



how i met graphic design

philip james candole

04 April 2019 | Thursday 4pm @Webteractive Office

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So Kids,
,

About Me

- Philip James Seville Candole
- Hometown: Sto. Tomas, Davao
- Creative Designer @ *Webteractive*
- Arts, Designs and Etc.
- Spotify and Netflix Lover!
- Anime, DC and Marvel Fan
- Behance & Dribble



Hey Philip!

What is Designing in Graphics / Graphic Design?

History: The term Graphic Design was first coined in 1922 by a famous American book designer, William Addison Dwiggins in his essay "***New Kind of Printing Calls for New Design***". The Raffe's Graphic Design was the first book to use the word graphics design was published in 1927.

Definition: Designing in graphics is a strategic art that uses number of artistic and professional disciplines, to convey a specific message or a piece of information to a group of people commonly called as Graphics Design. The term Graphics Design is also referred to as Visual Communication or Communication on Design. The creative process of a designing often involves a graphic designer and a client. The designer may combine different typography skills, images, words, visual arts and page layout techniques in order to produce the final outcome.

The designer arranges various elements of design on different media such as website, poster or a package with the help of various graphics software program such as: PS, ID, AI

Why this topic of Graphic Design is Important to Discuss?

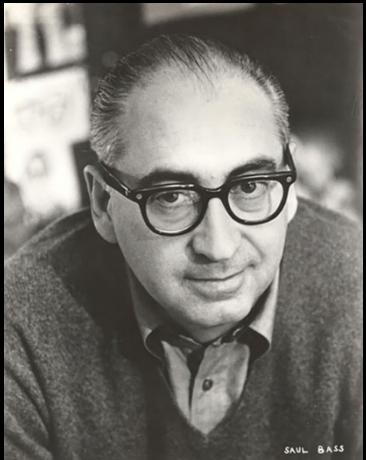
Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and forms. The graphic design plays an important role in today's modern competitive global environment. The graphics designing has become an integral part of any business and occasion. For a customized website capable of providing all your need, the graphics arrangement on the website should be appropriate as well as look attractive and adorable. The graphic designing is important in almost every field that includes marketing, magazine layout etc. A good graphic design should effectively communicate the message of the sender to the target audience using tools of visual communication.

Importance of a Good Graphic Design.

- Apple
- Google
- Adobe
- Microsoft
- Mail chimp
- Well designed pieces of graphic design enable its creators to boost up sales, establishing its name and earning goodwill in the market, and thereby maximizing the profitable base of the business.
- A well crafted design of graphics seeks to abstract the attention of a large amount of people.
- Without a good design the company may not be able to highlight its product and increase its customer-base on the site which ultimately affects the business and profitability of the company.
- Generally there are three kinds of designers – **Print, Web, and Broadcasting.** The Print includes: Logo, Packaging, Illustrations, Editorial, and Layout etc. And the web includes: Internet/websites, programming, and Broadcasting involves Film and Animation etc.

How I met graphic design

4 Famous Graphic Designers



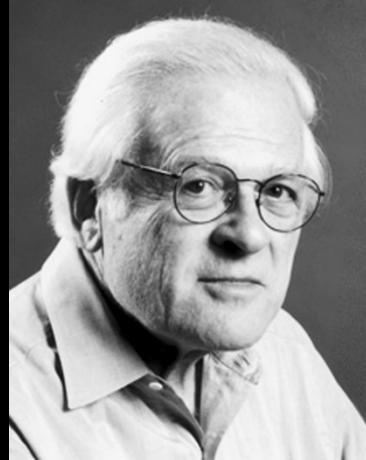
Saul Bass

- Casino Royale 1st Poster
- West world
- The Shining
- Star Wars



Paul Rand

- IBM Logo 1st
- ABC logo and Next Logo
- Ford



Tom Geismar

- National Geographic
- New York University
- Animal Planet
- Harvard logo
- Library Congress Artworks

