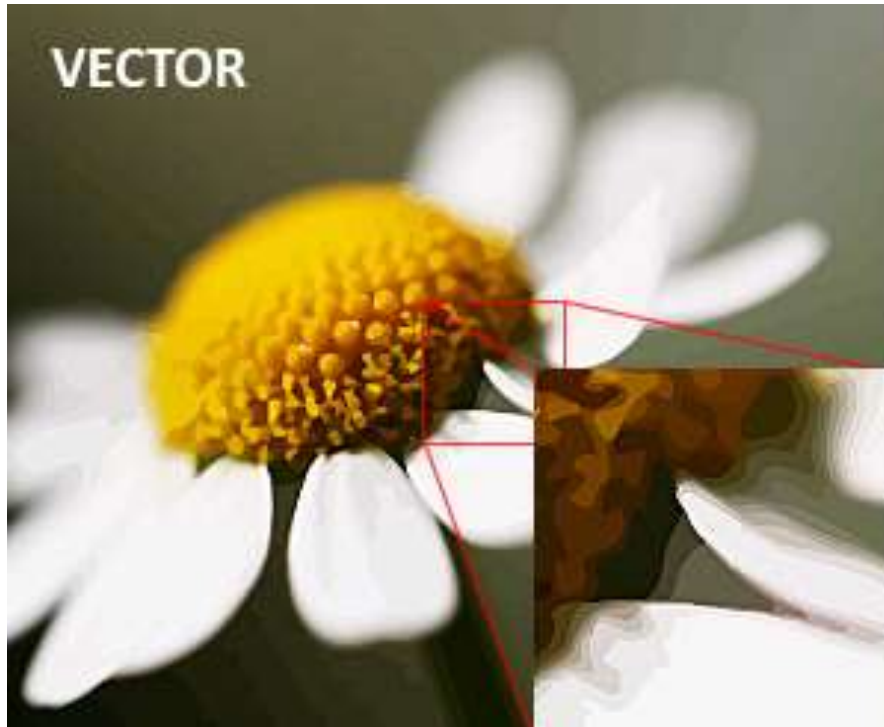
Raster images are capable of displaying a myriad of **colors** in a single image and allow *flexible color editing*.

Raster images are primarily used with **photos**, which is why Photoshop is a raster editing program.

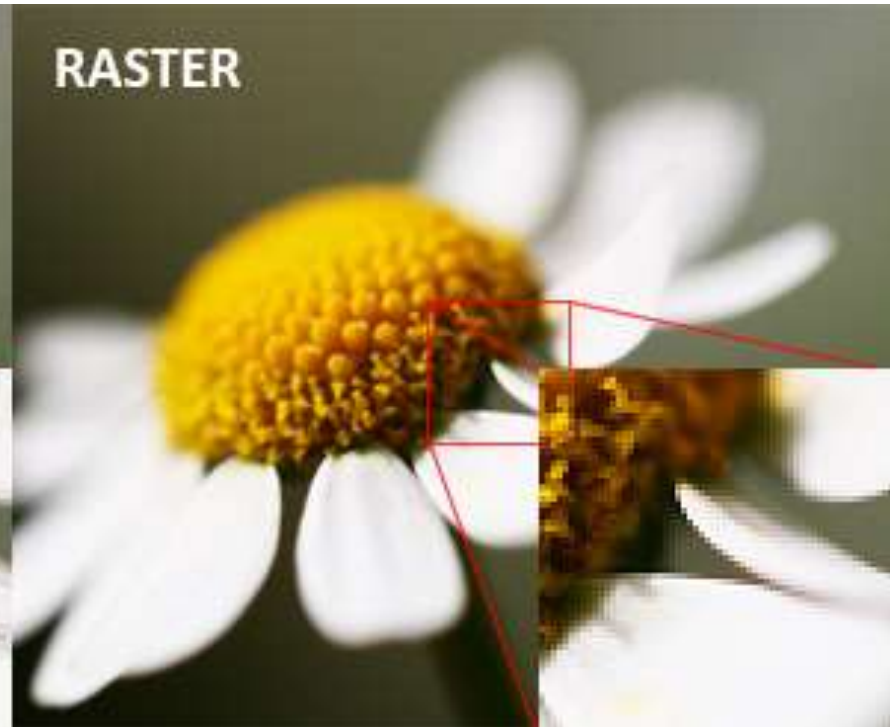
VECTOR GRAPHIC/IMAGE

Vector images are scalable, so that the same image can be designed once and *resized infinitely* for any size application – from **business card to billboard**.

VECTOR



RASTER



VECTOR



RASTER



Raster (Bitmap)



Vector



RASTER GRAPHIC FORMATS

Examples of Raster Image formats are PNG, JPEG, PSD, XCF,
BMP, TIFF

VECTOR GRAPHIC FORMATS

Examples of Vector Image formats are SVG, AI, EPS

RASTER GRAPHIC EDITING TOOLS

- **Adobe Photoshop(PSD)**
- **Gimp(XCF)**
- Picasa
- Irfanview
- Paint.NET



Raster editors are more suitable for retouching, photo processing, photorealistic illustrations and collage

VECTOR GRAPHIC EDITING TOOLS

- **Adobe Illustrator(AI)**
- **Inkscape(SVG)**
- **CorelDraw**



Vector editors are often better for page layout, typography, logos, sharp-edged artistic illustrations (e.g. cartoons, clip art, complex geometric patterns), technical illustrations, diagramming and flowcharting

~~Graphic~~ Design

Now lets talk about Design.

What is design?

De•sign [*dəzajn*] is a
method of problem solving.

The simplest definition. Design is so many things, executed in many different ways, but the function is always the same. Whether it's blueprints, a clever UI, a brochure, or a chair – design can help solve a visual or physical problem.

What are the different kinds of Design?

1. Product Design

Industrial designers create physical products designated for mass-consumption by *millions of people*. Motorcycles, iPods, toothbrushes, and nightstands are all designed by industrial designers.

