GRAPHICS
DESIGN
Book

2021

Great graphics design book every designer should read

DEDICATION

This book was created with the aim to facilitate and influencing other people to learn and love graphics design and this book it will be as a memory for remembering my Graphic Design lecturer Mr. Alfred Kajirunga, my fellow students at College of Business Education.

ABSTRACT

This book prepared by Obedi Zakayo Tito with the aim of explaining about Graphics design and different work of graphics design. This book will guide you to know some of graphics design work, application software used for graphics design and some of benefits and things to consider when performing graphics design. In this book you I have putted a brief explanation about graphics design, tools used for graphics design also I have included examples and sample images of graphics works. I hope through this book you will learn more things about graphics design.

AKNOWLEDGEMENT

I would like to thanks My lecturer Mr. Alfred Kajirunga for his contribution, encouragement, guidance and supervision that helped me to prepare this book. Also I would like to thanks all my fellow students that was working with me hand to hand to ensure that this book is completed. I thanks my parent's father and mother for their support until now I completed to prepare this book. My last thanks going to all College of Business Education Staff members.

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CHAPTER 1.
INTRODUCTION OF GRAPHICS DESIGN

1.1. What is graphics design?

Graphic design Is the process of creating the appearance of a publication, presentation, or web site in an attractive, logical manner. Also graphics design can be defined as art and practice of planning and projecting ideas and experiences with visual and textual content. Graphic design communicates certain ideas or messages in a visual way. These visuals can be business logo, or complex as page layouts on a website. When done successfully, it attracts attention, adds value to a message, enhances readership and readability, simplifies, organizes, provides selective emphasis, and creates unity. Examples of graphics design works are Business card, invitation card, flayers, posters, calendars, certificate, books design, logo, website page layout banner, and so many which are designed by using different software such as Adobe Photoshop, adobe Illustrator, Adobe InDesign, Corel DRAW, Microsoft publisher and so many which enable a graphics designer to create or design those graphics design works, and each software was created to perform different tasks so a designers when start to create graphics work they choose which kind of software is suitable for creating a work they want to create, example when he/she want to create let say logo a designer will not use Adobe Photoshop to create a logo but he/she will use other software like Adobe Illustrator or Corel DRAW software because this software are suitable for vector design instead of Adobe Photoshop that are designed for the purpose of photo editing, and other things that deals with photo editing. So each software have its own work purpose.

1.2. History of Graphics design

The origin of graphics design can be traced from the origins of human existence, from the cave of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were using for construction. The builder, or some other dignitary". [2] This was the first known road sign announcing the name of governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C found on the Rosetta Stone.

1.3. Software used in Graphics Design:

Graphics design software this are software program that are installed in a computer to enable a computer user or graphics designer to manipulates images, videos and simple text or are software program which enable a computer user to manipulate, edit, create or design graphics work like logo, poster, banner, business card, presentation pages, adds, page layout etc. so as to convey the message to audience. Some of graphics design software are Adobe Photoshop,

Adobe Illustrator, Adobe After effect, Adobe Premier, Adobe InDesign, Corel DRAW, Microsoft publisher, Microsoft power point, Picasa, Pizza etc. this software are produced by different company like Adobe, Corel, Microsoft, Quark, Serif etc. Also this software used in graphics design are designed for specific purpose, there are software are designed specific for to work with image editing like Adobe Photoshop, Corel DRAW.

1.4. Things to consider before starting design:

A designer should ensure the following things before starting design. Analyze the audience, determine the purpose of your message, decide where and how your message will appear (whether it will be a printed publication, presentation, or web site), establish goals, organize text and graphics, choose an appropriate format and layout, select appropriate (typefaces, type sizes, type styles, and spacing), add and manipulate graphics, organize text and graphics, proofread and refine and fine-tune.

CHAPTER 2.
LOGO

2.1. Introduction of logo:

A logo refers to an image, emblem, or symbol used to represent something. Usually, a logo represents a company, organization, product, or service, and is equivalent to a trademark. It may take the form of an abstract or figurative design or it may present as a stylized version of the company's name if it has sufficient brand recognition. Many logos contain hidden messaging. The image bellow is an example of logo.