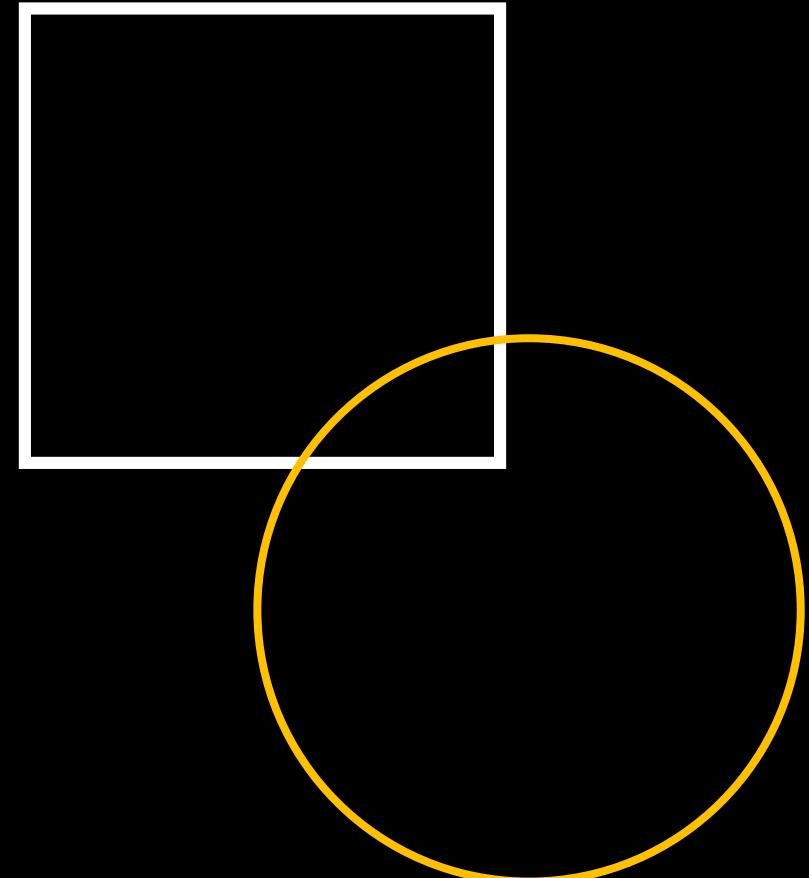


Rob Janoff

- Apple Logo
- IBM 3rd and Intel

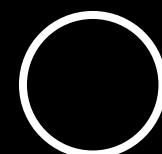
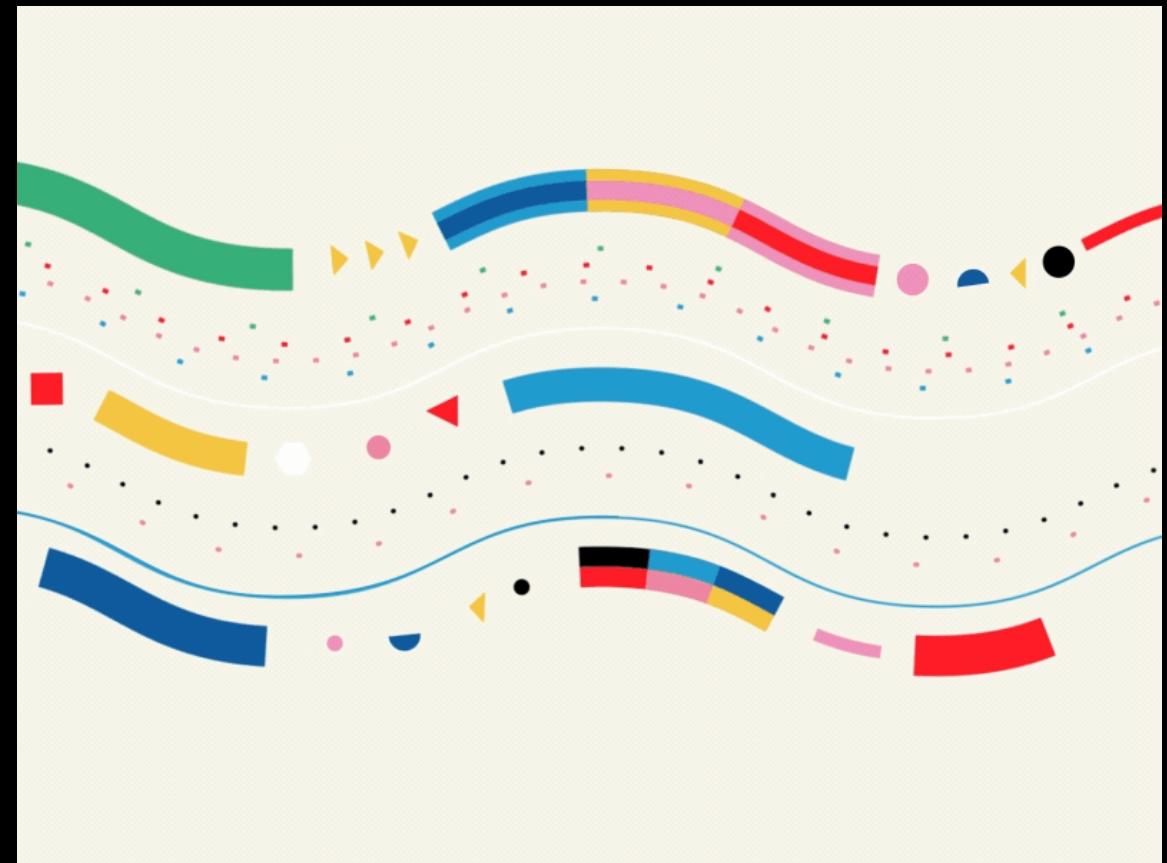
Elements & Basic of Graphic Designs

The elements are combined and used together in a design to create interesting graphical works. These are basically the components of design and not the principles such as whitespace and balance. Some of the most commonly used elements in graphics design are:



Shapes

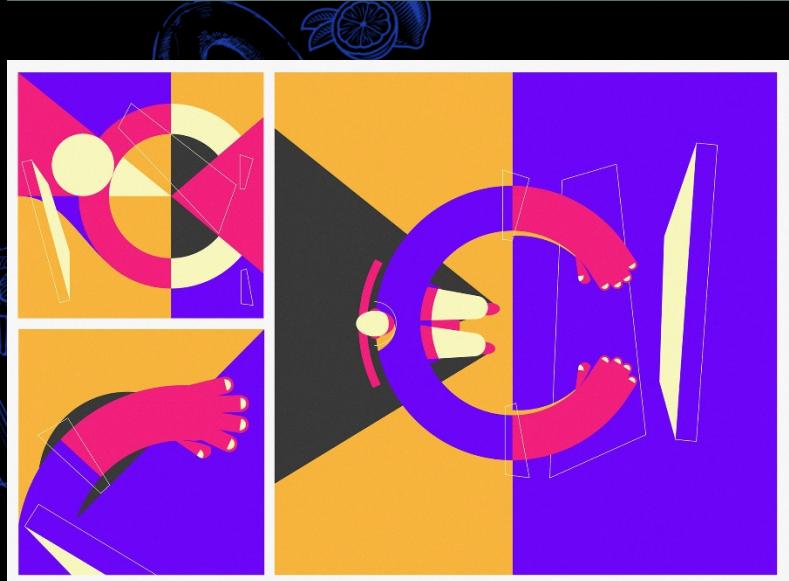
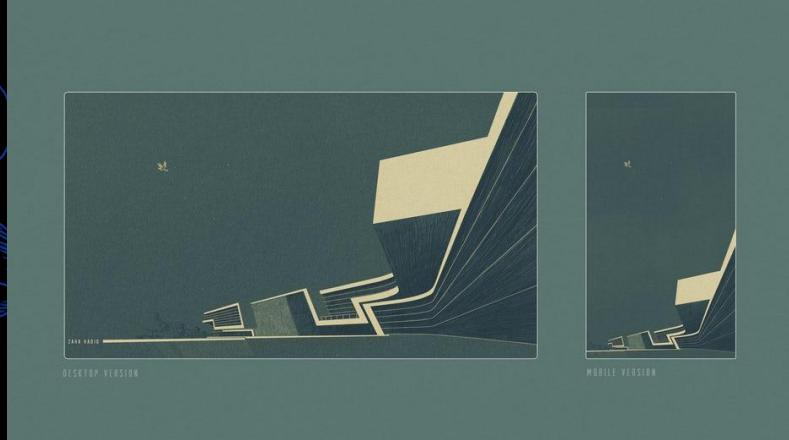
Shape form the basis of design. It helps to create patterns using different shapes in one or the other form, establish website designs and to build various other countless elements on a webpage.



Lines

Lines are used to separate the content, divide the available space and create a balance between the content in various forms such as newspaper, magazines, website designs.

Lines can be used to emphasize, setting particular information off in a busy composition and drawing the eye to a particular area.



