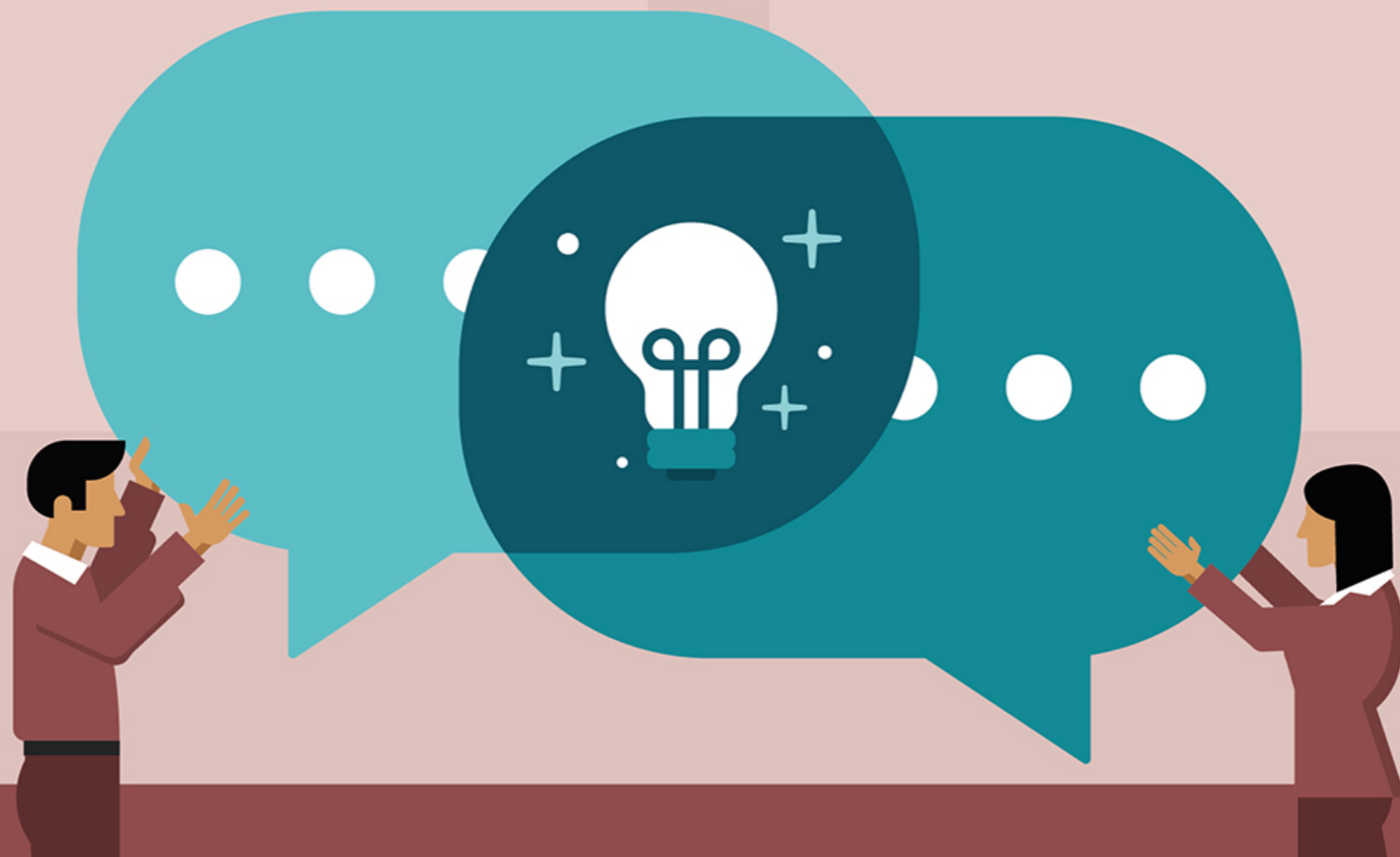


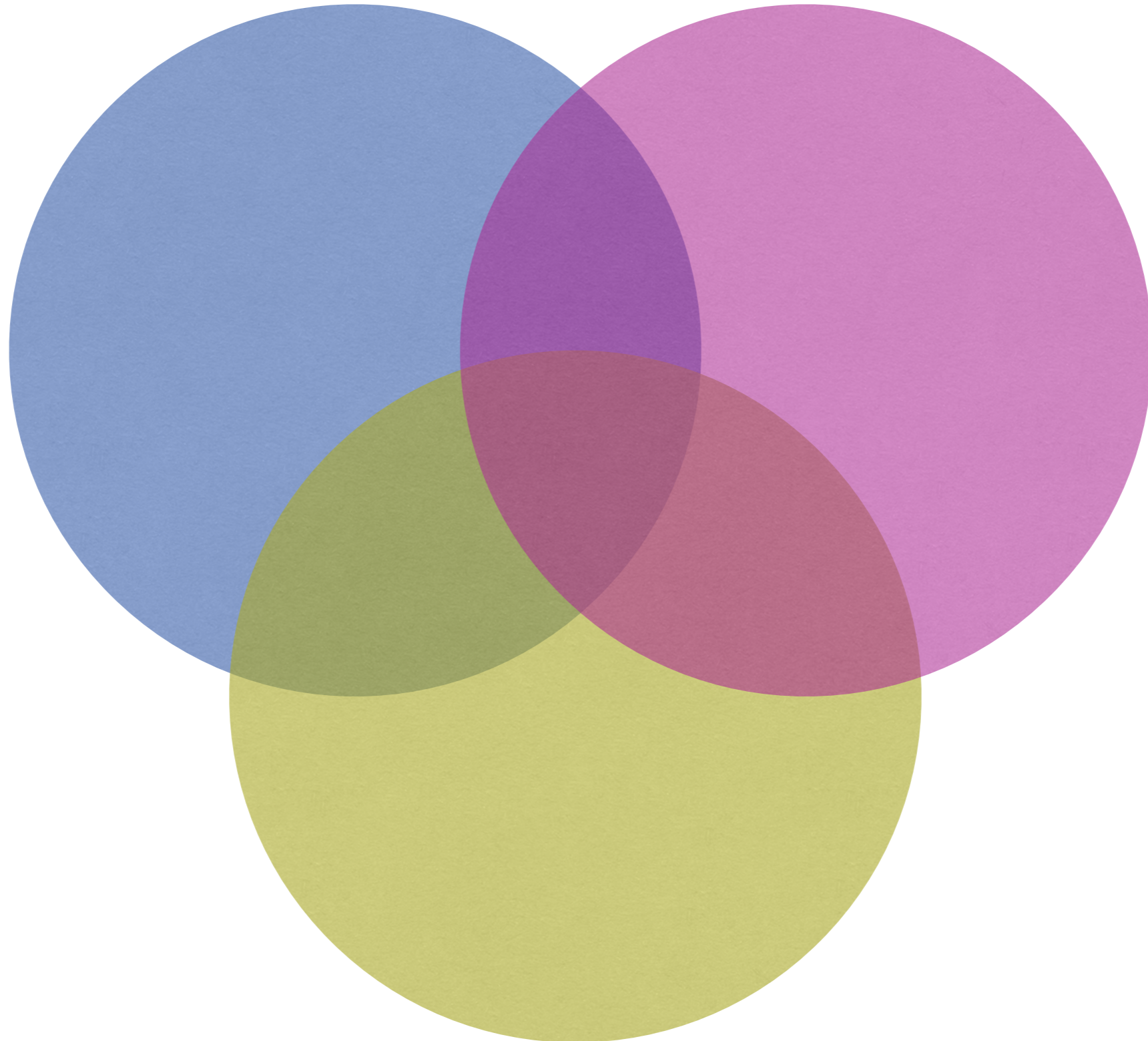
**WHAT IS
GRAPHIC DESIGN?**

Graphic design is the art or skill of combining images, words and ideas in advertisements, magazines or books, to convey information to an audience.