These people are masters of physical goods and innovation within the constraints of production lines and machines.

2. Interaction Design

Interaction designers, on the other hand, focus on digital products and interactive software design. Some examples include web apps like Facebook and Pinterest, mobile apps like Tweetbot, and operating systems like OS X.

While graphic design is meant to be observed, interaction design helps humans experience or manipulate software or interface with screen-based hardware in order to achieve specific goals.

3. Graphic/Visual Design

Graphic designers work with graphical images, whether they be illustrations, typography, or images, and on a variety of media including print and web.

Graphic design is typically rendered in 2D – printed on a physical surface or displayed on a screen.

Million Dollar question:

So what is Good design?

AIKIDO



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*Graceful and powerful, it
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Design is communication

You convey information by the way you arrange a design's elements in relation to each other. This information is understood immediately, if not consciously, by the people viewing your designs.

STROOP EFFECT

RED

BLUE

GREEN

YELLOW

PURPLE

Does your brain hurt yet?

Mahatama Gandhi was Assassinated

Comic Sans

VS

Mahatama Gandhi was Assassinated

Times New Roman

Open house tonight! Party till you die!

Times New Roman

VS

Open house tonight! Party till you die!

Comic Sans

When you're creating a design, you want to eliminate these conflicts between the *automatically perceived meaning* and *actual meaning*.

Two important factors in Graphic design

1. Typography

Font-style, Font-size, Font-weight, Letter and Word spacing

2. Colors

Fill color, Stroke Color, Opacity, Blur

2011

VERITAS | SPRING BFA EXHIBITION

SILENT AUCTION FUNDRAISER

Florida Atlantic University
RITTER GALLERY

FREE ADMISSION

THURSDAY
MAR
24

AUCTION OPENS
5:30PM
BIDDING CLOSES
7:30PM

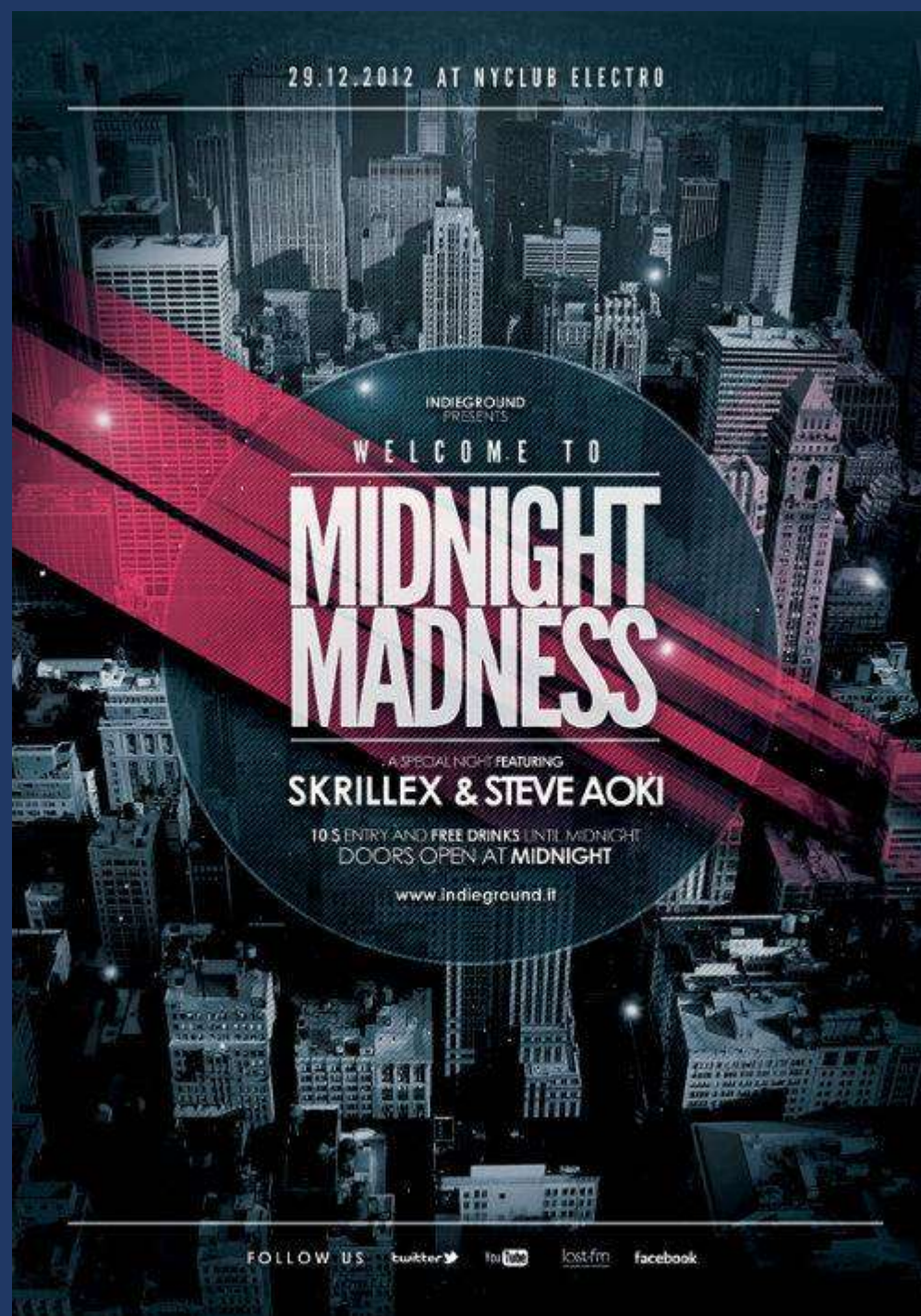
Bid on the following items and more:

Autographed Sports Memorabilia	Melting Pot Savings
Starbucks	The Lodge Deals
Aveda products	Force E Dive Center
Abacoa Golf Club	Artwork

Join us for:

Annual Juried FAU Student Art Exhibition Opening
6:00PM-8:00PM

Simplicity
is
sexy



Not too
many fonts

Not too
many
colors



THE DREAM IS REAL.