How I met graphic design

Framing

Frames can be subtle but once you train your eyes to look for them, they'll start showing up everywhere.

Frames organize information and create hierarchy for the eye and highlight the most important information for the viewer.

They can be pretty and decorative or basic and utilitarian. Frames also help define shapes in the blank white space of a page.

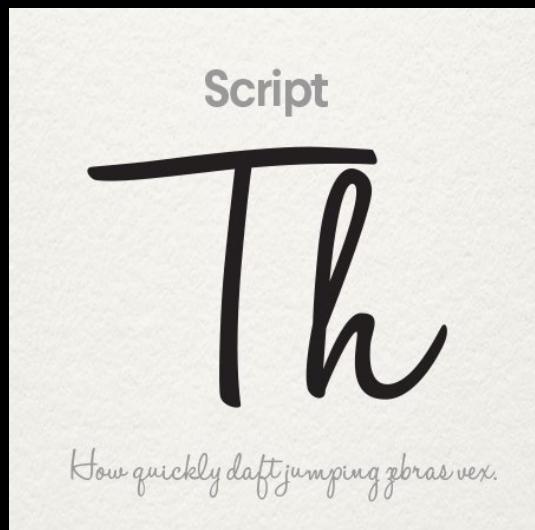
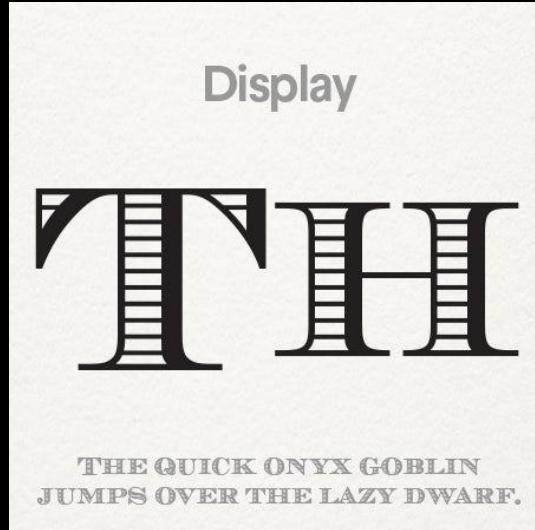


How I met graphic design

Typography

The words you use in your designs are important, but so are the fonts you use to communicate those words.

Typography covers everything from font selection to font layout. Not only does it communicate your core message, but it also communicates a lot about who you are and what you're about. That's why it's important to get it right.



Texture

Texture is a surefire way to add depth and dimension to your designs, which makes them more visually engaging.



How I met graphic design

Art, Illustration and Photography

The selection of various photographs and illustrations is very important. They are used in children's books to recite poems, narrate stories, use of illustrations to support our ideas and also to grab the viewer's attention. A powerful of illustrations or an image can either make or break any design.



Colors

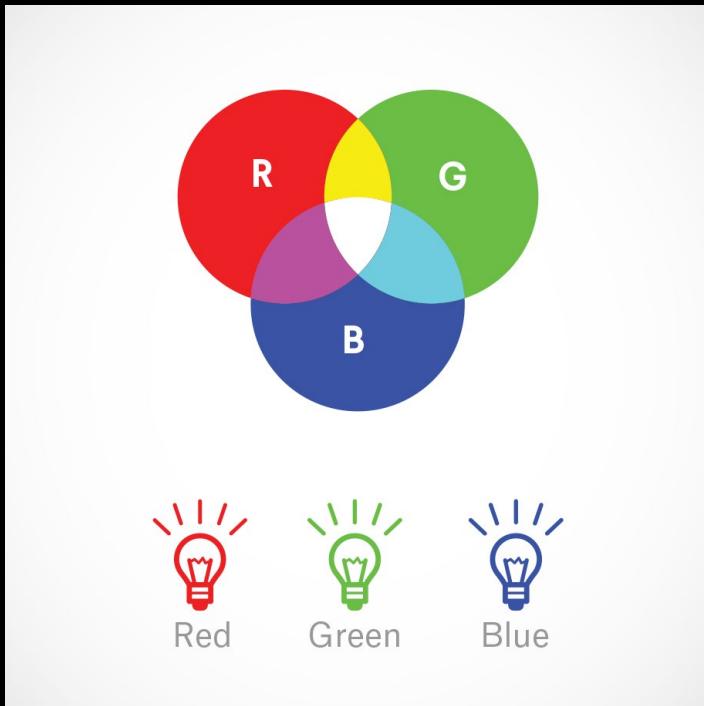
The fundamentals of understanding color theory



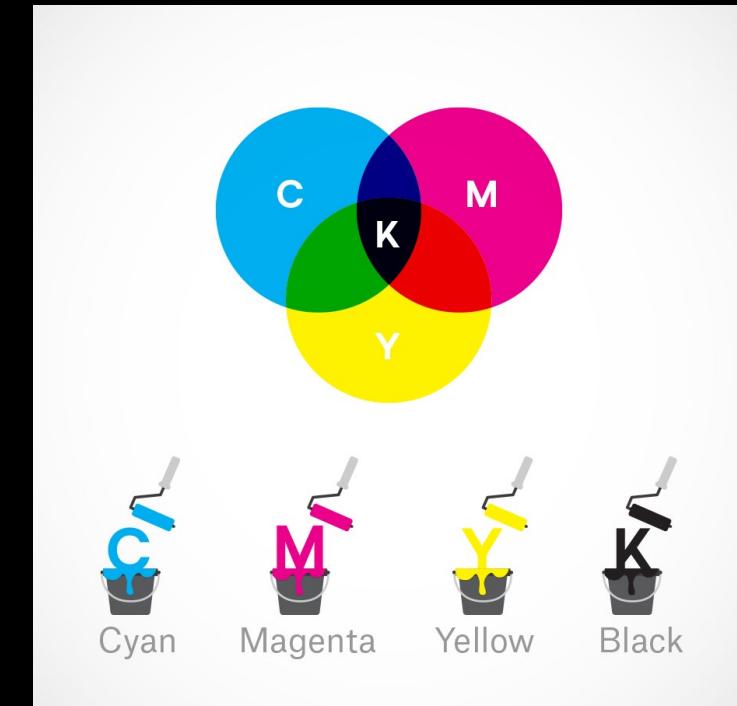
Color plays a very interesting role as it can change the look and feel of elements. It highlights an image, evokes an emotion and makes the image stand out among the rest.