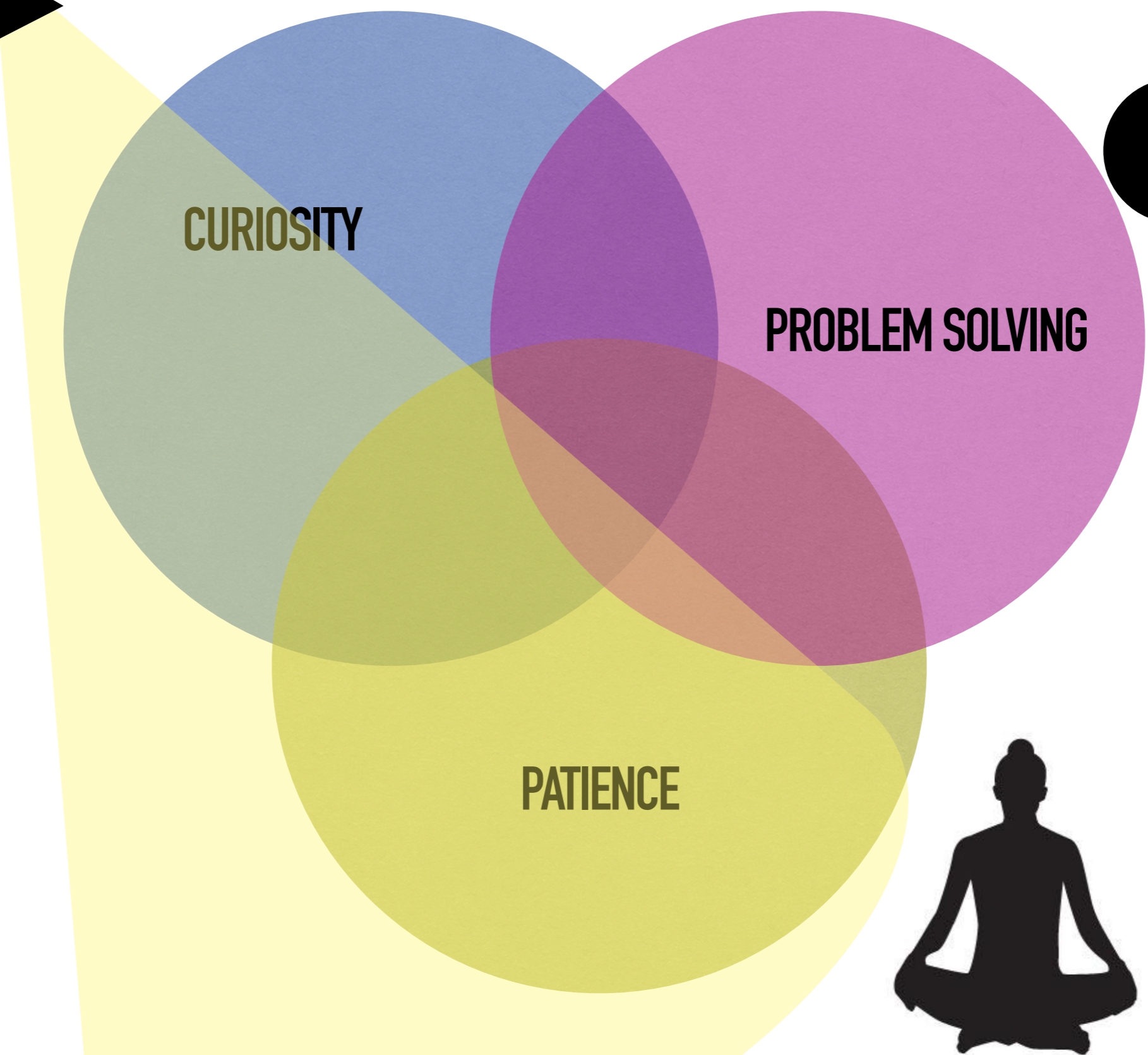
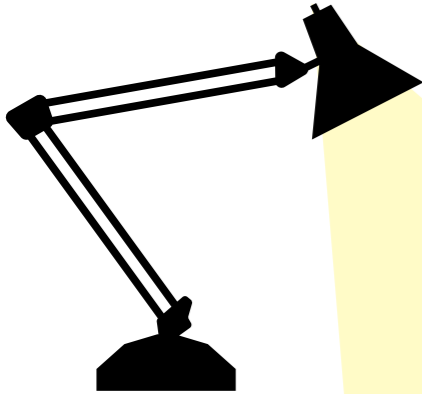
A DESIGNER'S JOB IS TO **COMMUNICATE**
A CLIENT'S STORY, BRAND OR IDEAS



QUALITIES OF A GREAT GRAPHIC DESIGNER



QUALITIES OF A GREAT GRAPHIC DESIGNER



GRAPHIC DESIGN

To create a visual content to express a message.

A graphic designer **communicates visually**.

The building blocks of visual grammar are: **lines, shapes, color and value, texture, space, form** (volume/mass) and **typography**.

To decide upon the look and function of something **before** it is made.

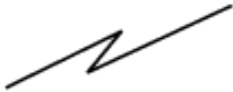




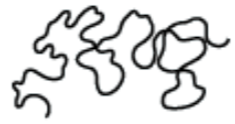

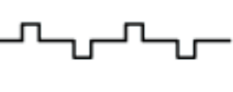
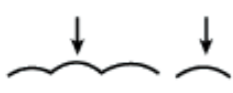




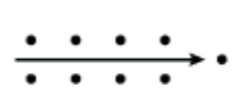


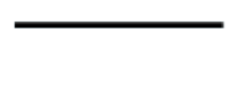
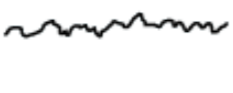


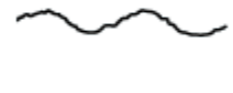




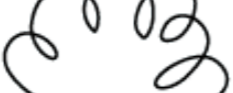



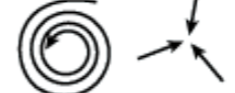




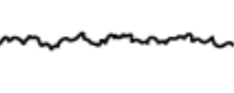




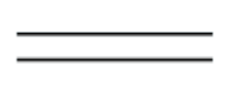






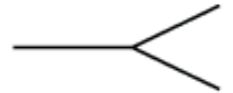

To design (v): to create, fashion, execute, or construct according to plan.