LEONARDO DICAPRIO
WATANABE GORDON-LEVITT COTILLARD PAGE HARDY MURPHY BERENGER AND CAINE

FROM THE DIRECTOR OF THE DARK KNIGHT

INCEPTION

EXPERIENCE IT **JULY 16** IN THEATERS AND **IMAX**

inceptionmovie.com LEGENDARY STUDIOS SYNCH KOBAL COLLECTION

Symmetry
is sweet

**Don't ask:
how should
it look?**

**Ask:
what must
it do?**

The art or profession of **visual communication** that combines images, words, and ideas to convey meaningful information to an audience. **What is Graphic design?**

GRAPHIC DESIGNER



What my friends think I do.



What my mom thinks I do.



What I think I do.



What society thinks I do.



What my clients think I do.



What I really do.

SVG

- SVG stands for Scalable Vector Graphics. It is recognized by W3C as standard format for vector graphics.
- SVG is essentially a language, but it is a file format too, just like HTML.
- Just like HTML, SVG is also a markup language. As a matter of fact .svg files can be opened and edited any any text editor.
- But editing SVG files in text-editors is highly inconvenient. This is why we make use of GUI editors like Inkscape and Adobe Illustrator.

INKSCAPE



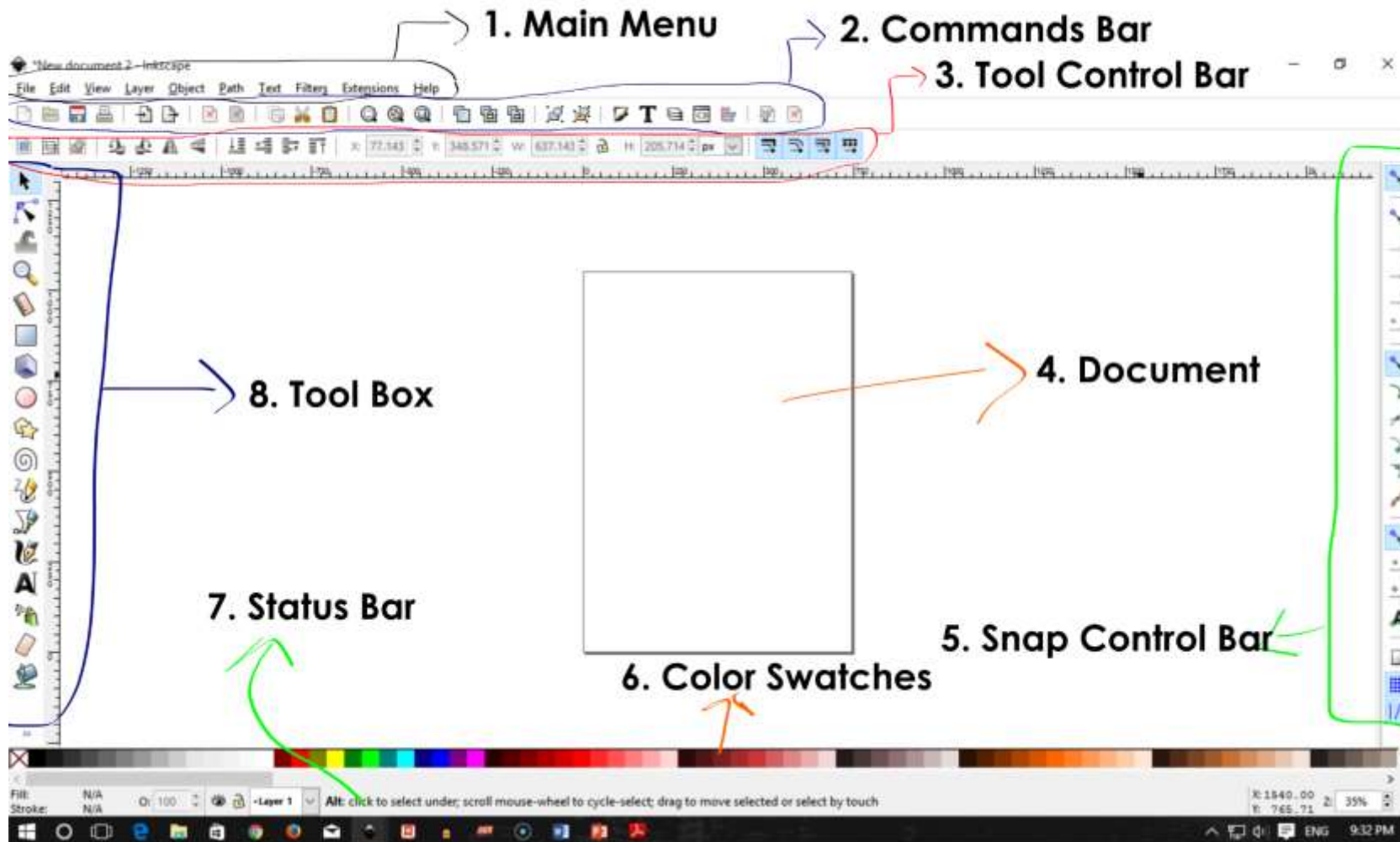
- Inkscape is an Open-Source, Cross-platform, Professional Vector Graphic Editing software.
- Inkscape is 100% freeware and open-source.
- Supported by Windows, MAC and Linux Operating systems.
- One of the most popular graphic editing tools available today. Used by professionals in multi-national enterprises to freelancers in start-ups.
- Has almost all the features of professional graphic editing softwares like Adobe Photoshop, Adobe Illustrator, CorelDraw, Etc.