Colors

RGB - Additive color mixing model



CMYK Subtractive color mixing model



Colors

Color Wheel Basic

primary colors (red, yellow, blue), three

secondary colors(colors created when primary colors are mixed: green, orange, purple) and six

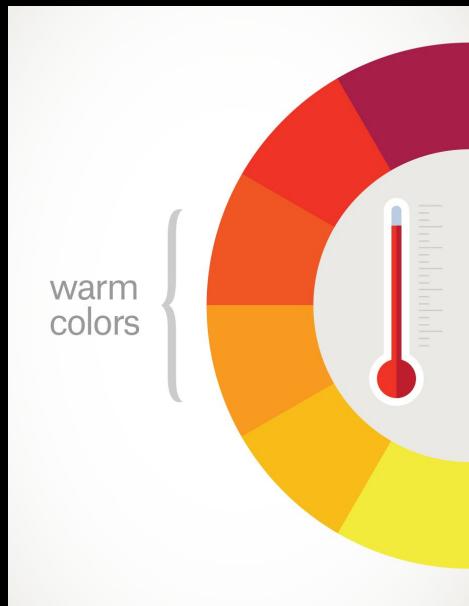
tertiary colors(colors made from primary and secondary colors, such as blue-green or red-violet)



Colors

warm colors (reds, oranges, yellows)

Warm colors are generally associated with energy, brightness, and actions.



Draw a line through the center of the wheel, and you'll separate the

Cool colors (blues, greens, purples).

cool colors are often identified with calm, peace, and serenity.



Colors

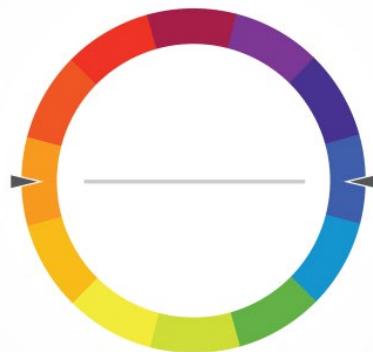
Hue, shade, tint and tone



Colors

Color schemes

Complementary



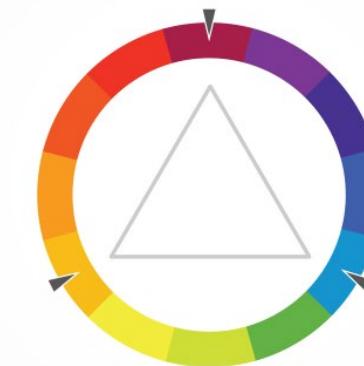
2 colors:
Opposite

Analogous



3 colors:
Side-by-side

Triadic



3 colors:
Equally spaced around the wheel

INTERVENTIONS!

Nah! Proceed

Component of Good Designs

- Balance
- Proportion
- Contrast
- Direction
- Emphasis
- Space
- Economy

How I met graphic design

The 8 types of graphic design

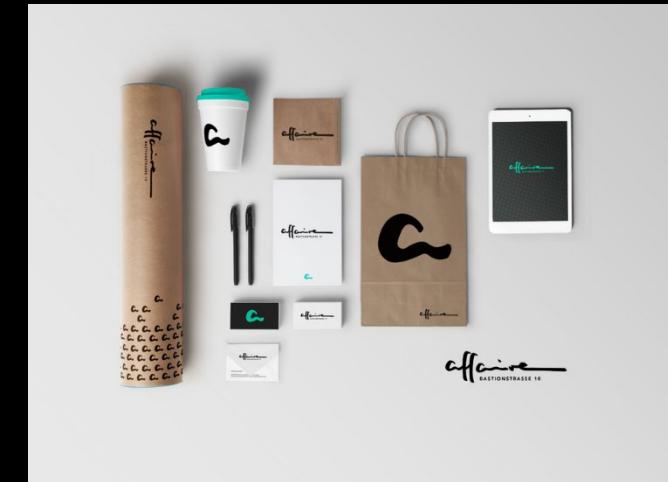
Various Forms

How I met graphic design

1 Visual identity graphic design.

Logo / Branding

A brand is a relationship between a business or organization and its audience. A **brand identity** is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences. Visual identity graphic design is exactly that: the visual elements of brand identity that act as the face of a brand to communicate those intangible qualities through **images, shapes and color**.

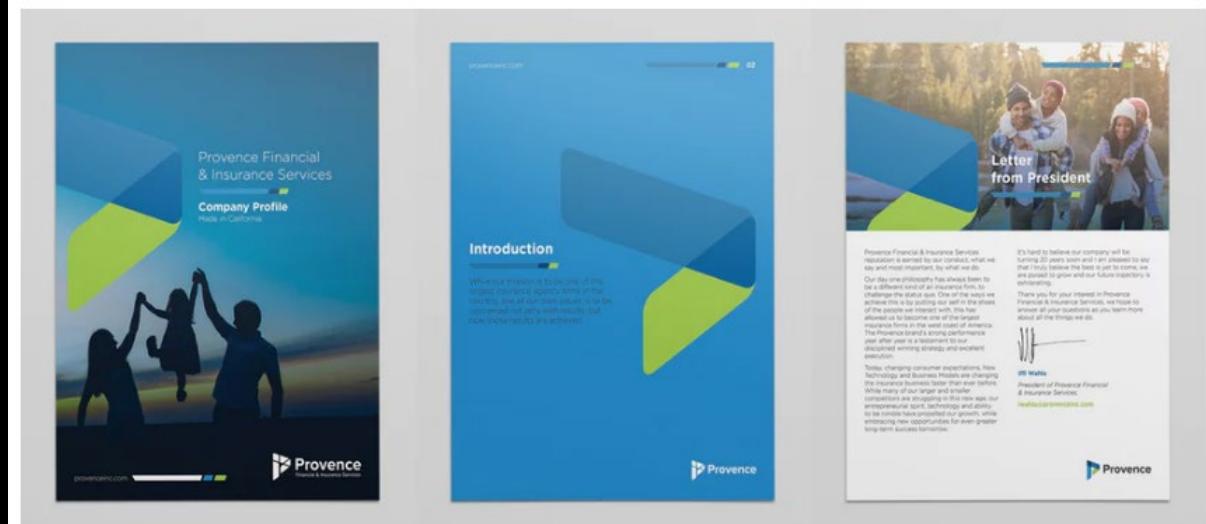


How I met graphic design

2 Marketing & advertising graphic design

When most people think of graphic design, they think of designs created for marketing and advertising.