Figure 1 Logo

2.2. Types of logo

There are different types of logo in graphics design but here we will show some of type of logo.

i. **Wordmark Logo:** These are uniquely styled text logos that spell out the company or brand name. Often, custom fonts are created specifically for brands to use across all their marketing and branding collateral. Some examples include Facebook, Disney and Sony.

ii. **Lettermark/Monogram Logo:** This type of logo use a symbol representing the company through the use of its initials or the brands first letter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company better than the full name (name is too long).

iii. **Symbol / Icon or Brandmark Logo**: This type of logo represents the company in a simple but bold manner. Most companies that use this type of logo will have a very simple main logo, but may choose to create additional alternative versions that appear a little more flashy. Example of this kind of logos is like Apple, Shell and Mercedes-Benz.

iv. **Combination Mark Logo Design**

These logos combine a wordmark and a symbol or icon to give the flexibility for the use of either or both elements across a variety of applications. Example of this type of logo is like Adidas, mastercard and puma.

v. **Emblem Logo.**

An emblem logo encases the company name within the design. Some examples include Starbucks, the NFL and Harley-Davidson Motorcycles.

2.3. Software used to design logo.

There are many software used to design or create logo like Logo creator that come with templates of logo and allow a designer to modify according to his/her requirements but the favorable software for creating a good logo is Adobe Illustrator, Corel DRAW. Because this software are most used in vector.

CHAPTER 3.
CALENDAR

3.1.   Introduction of calendar:

A **calendar** is a visual representation of months and days for any given year. Also calendar can be defined as a series or list of events and activities that take place on a particular dates and which are important for a particular organization, community, or person. Calendar provide number of days, weeks, months for the specific year. A date is a designation of a single or specific day within a week or month. Some calendar they show events that will take place within a month or in a whole year by highlighting those event with different color to show a record of a special event. Example of some events are Union day, etc. The image bellow is an example of calendar.

Figure 2 Calendar

3.2.   Software used to design calendar:

There are many software that are used to create calendar but it depend on which software a designer favorite to use. Example of software used to design or create calendar are Custom Calendar Maker, Photo Calendar Maker, Smart draw. Also you can create a calendar by using Microsoft Publisher.

CHAPTER 4.
CERTIFICATE

4.1. Introduction of Certificate:

The word certificate can be defined in different ways. We can define a certificate as an official document that you a person receive when completed a course of study or training. Or when a person performed good things in a company can be awarded a certificate to show his/her contribution in a company. Certificate can be Award certificate, Certificate of completion, Certificate of achievement etc. Also certificate is a unique, digitally signed document which authoritatively identifies the identity of an individual or organization. Using public key cryptography, its authenticity can be verified to ensure that the software or website you are using is legitimate. On the Internet, a certificate is signed by a trusted CA (certificate authority), and verified with the authority's public key. The decrypted certificate contains a verified public key of the certificate holder (website operator), with which encrypted HTTPS communications can be established. You can create certificate by using different software like Corel DRAW, Microsoft publisher, Adobe Illustrator etc. to create a good certificate you have to consider font selection and arrangement of item so as to make a certificate look good. The image bellow is an example of Certificate.

Figure 3 Certificate of completion.

CHAPTER 5.
BUSINESS CARD

5.1.   Introduction of Business card.

Business Card is a small card identifying a person in connection with his or her business, given to a client, potential customer, etc. business card it contain information about your company or your business that a clients or customer can use it to find your business and know which business your dealing with. The color, wording and texture of your business card have a lot to do with its appeal and its ability to convey your company image. Use common sense when you're designing your card. If your business markets children's toys and games, you might try using bright, primary colors and words written in a child's script. On the other hand, if you run a financial consulting service, you want your business card to convey professionalism and reliability, so stick to traditional looks such as black printing on a gray, beige or white background. The image bellow is an example of business card that show on a front side and back side.

Front side   Back side

Figure 4 Business Card

5.2. Things to consider when you create a Business card.

i.   Use your logo as the basis. Make it the largest element on the card.

ii.   Keep it simple. Don't cram too much information on the card.

iii.   Make sure you include the essentials--your name, title, company name, address, location, phone and fax numbers and e-mail address--and make sure your name and business name are immediately identifiable.

iv.   Make sure the typeface is easily readable.

v.   Stick to one or two colors.

vi.   Make sure it's easy to read.

CHAPTER 6.
INVITATION CARD

6.1. Introduction of Invitation card.

Invitation Card is a card which is used to invite people to attend special events such as Birthday party, Anniversary party, Wedding party, graduation ceremony etc. this card can be printed on a paper or can be shared electronically. Invitation card contain a full detail information about an event such as date of event. Starting time, location etc.

When you design an Invitation card is better to use font that will enhance your design, you can use styled font like Monotype Corsiva, Lucida Calligraphy, Edward Script etc. This font will create a good look of your Invitation card. Also you can decollate by using simple flower to make your card attractive. Image bellow is an example of an Invitation Card.