Now lets open up Inkscape

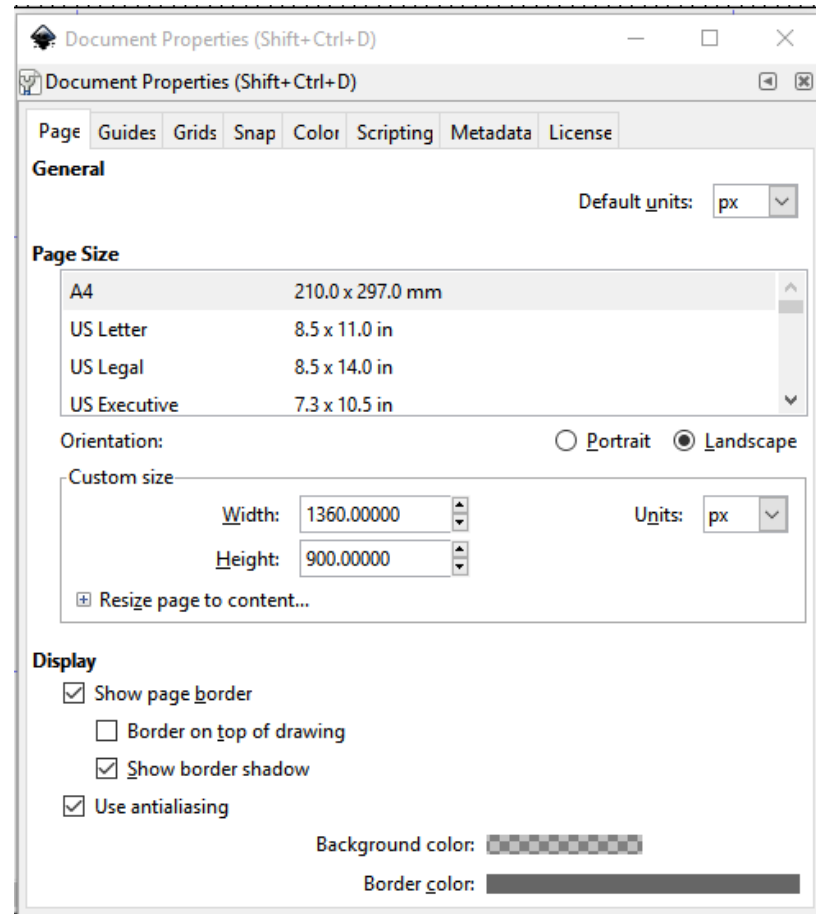
Bismillah :D

Click on the  Icon

Inkscape User-Interface

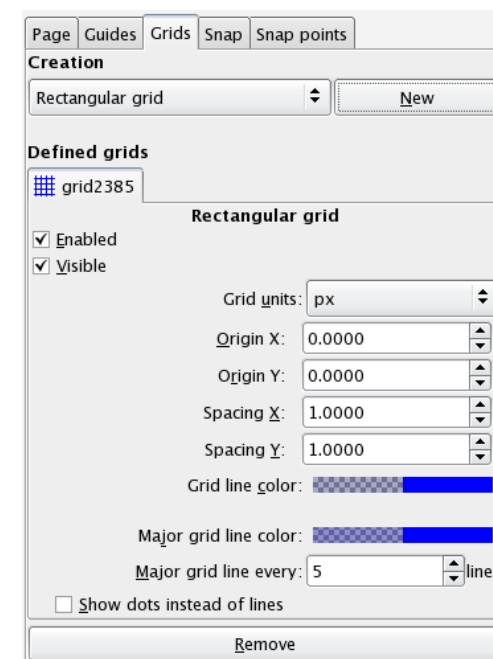
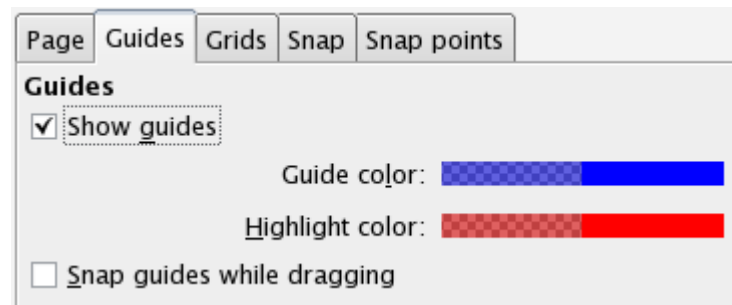


1. Document Properties(Ctrl + Shift + D)



2. Guides and Rulers

- The **Rulers** are graduated lines placed on top and left of the canvas. The first is called "horizontal" and the second "vertical".
- **Guides** are user-defined 'magnetic' lines. Using Guides makes object alignment easy even with the mouse. To use Guides, click and drag from the Rulers to the point where the Guide is to be inserted and release.
- Instead of using lots of Guides, it can be useful to activate **Grids**. Do this with the *View > Grid* menu or press # (**Shift + 3**).



3. Important tools

- Selection Tool
- Rectangle Draw Tool
- Ellipse Draw Tool
- Create Text Tool
- Gradient Tool
- Other Not so useful Tools



Full Tools Box



Tool Control Bar. (Changes based on the tool selected)

4. Layers

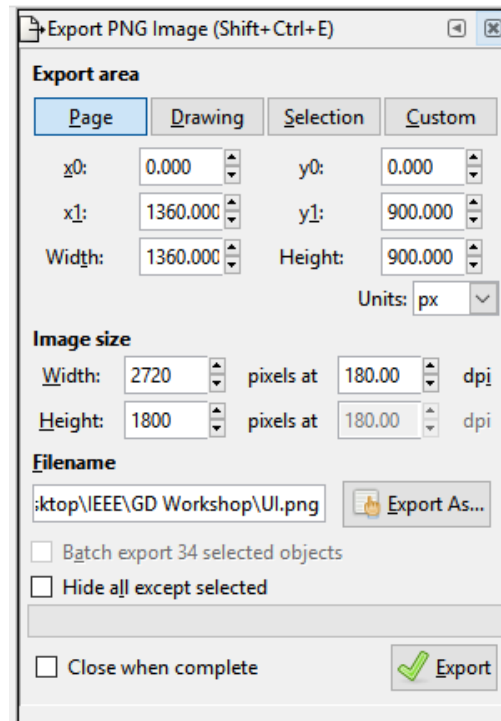
- Layers are essentially transparent sheets used to organize content in the z-plane.
- In addition, layers can be locked and made invisible to ease editing of objects within other layers of the document.