Designers can specialize in a specific type of media (vehicle wraps or magazine ads, for example) or create a broad assortment of collateral for print, digital, and beyond. While traditionally print-centered, this role has grown to include more digital assets, especially for use in content marketing.



By yaseenart



By J.Chashev



By charlim888



By sundayrain

How I met graphic design

2 Marketing & advertising graphic design

Examples of marketing graphic design



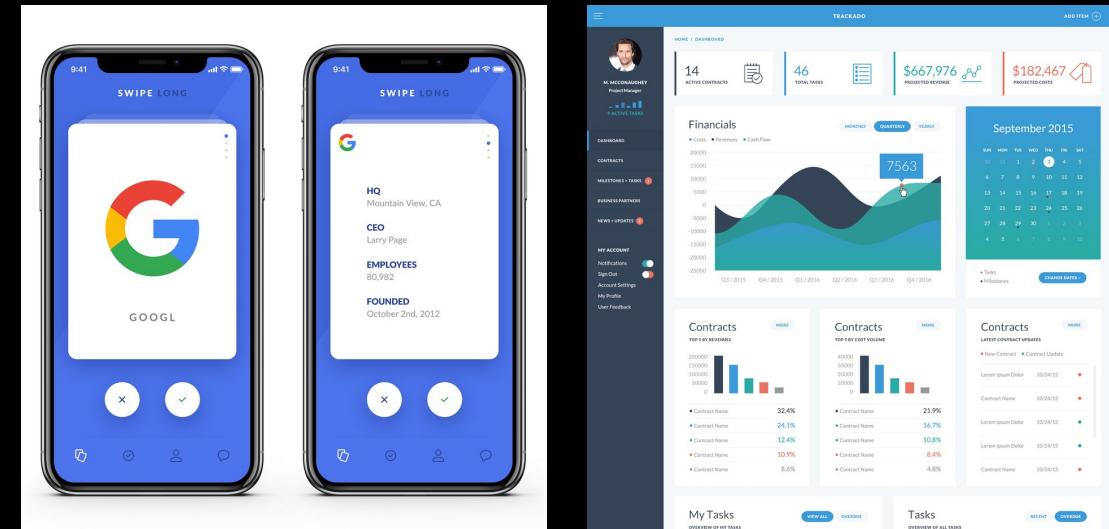
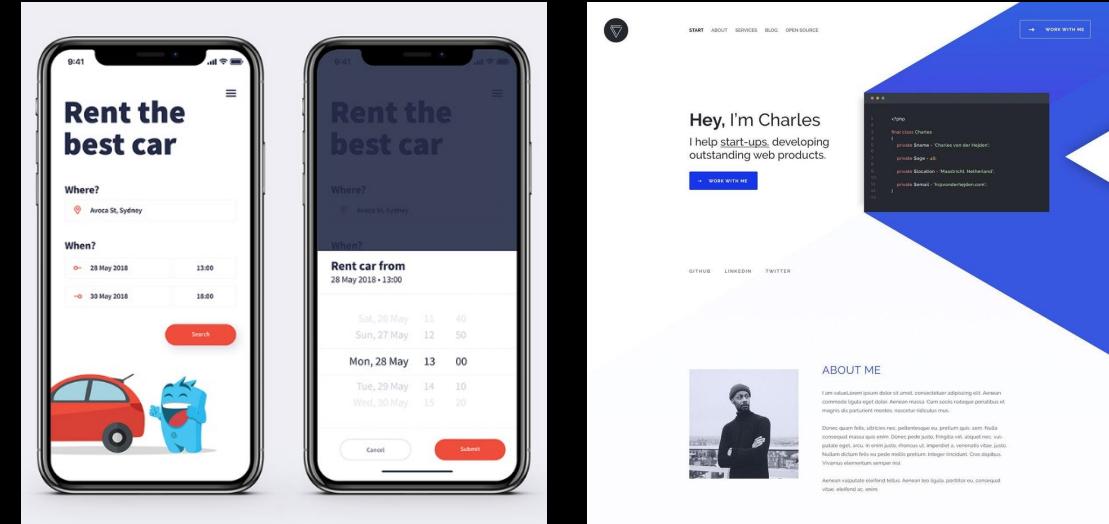
- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email marketing templates
- PowerPoint presentations
- Menus
- Social media ads, banners and graphics
- Banner and retargeting ads
- Images for websites and blogs

How I met graphic design

3 User interface graphic design

A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.

UI designers specialize in desktop apps, mobile apps, web apps and games. They work closely with UX (user experience) designers (who determine how the app works) and UI developers (who write code to make it work).

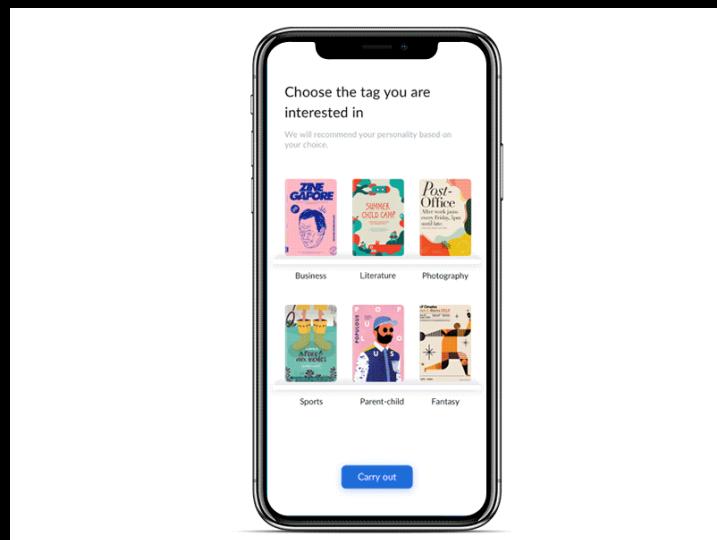


How I met graphic design

3 User interface graphic design

Examples of user interface graphic design

- Web page design
- Theme design (WordPress, Shopify, etc.)
- Game interfaces
- App design



How I met graphic design

4 Publication graphic design

Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium.

Think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

Graphic designers that specialize in publications work with editors and publishers to create layouts with carefully selected typography and accompanying artwork, which includes photography, graphics and illustrations. Publication designers may work as freelancers, as creative agency members or in-house as part of a publishing company.