The rules that a designer should follow to create an effective and attractive composition are: **contrast, hierarchy** and proportion, **alignment, balance, proximity** and negative space, **repetition, simplicity** and **function**.

GRAPHIC DESIGN



IN DESIGN, EVERYTHING HAS A MEANING.

								
ACTIVE	PASSIVE	STRUCTURAL SOLID, STRONG	NONSTRUCTURAL FLUID, SOFT	IN MOTION	MEANDERING, CASUAL RELAXED, INTERESTING HUMAN	ERRATIC, BUMBLING CHAOTIC, CONFUSED	LOGICAL PLANNED, ORDERLY	
								
STABLE	UNSTABLE	STABLE	UNSTABLE	FLOWING, ROLLING	FORMAL, PRIESTLY IMPERIOUS, DOGMATIC	RISING, OPTIMISTIC SUCCESSFUL, HAPPY	FALLING, PESSIMISTIC DEFEATED, DEPRESSED	
								
POSITIVE BOLD, FORCEFUL	TENUOUS UNCERTAIN, WAVERING	THE VERTICAL, NOBLE, DRAMATIC, INSPIRATIONAL, ASPIRING	THE HORIZONTAL EARTHLY, CALM, MUNDANE, SATISFIED	INDECISIVE, WEAK	PROGRESSIVE	DEGRESSIVE	RISE ATTAINMENT WITH EFFORT IMPROVEMENT	FALL SINKING WITHOUT EFFORT IMPROVEMENT
								
PRIMITIVE SIMPLE, BOLD	EFFUSIVE	FLAMBOYANT	REFINED	INDIRECT, PLODDING	CONCENTRATING, ASSEMBLING	DISPERSING, FLEEING	BROKEN INTERRUPTED, SEVERED	
								
JAGGED, BRUTAL HARD, VIGOROUS MASCULINE, PICTURESQUE	CURVILINEAR, TENDER SOFT, PLEASANT FEMININE, BEAUTIFUL	ROUGH, RASPING GRATING	SMOOTH SWELLING, SLIDING	DIRECT, SURE FORCEFUL, WITH PURPOSE	OPPOSING	CONNECTING CROSSING	PARALLEL OPPOSING WITH HARMONY	
								
DECREASING CONTRACTING	INCREASING EXPANDING	DYNAMIC	STATIC FOCAL, FIXED	EXCITED, NERVOUS JITTERY	OPPOSING WITH FRICTION	DIVERGING DIVIDING	GROWING DEVELOPING	



WARM COLORS

Bright and light colors make you feel more **optimistic** and **happy**.

Warm colors like yellow, orange, pink, and red and pastel colors like peach, light pink or lilac can have an **uplifting effect** on the mood.





COOL COLORS

Cool colors like blue and green can make you feel **calm**.

Grey and dark colors are being perceived as sad colors.



WHAT DO YOU FEEL?



WHAT DO YOU FEEL?



Pink represents **femininity** and **romance**, **sensitivity** and **tenderness**. It's a delicate color that is often associated with **bubble gum**, **flowers**, **babies**, **cotton candy**, **little girls** and **sweetness**. It can represent **friendship**, **affection**, **harmony**, **inner peace** and **approachability**.

WHAT DO YOU FEEL?