5. Groups

- Groups are used to organize objects temporarily in x-y plane.
- Sometimes several **objects** need to be manipulated together in a **group** rather than separately.
- A group is treated as a *single* object, and for most operations it can be manipulated as such.

6. Exporting

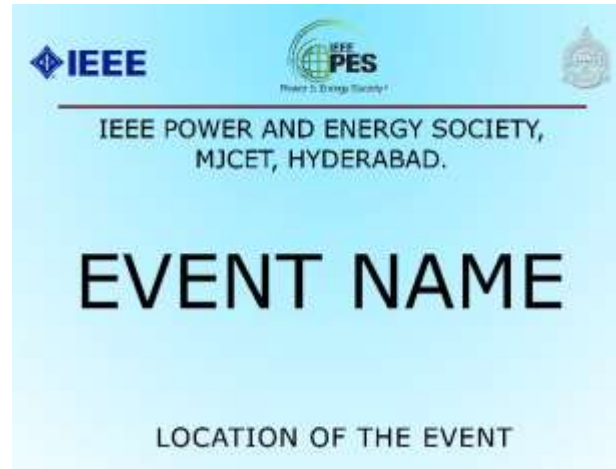
- Inkscape allows us to export and save files in multiple formats. PNG is the most common format used to export images.
- Other formats that inkscape supports are compressed svg, eps(used for ebooks), pdf, etc.





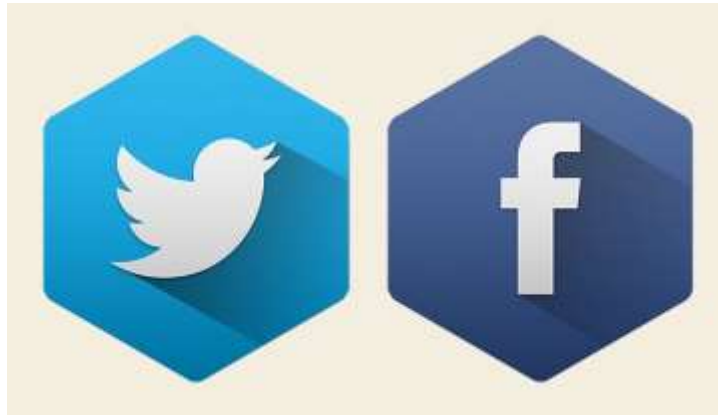
Exercise 1: You like inspirational quotes?

Lets make a poster of your favorite one
:))))))))))



Exercise 2: How about a nice banner
for your upcoming event?

You're organizing one, aren't you?
:))))))))))



Exercise 3: How about a nice logo
for your future start-up?

The next Flipkart/Ola in the making?
:))))))))))

Exercise 4: How about a nice poster for your upcoming event?

Seriously, Adsophos is just around the corner. You'd wanna
be ready!
:))))))))))

Tips

1. Focus on the design goals

- Focus on the design goals. Not on making something look good. Ask yourself: Why am I doing this? What is this for? Who is my audience?
- Design has a lot of theory. Apply that theory to your designs. This comes with practice and experience.
- Don't just apply a fancy font for the sake of it. Think carefully before and tally your design with your project goals.

2. Always take feedback

- Put that big ego of yours aside and learn to take feedback from your friends and peers.
- Show initial prototypes of your design to your close friends and get their honest opinions.
- Remember the more you fail, the more you improve. The faster you fail, the faster you move towards your final design.

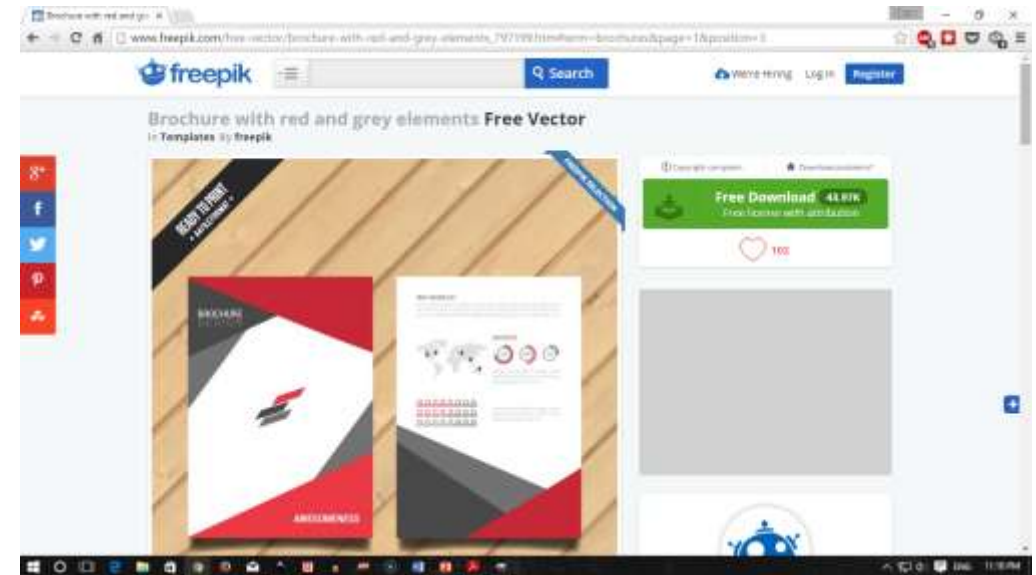
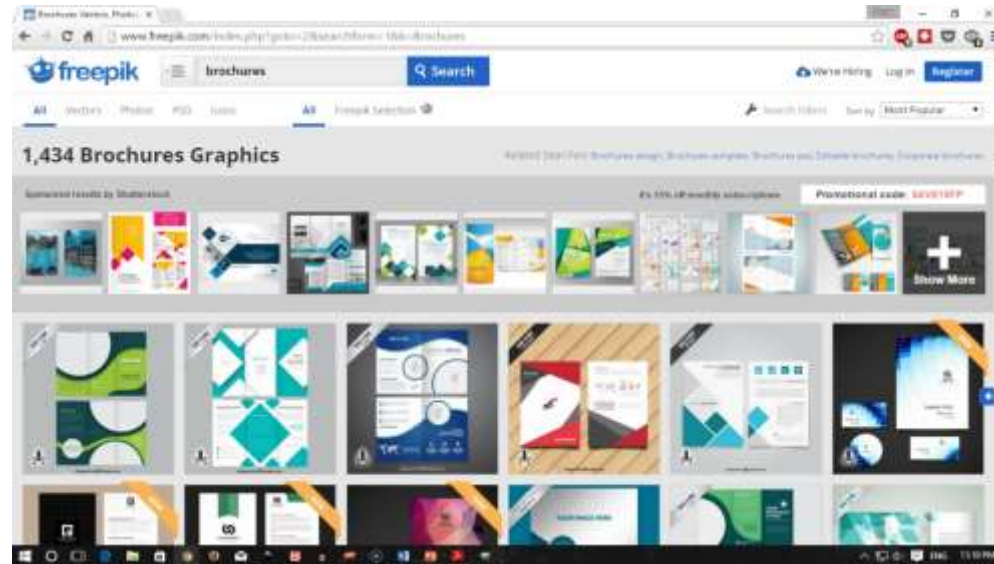
3. Simplicity is the key