4 Publication graphic design

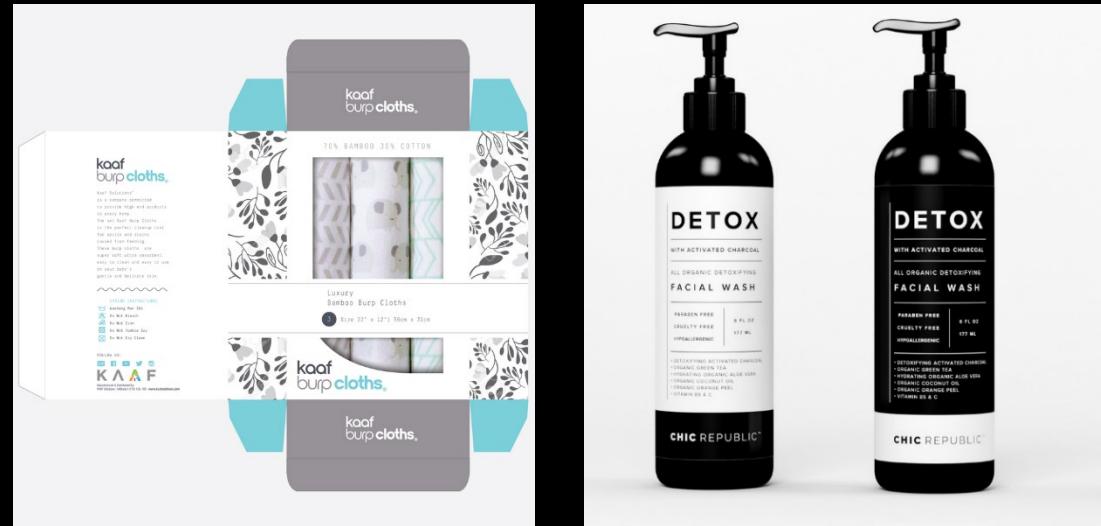
Examples of publication graphic design

- Books
- Newspapers
- Newsletters
- Directories
- Annual reports
- Magazines
- Catalogs
- Ebooks

How I met graphic design

5 Packaging graphic design

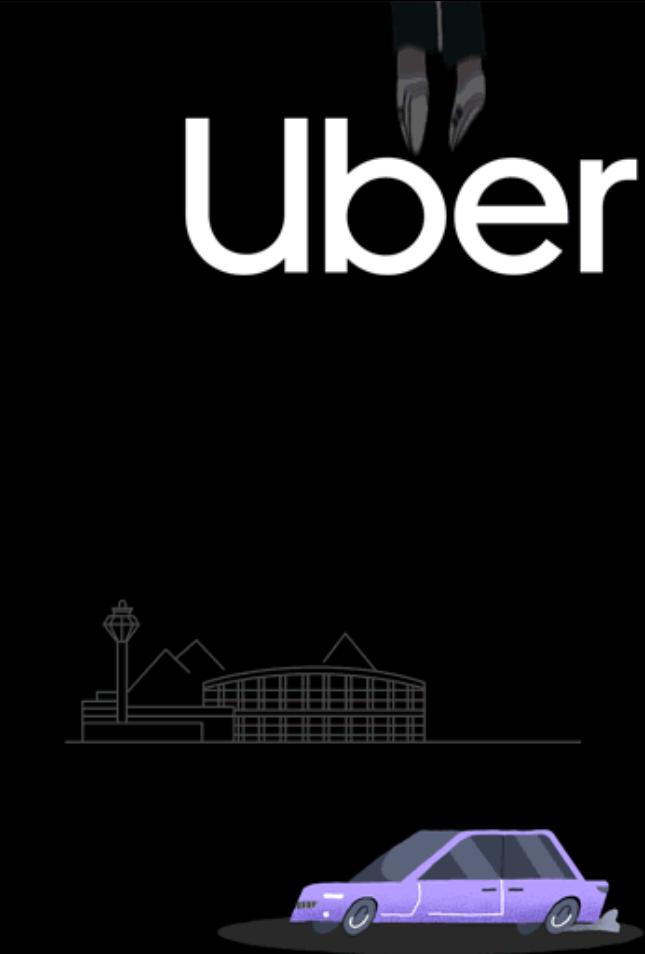
Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance tell the story of a brand.



6 Motion graphic design

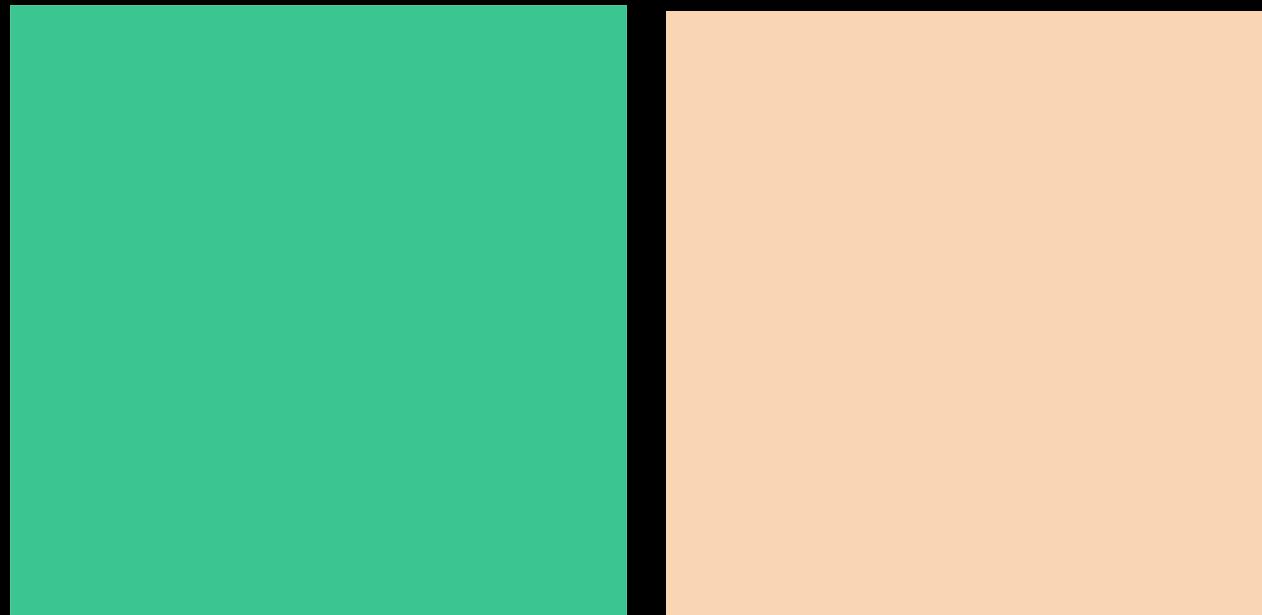
Simply put, motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television and film.