Figure 5 Invitation card

6.2.   Importance of Invitation card

Invitation card have more important but some of the importance of Invitation card are:-

i.   Invitation card it build relationships among of people.

ii.   Invitation card create connections with other people.

iii.   Invitation card keep it as a memory.

6.3.   Software used to create Invitation card.

To create an invitation card you need a software that will help you to design a good and quality invitation card, some of software used to design invitation card are Microsoft Publisher, Corel DRAW, Adobe Illustrator, Microsoft power point etc.

CHAPTER 7.
POSTER

7.1. Introduction of Poster:

A **poster** is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians, and films), propagandists, protestors, and other groups trying to communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to the original artwork. The image bellow is an example of poster.
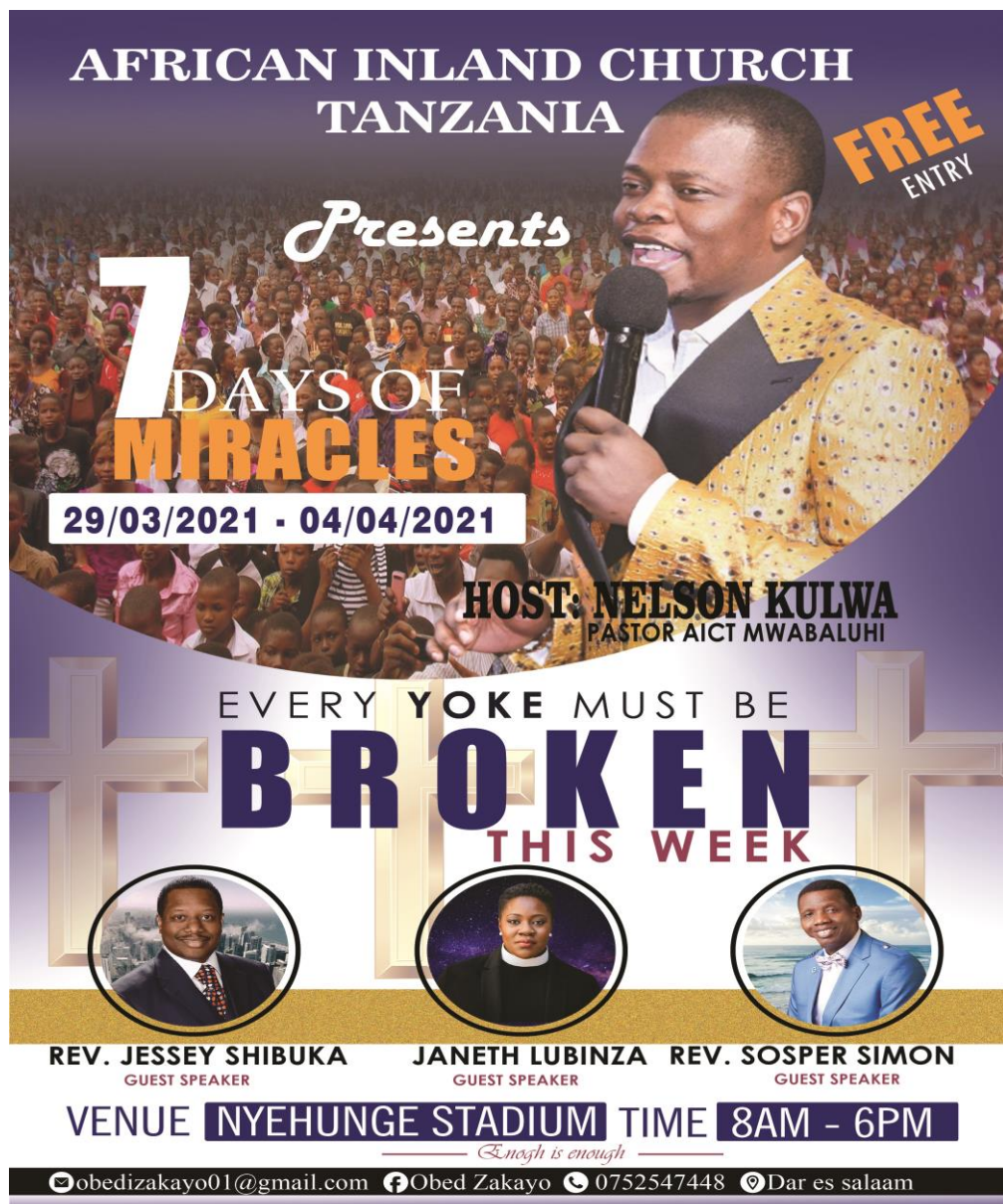

