The background features a white canvas with several large, flowing, abstract shapes in light green, light blue, and light purple. Interspersed among these are numerous small, yellow, starburst-like shapes. The text 'Graphic Design' is centered in a bold, black, italicized serif font with a subtle drop shadow.

***Graphic
Design***

A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is connected to a thin, wavy streamer that extends downwards. Small, yellow, triangular shapes are scattered around the balloons, resembling confetti or streamer tassels.

Graphic Design

- The process of creating the appearance of a publication in an attractive, logical manner. Done successfully, it attracts attention, adds value to a message, enhances readability, simplifies, organizes, and creates unity.

A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is attached to a streamer and has several small yellow triangular shapes around it, resembling confetti or streamer ends.

Today's Topics

- **Elements of Design**
- **Steps in the Design Process**
- **Creating a Great Poster**
- **A Career in Graphic Design**

A decorative graphic on the left side of the slide features three balloons in light green, light blue, and light purple. Each balloon is attached to a streamer and has several small yellow triangular shapes around it, resembling confetti or streamer ends.

Basic Elements

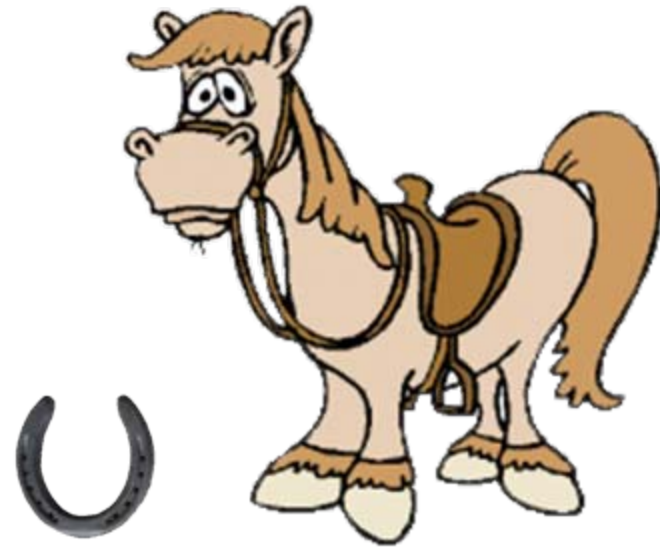
- **Size, Color, Font, and Space**

Size

- Size is how large or small something is. It is very important in making a design functional, attractive, and organized. It shows what is most important and attracts attention.

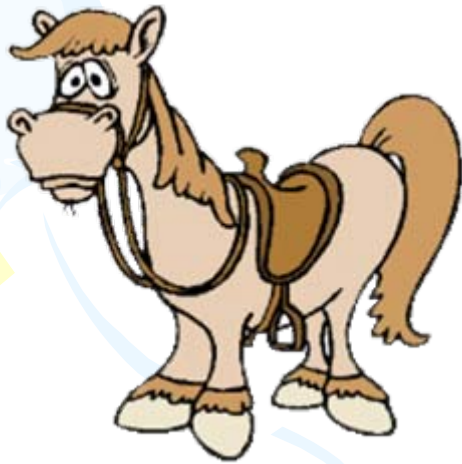
Size *can be used to:*

- Show which element is the most important by making it the largest.



Size *can be used to:*

- **Make all elements easy to see.**



Size *can be used to:*

- **Attract attention**



A decorative graphic on the left side of the slide features three balloons: a light green one at the top, a light blue one in the middle, and a light purple one at the bottom. Each balloon is attached to a streamer and has several small yellow triangular shapes around it, resembling confetti or streamer ends.

Color

- Color can attract attention, show where to look first, and convey moods. When selecting colors think about what you want the color to do to best demonstrate your message.