“Motion graphics designer” is a somewhat new specialty for designers. Formally reserved for TV and film, technological advances have reduced production time and costs, making the art form more accessible and affordable. Now, motion graphics can be found across all digital platforms, which has created all sorts of new areas and opportunities



6 Motion graphic design

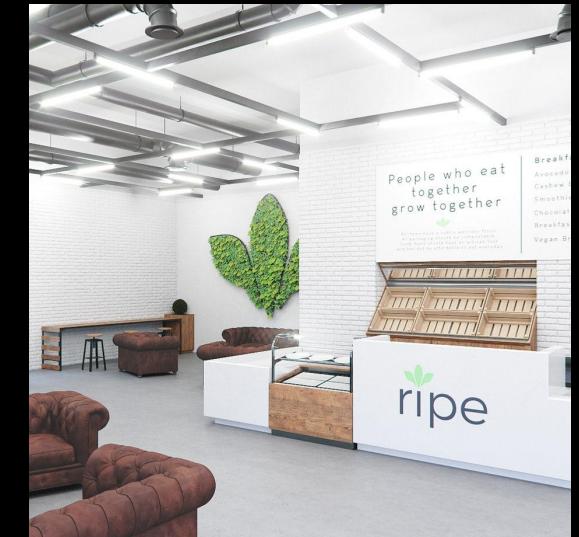
Examples of Motion Graphic Design



- Title sequences and end credits
- Advertisements
- Animated logos
- Trailers
- Presentations
- Promotional videos
- Tutorial videos
- Websites
- Apps
- Video games
- Banners
- GIFs

7 Environmental graphic design

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.



7 Environmental graphic design

Examples of Environmental Graphic Design



- Signage
- Wall murals
- Museum exhibitions
- Office branding
- Public transportation navigation
- Retail store interiors
- Stadium branding
- Event and conference spaces

How I met graphic design

8 Art & Illustration for Graphic Design

Graphic art and illustration are often seen as being the same as graphic design, however they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork. Their art takes a number of forms, from fine art to decoration to storytelling illustrations.

Graphic artists use any combination of media and techniques to create their work as they collaborate with writers, editors, managers, marketers and art directors across all graphic design types.



8 Art & Illustration for Graphic Design

Examples of Art & Illustration for GD



- T-shirt design
- Graphic patterns for textiles
- Motion graphics
- Stock images
- Graphic novels
- Video games
- Websites
- Comic books
- Album art
- Book covers
- Picture books
- Infographics
- Technical illustration
- Concept art



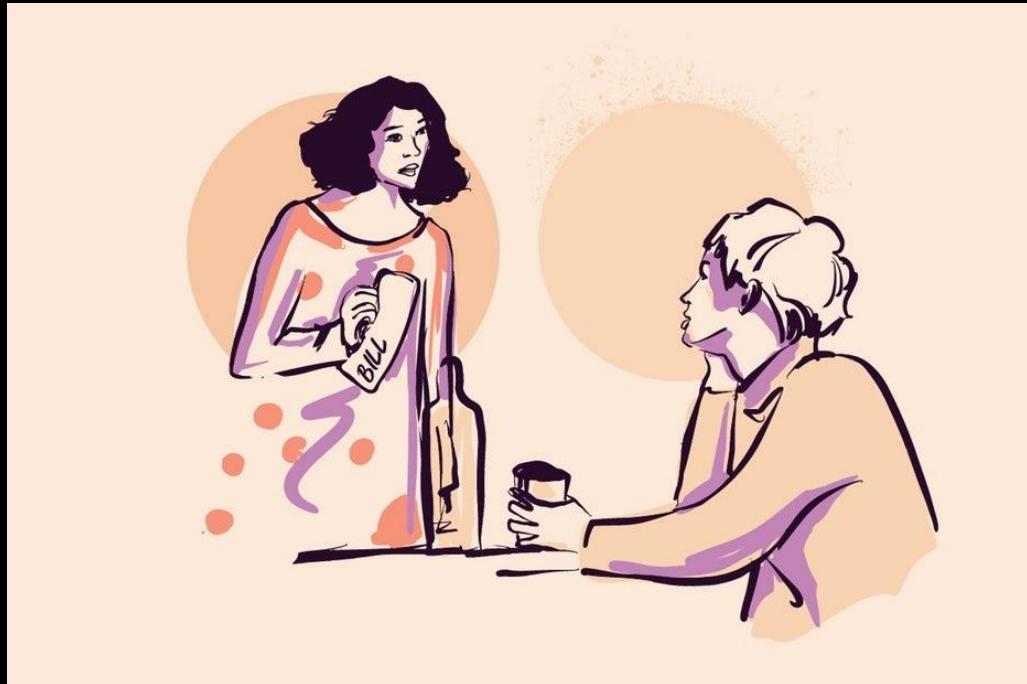
How I met graphic design

Legen...wait for it...dary
Legendary Graphic Tools!

Software + Hardware + Environment



1 Procreate



This illustration app made solely for the iPad is a brilliant tool because it simplifies a graphic designer's steps when illustrating anything. It's super intuitive and has an awesome selection of brushes.

- Allows designers to use the Apple Pencil to draw directly on the screen to get amazing results.
- Saves work as .psd or .pdf which completely integrates with Adobe
- Records the entire drawing process
- Allows designers to draw on different layers making it easier to edit the work after

2 Adobe Creative Cloud Tools

Adobe universe!

This graphic design, video editing and web development software has become a standard in the graphic design industry. No list of design tools would be complete without mentioning Adobe Creative Cloud. It's much easier for designers who use Adobe to share files with other creative professionals.



Among others, the Adobe Creative Cloud offers three famous design tools:

- Photoshop (raster graphic editor)
- Illustrator (vector graphic editor)
- InDesign (page layout program)

3 Adobe Photoshop

There are raster graphics editing programs, then there's Photoshop. It's the industry standard for manipulating digital photos and photorealistic computer art. It's even entered the modern day lexicon of non graphic designers, "No way that picture's real! It's totally Photoshopped."