- Forget sophistication. The more simple your project, the lesser the chances of you running into the Stroop effect.
- Don't use more than **2 fonts** per design. Worst case scenario is to use 3. Anything more than that is asking for all hell to break loose.
- Same thing for colors. Have a primary and secondary color. Enough.

Tricks

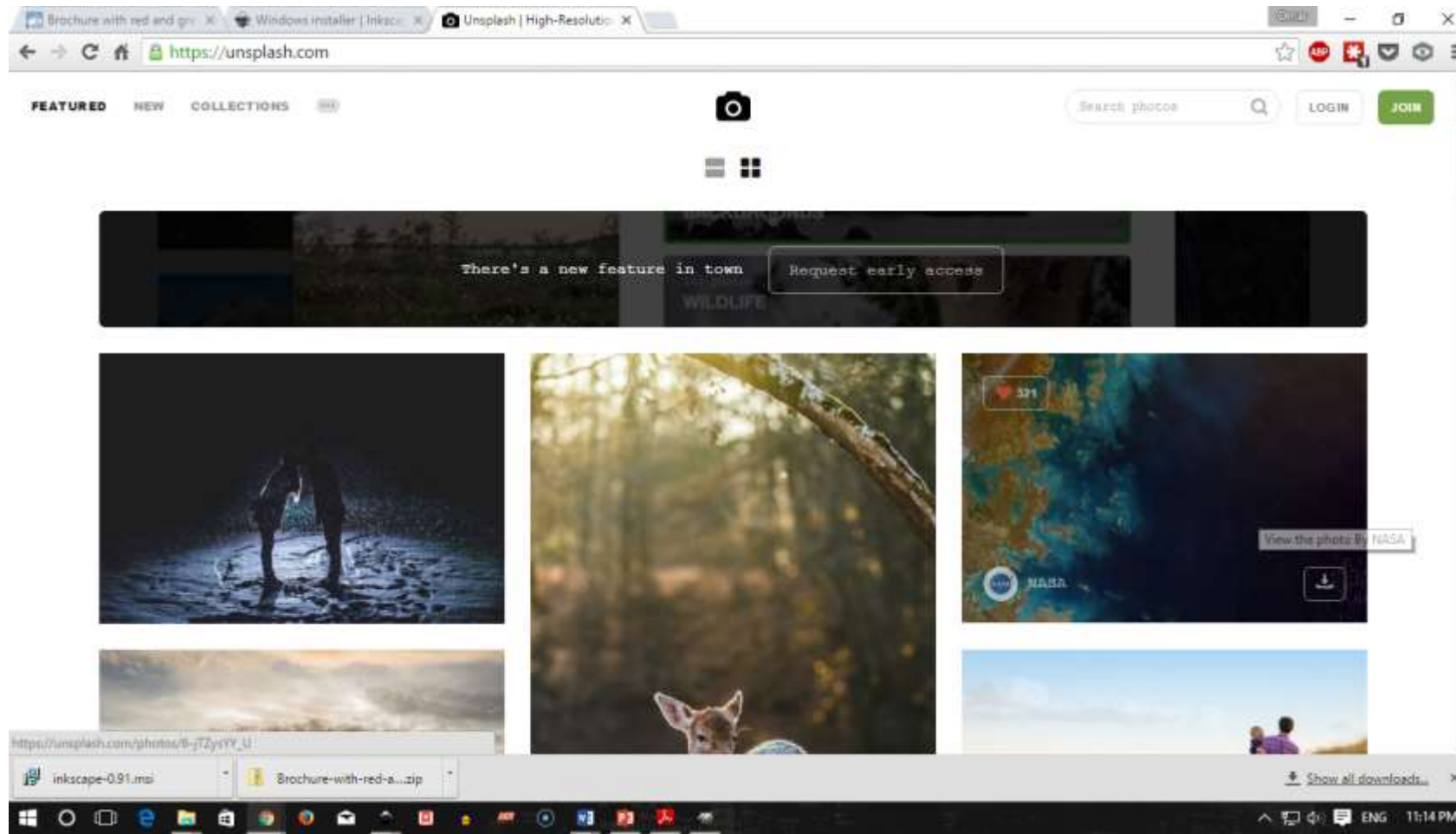
1. Freepik.com

- Great resource for downloading free svg/ai graphics for your projects.