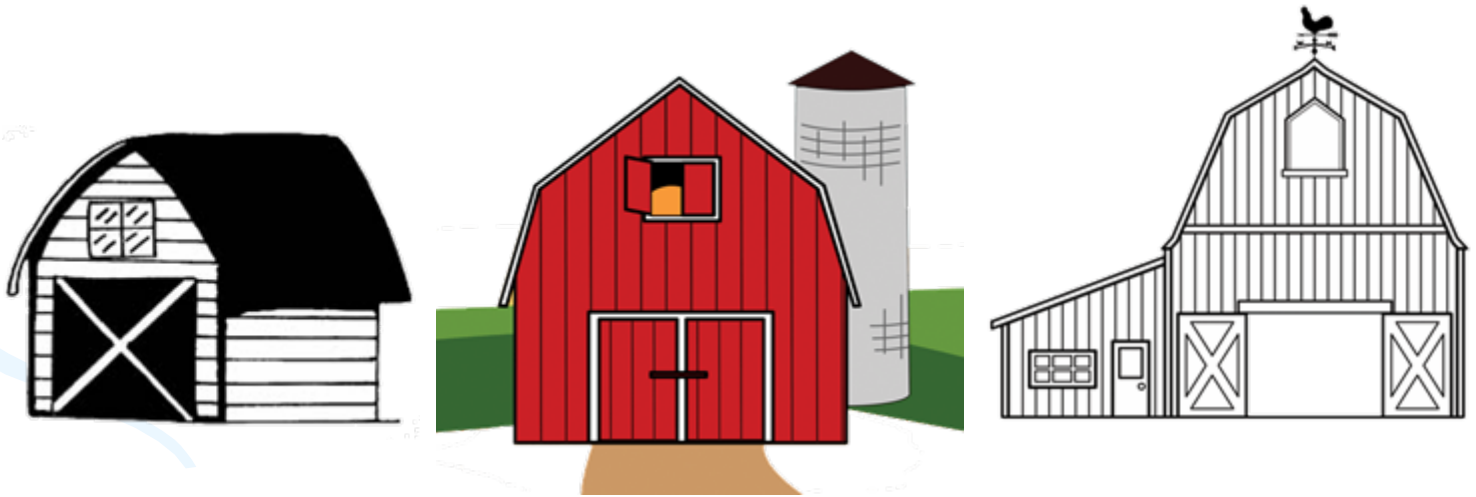
Color can be used to:

- Draw attention to your headlines.



Color can be used to:

- Attract the eye to pictures.













Color can be used to:

- **Create a mood and provoke emotions.**

The Psychology of Color

Color	Color	Associations
	Reds	Energy, Passion, Power, Excitement
	Oranges	Happy, Confident, Creative, Adventurous
	Yellows	Wisdom, Playful, Satisfying, Optimistic
	Greens	Health, Regeneration, Contentment, Harmony
	Blues	Honesty, Integrity, Trustworthiness
	Violets	Regal, Mystic, Beauty, Inspiration
	Browns	Easiness, Passivity
	Blacks	Finality, Transitional Color



Font

- Font refers to the style of typeface or lettering that is used in a design. It can be used to establish tone and style, organize and group similar types of text, and help the reader understand your message.



Font *can be used to:*

- Establish tone and style.

Normal Old-fashioned **Retro**

Important **GRUNGY** **CARTOON**

Silly **MODERN** *Curly*

Elegant **Casual** **SEASONAL**

WESTERN **DIGITAL** **STENCIL**

childlike *Handwritten* **ANGRY**

ATHLETIC *Cute* **VINTAGE**



Font *can be used to:*

- **Organize and group similar types of text.**



Font *can be used to:*

- Help the reader understand your message.

LEATHERWORKING
Leatherworking

Space

- Space is the distance or area between or around things. It separates or unifies, highlights an important element, and gives the eye a visual rest.

S p a c e *can be used to:*

- **Separate or unify.**





S p a c e *can be used to:*

- **Highlight an important element.**

Your song is in the bottle.



1 in 3 wins a free song on iTunes.

Plus a chance to win an iPod mini every hour.