3 Adobe Photoshop

Photoshop offers:

- 2D image manipulation
- 3D image manipulation
- Compositing
- Video editing
- Image analysis

4 Adobe Illustrator

From drawings to logos to actual photos, Illustrator generates all kinds of images. Digital artists love the ease in adjusting the layers and art boards in this vector graphic editing program.

Illustrator can create:

- Graphics
- Logos
- Cartoons
- Font



5 Adobe InDesign

Page design and layout for print and digital publishing.

InDesign can create:

- Forms & Packaging
- Digital Publications
- Magazines and E-books
- Brochures & Flyers



6 Adobe LightRoom

Edit, organize, store, and share photos from anywhere.

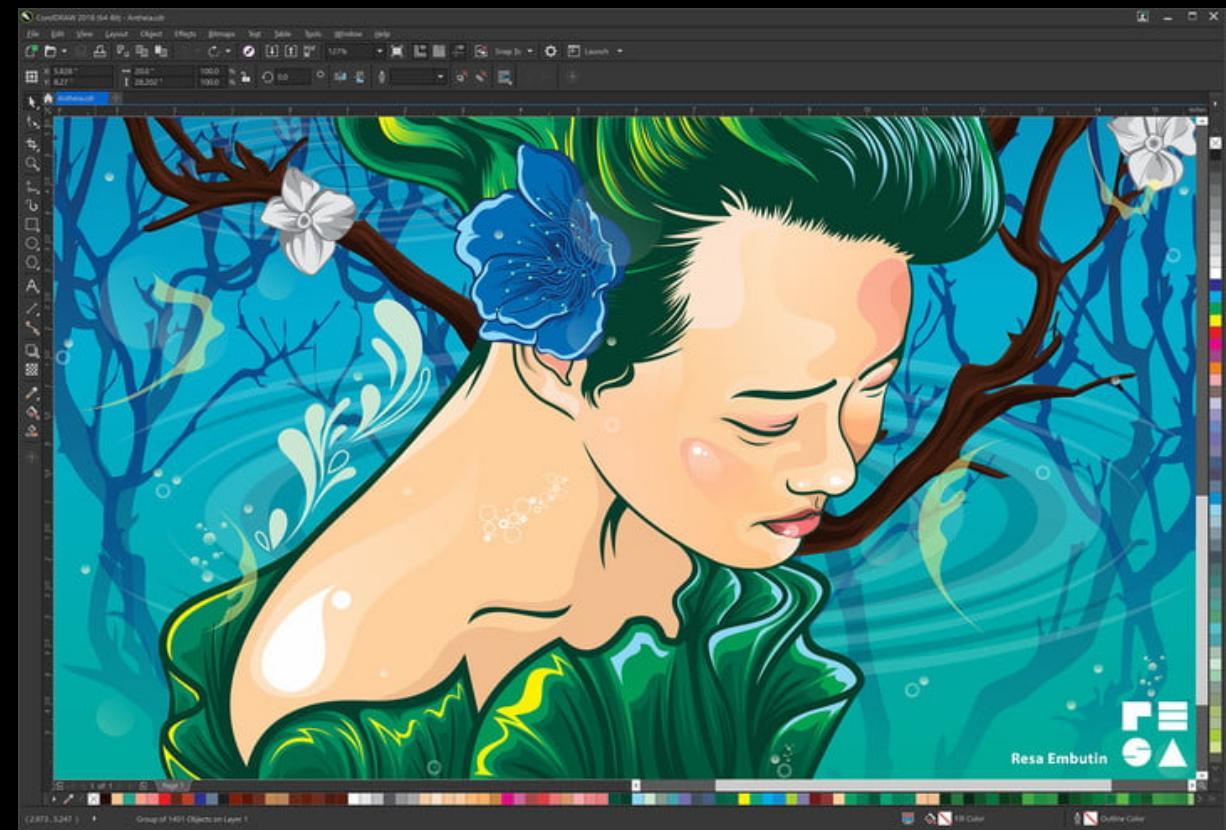


6 CorelDraw

CorelDraw is a vector graphics editor developed and marketed by Corel Corporation. It is also the name of the Corel graphics suite, which includes the bitmap-image editor Corel Photo-Paint as well as other graphics-related programs.

CorelDraw can create:

- Graphics
- Logos
- Cartoons
- Fonts
- Digital Forms
- Advertising & More



7 Web Prototype Tools

- Invision App / Invision Studio.
- Adobe XD
- Wireframe.cc
- UXPin

1. Super Power Units (MacBook Pro 13 a- 15)
2. IPad Pro + Apple Pencil
3. Wacom
4. Awesome Coffee
5. The Right Environment
6. A setup Multiple Display
7. Inspirations (Action Figures / Posters)
8. A Comfortable Chair
9. A Good Keyboard and Mouse

How I met graphic design

**“I LOVE IT! BUT THERE ARE A FEW MORE
CHANGES I THINK WE SHOULD MAKE.”**



HAS TO REDESIGN ENTIRE PROJECT.

How I met graphic design

- Type of Designers
- Portfolios
- Tutorials
- Inspiration Site & More

Type of Designers

- Product Designer
- ✍ Illustrator
- ✨ Animator
- 🎨 Art Director
- UI/UX Designer
- Web Designer
- 👺 Icon Designer
- 🖼️ Graphic Designer
- 🔥 Logo Designer
- ✒️ Lettering
- Character Designer
- 👽 3D Designer / 3D Modeler

Portfolio's

- Behance
- Deviant Art
- Dribble
- Art Station
- Talent House
- 99 Designs

Tutorials

- Lapa Tutorials
- Gigantic Tutorials (Youtube)
- Chris Do Futur
- Stackexchange Graphic Design

Free Resources for Graphic Designs

- Freepik
- Vexels
- Flaticons
- NounProject
- Mock-up Burger
- Pixeden
- Pexels
- Librestocks
- Google Fonts
- 1001 Fonts
- Squirrel Fonts
- Fordesigner.com

Inspiration Sites

- Usepanda
- DesignInspirations
- Pinterest
- Deviantart
- Dribble / Behance
- DesignMilk
- Lapa (WebDesigns)
- Awwwards (Webdesigns)
- Onepagelove
- Logopond (logos)
- abduzeedo.com

Overview on how to create graphic design

In that kids, how I met graphic design.

*Background Music **

The end

Self Five! Philip Out~



philip james candole

Creative Designer

<https://about.me/philip.james>

Follow me on Behance

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Follow me on Dribble

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Weekly Talk 8
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