Figure 6 Poster

7.2. Types of poster:

There are many types of poster the following are some of the different types of poster:-

i. **Advertising;** This type of posters are typically used by brands of varying sizes for promotional purposes. But they're also often used to champion a cause.

ii. **Informative;** this type of posters are exactly what they sound like – one-pagers that serve to well, inform. They can vary in terms of their design, as some will look like info graphics while others just contain visuals, but their goal remains the same across the board.

iii. **Affirmation or Motivational;** This type of posters are one-pagers that have the sole purpose to inspire. They usually contain motivational quotes or clever, catchy copy represented with large and bold typography, overplayed on inspirational background images that work to tug on the heartstrings of the viewer. They're always positive, and aim to make the viewer feel good.

iv. **Event Posters;** Event posters are also rather self-explanatory. They exist to drum up buzz and awareness for an upcoming event, and also to offer up bite-sized information and a little call-to-action.

7.3. Software used to design poster:

Poster are designed by using different software that enable a designer to design a poster a good poster. The following is a software you can use to create a poster but the most recommended software is Adobe InDesign because has page design and layout features that allow you to create a polished and professional poster.

CHAPTER 8.
FLYER

8.1. Introduction of flyer.

Flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail. Flyer is used to send the message to the audience. Also a flyer is usually a single, unfolded printed sheet that is used to draw attention to an audience about events, service, product or idea. The image bellow is an example of flyer.

Figure 7 Flyer

CHAPTER 9.
BANNER

9.1. Introduction of Banner:

Banner is a narrow horizontal or vertical image advertisement on a web page. Also banner can be expressed as a big picture that you see when opening up a website design. It is usually located at the top, but its location can vary as recent design trends shift and designers try to make their websites look more unique. Banner in a website is used to advertise different things. Banner are designed in different size. When you create a banner for website you need to consider the screen size of computers. Banner contain some information. The image bellow is an example of banner
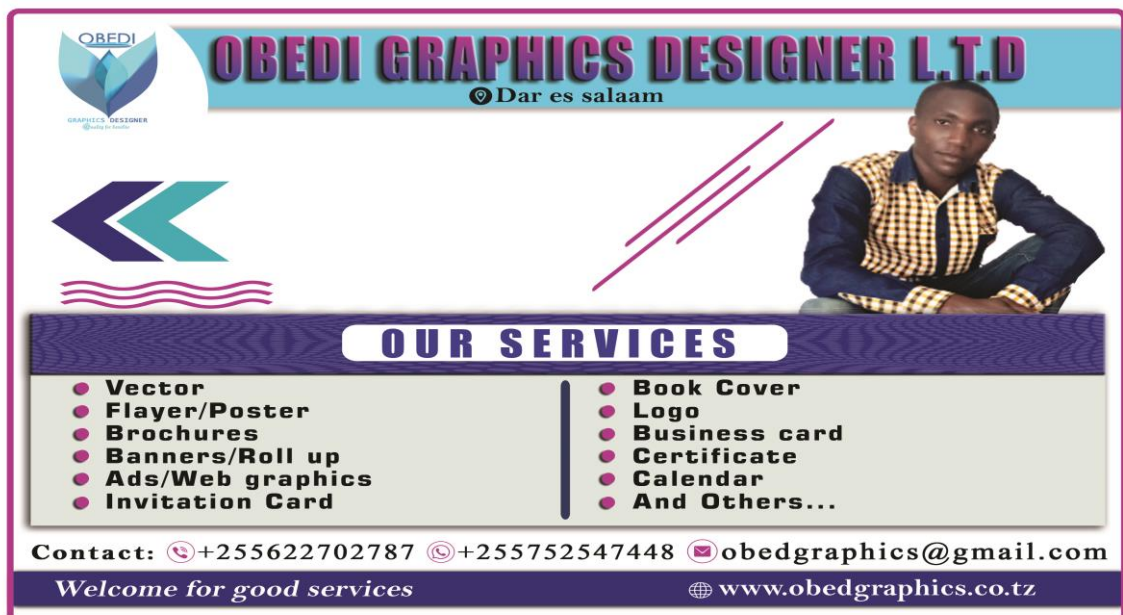

Figure 8 Banner

CONCLUTION

In generally this book contains a lot of graphics design works and other explanation about graphics design. The objective of this book is to improve some skills in graphics design by differentiating graphics design works like logo, banner, flyers, certificate, calendar, invitation card, business card and other related works that are based on graphics design.

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