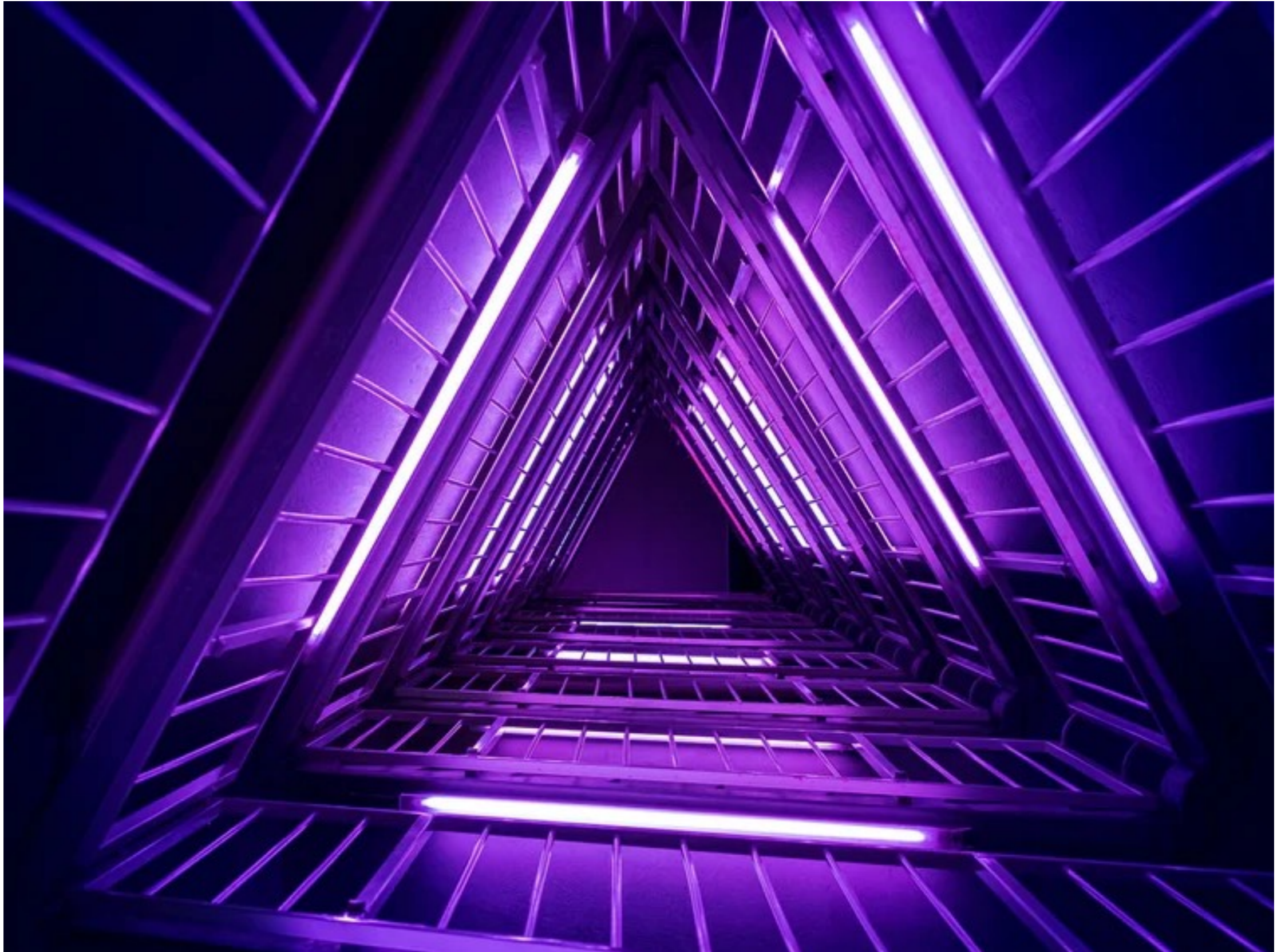
Photograph: Philipp Berndt (via [Unsplash](https://unsplash.com)), <https://99designs.it/blog/tips/how-color-impacts-emotions-and-behaviors/>

WHAT DO YOU FEEL?



White means **minimalism** and **simplicity**. It is often associated with **purity**, **light**, **safety**, **illumination**, **spirituality**, **humility** and **sincerity**. The color of **snow**, in the western countries is the traditional color worn by brides, to signify **purity** and **innocence**. In eastern countries, white is the color of mourning and funerals. The color white affects mind and body by promoting **feelings of fresh beginnings** and **renewal**.

WHAT DO YOU FEEL?



Photograph: Sandro Katalina (via [Unsplash](https://unsplash.com)), <https://99designs.it/blog/tips/how-color-impacts-emotions-and-behaviors/>

WHAT DO YOU FEEL?



Purple is often associated with **creativity, mystery, royalty, power, wisdom, pride, independence** and **magic**. It has a variety of effects on mind and body, such as **uplifting spirits** and **calming mind and nerves**. Lighter shades of purple are used to soothe or calm a viewer. Since it's a combination of **blue** (calm stability) and **red** (fierce energy), the color retains both warm and cool properties.



REMEMBER:

When discussing about **color meaning** and **psychology** there are no right or wrong answers.

Colors and **feelings** are linked. **But** how someone feels about a color is **subjective**, it is **not agreed on** universally.

What might make **one** person feel happy and cheerful, can make **another** person feel sad or irritated, depending on the viewers' past experiences or cultural differences.

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