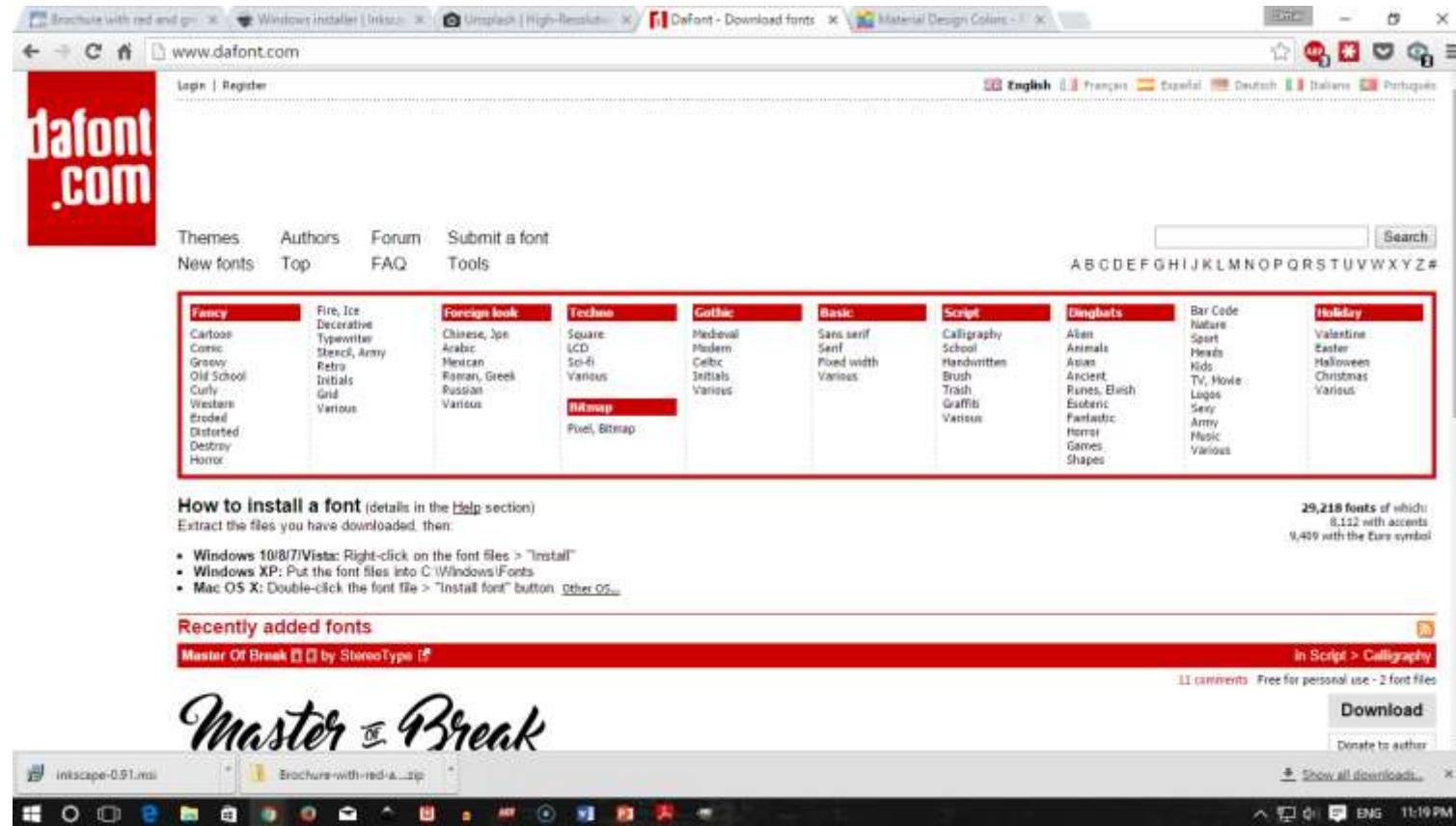
2. Unsplash.com

- Great resource for downloading free hd images for your projects.