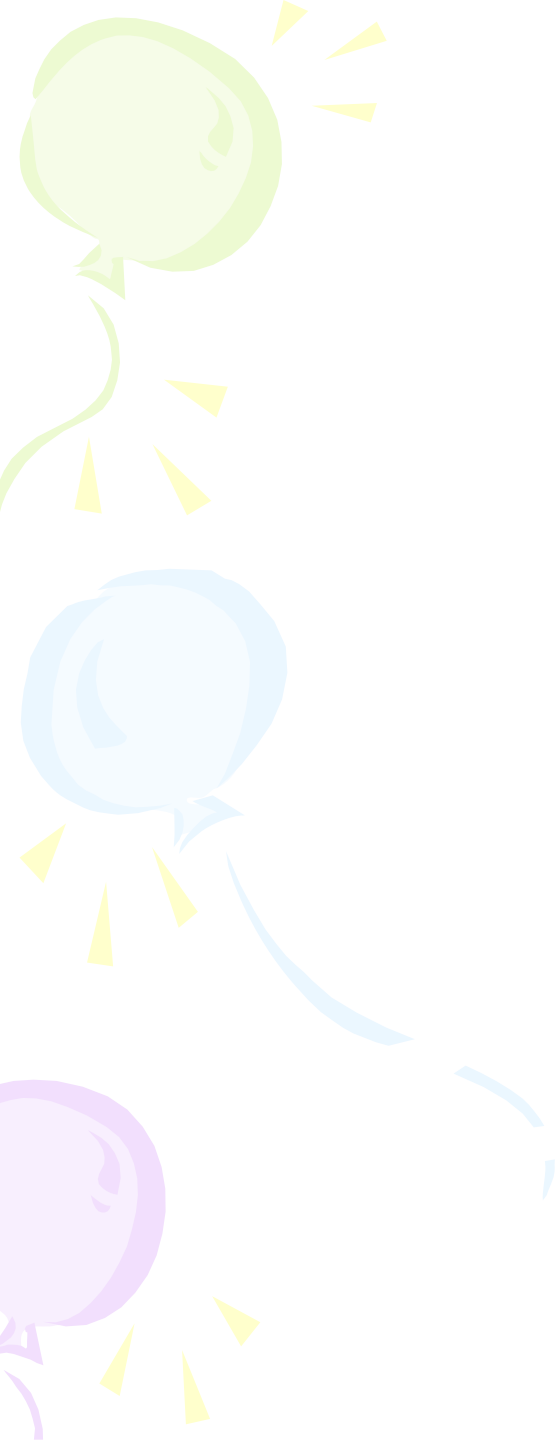


© 2007 PepsiCo. All rights reserved. 1 in 3 wins a free song on iTunes. Plus a chance to win an iPod mini every hour. See www.pepsimusic.com for details. Offer ends 12/31/07. *Offer available in the U.S. only. © 2007 Apple Computer, Inc. All rights reserved. iPod, the iPod logo, and iTunes are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. iTunes is a service mark of Apple Computer, Inc. All other trademarks are the property of their respective owners.



Space *can be used to:*

- **Give the eye visual rest**



Design Steps



Design Steps

1. Analyze the audience.
2. Determine the purpose of your message.
3. Decide where and how your message will appear.



Design Steps

4. Establish goals.

5. Organize text and graphics.

6. Choose an appropriate format and layout.



Design Steps

7. Select appropriate typefaces, type sizes, type styles, and spacing.
8. Add graphics.
9. Proofread, refine and fine-tune.

A decorative graphic on the left side of the page features three balloons in shades of green, blue, and purple. Each balloon is attached to a streamer and has several small yellow triangular shapes around it, resembling confetti or streamer ends.

Poster Creation

A decorative graphic on the left side of the slide features three balloons in light green, light blue, and light purple, each with yellow streamers and triangular flags trailing behind them.

Poster Creation

- What is your main subject?
 - Emphasize this by making it the boldest headline and use color to distinguish it. Make sure that your focal point is a large color graphic.

Karate





Poster Creation

- What subtopics are you going to be displaying?
 - Organize them on the poster. Give the subtopic headlines some emphasis with size and color.



Poster Creation

- Do you have more pictures you would like to add?
 - Make sure they correspond with the subtopics, and place them near their similar topics.