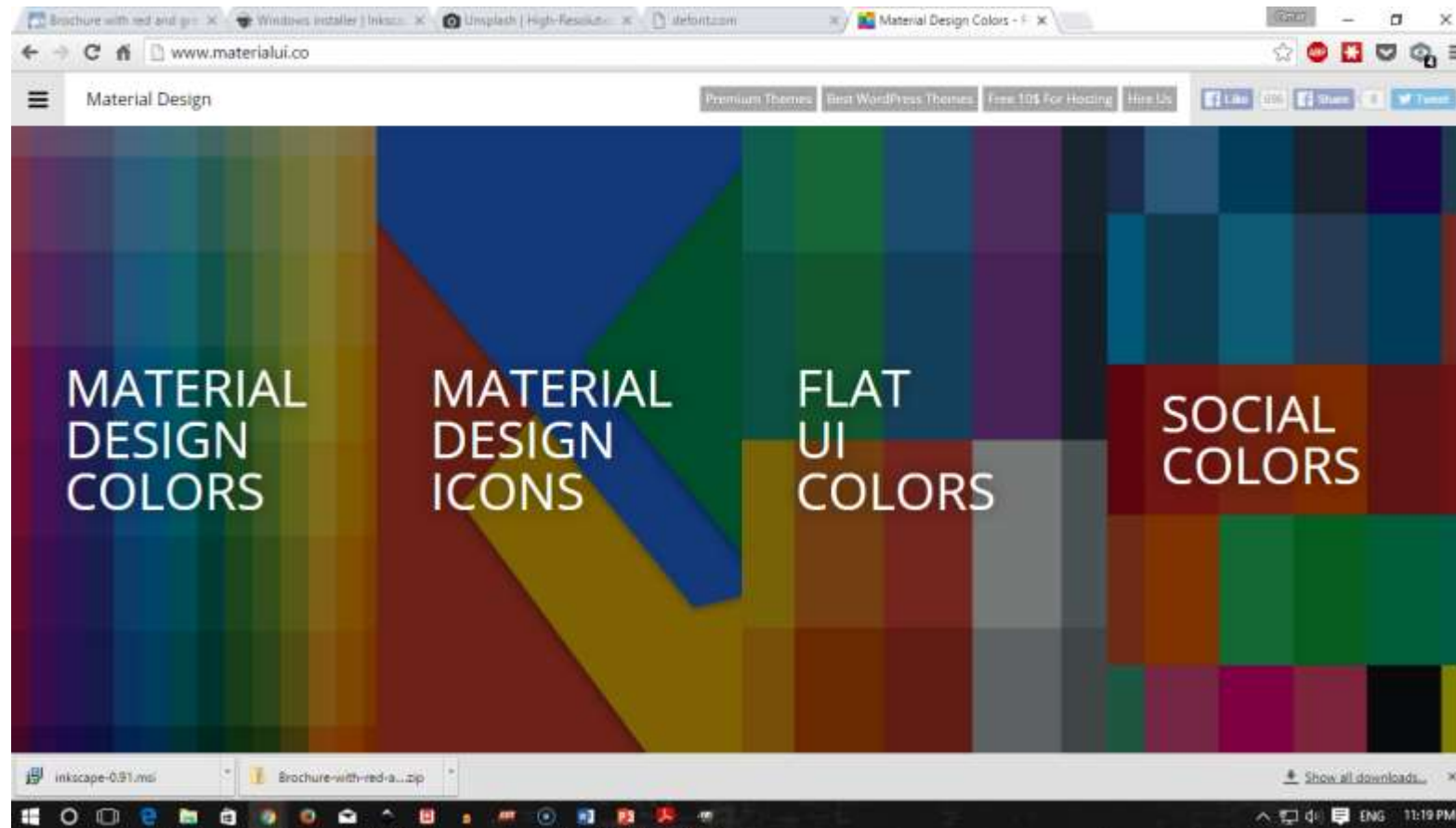
3. dafont.com

- Great resource for downloading free fonts for your projects.



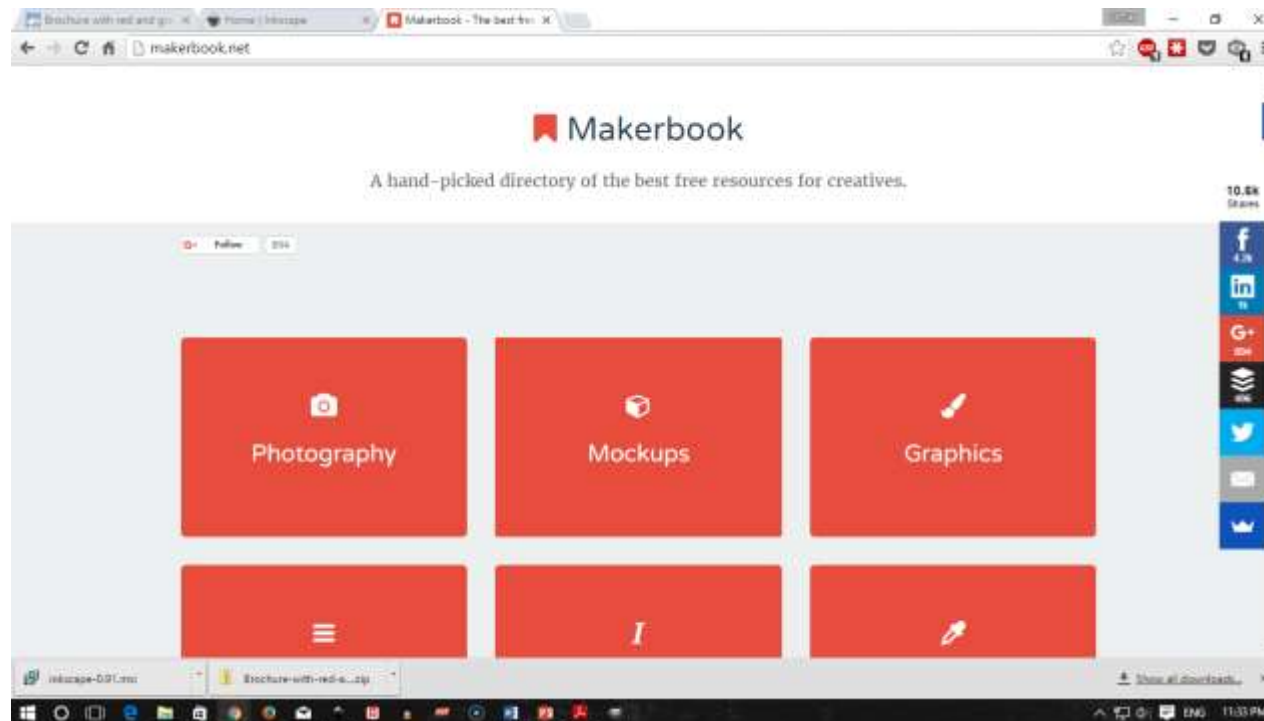
4. materialui.co

- Great resource for selecting Color combinations for your projects.



5. makerbook.net

- All in one resource. You'll find everything.



Assignment

Design a certificate for this workshop. Ensure it has all the relevant logos and space for signature of the branch counsellor and mentor. It must also have relevant text such as award of certificate statement, your printed name, etc. Doesn't have to be too fancy, anything simple will do.

Please Mail your designs with subject line exactly this: **"Graphic Design Assignment"**
Both SVG and PNG image to omar110894@gmail.com

Only participants who successfully submit their designs will receive certificates of completion of the workshop. Last date of submission is **14th Feb 2016**. Certificates can be taken from room no 1115 on **17th Feb 2016**.



Thanks a ton guys! Have fun! Go **Graphic!**