Karate



Karate History

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Karate Basics

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Karate Ranks

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Karate Films



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Karate FAQ's



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My Karate



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Poster Creation

- What is your poster missing?
 - Tie elements together with a nice border.
Don't forget your name!

Karate



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Karate Ranks

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By: Bryan Smith

Karate Films

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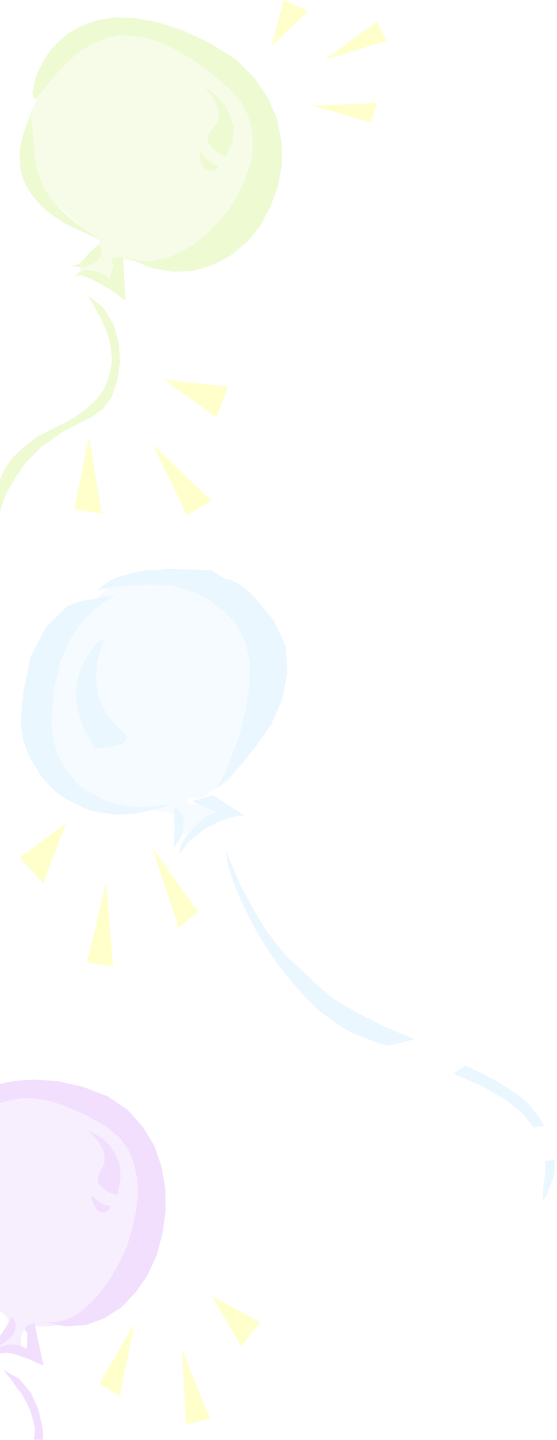
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Design Careers



Design Careers

- **Creative Directors**

- Creative directors are in charge of a creative team that produces artwork to be displayed in magazines, on television, on billboards, on the web, or on products.



Design Careers

- **Brand Identity Designer**

- This designer is concerned with the visual aspects of a company or organization's brand or identity. They make sure that the company's "image" always looks good!



Design Careers

- **Logo Designer**

- The job of a logo designer is to provide an innovative way to express the key message of a company through a recognizable image.



Design Careers

- **Illustrator**

- Illustrators do drawings for materials such as books, magazines, and other publications, or for products such as wrapping paper, greeting cards, calendars, stationary, and more.



Design Careers

- **Photoshop Artist**

- Photoshop is a computer photo-editing program that designers use to manipulate, color-correct and edit photographs.



Design Careers

- **Web Designer**

- As a web designer, your work could be viewed by thousands of people everyday. Web designers create the pages, layout, and graphics for web pages.



Design Careers

- **Freelance Designer**

- As a freelance designer, you have the freedom to work on a variety of projects. As your own boss, you work independently from the companies and organizations that you provide designs for.



The End

Have Fun Designing