



GRAPHICS DESIGNING

02

Basics of Graphics Designing



After completing this section, students will be able to:-

- define graphic designing
- describe importance of graphic designing
- understand industrial usage of graphic designing
- describe opportunities for employment and advancement in graphic designing field

Graphics Designing

Graphic design is a skill where professionals create visual content to communicate messages.

By applying visual hierarchy and page layout techniques,  designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience.

Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Here are just a few factors to consider before investing in graphic design services.

It conveys a message of credibility and professionalism

As mentioned earlier, graphic design plays a significant role in the decision-making process. Companies that invest in quality graphic design are perceived to be more trustworthy. Presentation and perception can make or break a business. Public is usually looking for signs of professionalism to convince them that your business can be trusted. One such example is the way that you present yourself. It's important to present yourself in the best possible way by investing in quality appearance of yourself (as with your business).

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It makes You self-dependent

Great graphic design allows you to make a positive first impression on viewer. Human beings form initial opinions in a matter of seconds. On the other hand, it takes a lot more time to have a change of heart after a first impression is made. Aesthetically pleasing, professionally designed graphics will cause other persons to form positive opinions about your product, service or brand. Consequently, you or your business can be self-dependent.

Industrial Scope

Graphics designing is involved and has a vital scope in almost every industry. It has made a permanent place in various industries. Some of the uses of graphics designing have been mentioned below:

- **Custom Logo**

A custom logo establishes credibility by creating brand recognition, and firmly positions your company within the marketplace. A Logo is actually the first impression about a business or organization. It should reflect the main theme of the organization and should match the vision statement or the moto of the organization. While there are many factors in building an impactful logo and visual identity, a major influence on your logo's success is its color scheme. Certain color combinations create distinct perceptions and elicit emotions. Examining the market trends in your industry and understanding to which colors your customers respond, may make big differences.

- **Advertising**

Considering the psychological effects that your branding has on prospects, your advertisements need to follow a similar set of guidelines. Among a sea of expertly crafted ads, a poorly designed advert will easily become overlooked as noise. The chances that your ad will convert prospects without a hero image, strong graphic elements, and a clear call to action is required. In advertising, or in any form of print or digital communications, your brand's essence speaks louder than words.

- **Marketing Collateral**

Graphic design optimizes your marketing efforts across all channels, and is key to building a professional brand.

Being consistent in your marketing collateral allows your brand to be easily recognizable, and allows your customers and clients quickly get familiar with what your company has to offer. The comfortability that clients and customers get through consistent marketing will ultimately lead to credibility. Your brand should have a strong visual foundation to communicate its confidence in its offerings and expertise. This allows customers to engage with your business more frequently, in turn leading to stronger customer relationship management (CRM).

- **Presentations**

In order to keep an audience engaged throughout a new presentation or pitch, you will need strategically structured and designed slides. This will be your effective strategy to win the crowd over if paired with a smooth verbal delivery. Telling your story with enticing graphics that support your product or services benefits in selling your work. Be sure that the flow of the presentation is clear and concise with hard start/stops to denote a new topic or chapter.

- **Social Media**

By using graphic design, you are able to establish a consistent brand footprint across all social media platforms. Create an account on platforms where you feel your customers use most often. Try Facebook, LinkedIn, Instagram, Google Plus, and Twitter, just to name a few.



Using custom-branded graphics in your posts will tie your digital branding to your physical marketing collateral, leading to a cohesive brand identity. Branding your own graphics lets your audience become more interested in your business and curious to see what else will be posted in the future and therefore be more inclined to follow you on social media.

Graphic Designer Career Options

Graphic designers are creative individuals who use text and images – either computer generated or hand drawn to express ideas. They work largely in marketing, advertising, publication – collaborating with writers, art directors, and sales professionals. The common requirements for graphic designers may be a bachelor's degree (or training) in graphic design, strong computer skills, and a diverse portfolio. These qualifications, along with some years of experience in the field, can set a graphic designer up for several different career advancement options. Some career choices for graphics designers are mentioned below:

UX / Web Designer

A UX designer (User Experience Designer) emphasizes on how individuals experience and interact with products, apps or websites. A graphic designer with experience in website design may choose to move into the role of web designer.

A web developer is responsible for both the front-end visual appeal of a website as well as its back-end functionality. Educational requirements for this role vary from an associate's degree in web design to a bachelor's degree in computer science or related field. Proven web development experience and knowledge of online programming languages and development applications are a must for a graphic designer wishing to enter this field.

Art Manager

An art manager manages a design staff to create cohesive visual designs for print or digital publications, movie and television promotions, product marketing, and more.

Graphic designers who excel at distilling large concepts into a visual product and who can communicate their vision to others may find the role art manager / supervisor to be a natural next step. A bachelor's degree in graphic design or similar design field is often adequate but strong skillset along with a solid experience is greatly required in this domain.

Layout Artist and Book Designer

Layout artists work with software such as InDesign or PageMaker to place together images in a bigger design. Layout artists rely on solid artistic skills to balance compositions and communicate ideas.

Book designers develop both front covers and interior layouts of books and mangainins etc. Creating the interior of books is called typesetting, though instead of putting together each letter of type on a printing press, modern book designers rely on software programs such as InDesign or Quark.

Marketing Manager

A graphic designer with an affinity for the business side of promotions may find the role of marketing manager a good fit. Marketing managers work with sales staff, art directors, and other management to guide product development, promotions, and sales. Familiarity with various marketing media are important for a marketing manager, understanding of market trends and the ability to lead a diverse team and delegate roles is required. A bachelor's degree in marketing or a related field is a minimum requirement for a marketing manager. In this competitive field, experience with digital advertising and several years of marketing and management experience can set an applicant apart.

Multimedia Artist and Animator

A career move for a graphic designer may be multimedia artist and animator. Similar to a graphic designer, a multimedia artist and animator uses both hand-illustrated and computer-generated images to produce a final product, the distinction, however, is that this final product is animated rather than static.

Multimedia artists and animators design for video games, movies, or television, usually specializing in their chosen area. A bachelor's degree in a design-related field, such as graphic design or animation, is recommended. Proven computer skills, specifically with animation applications, and a strong animation portfolio are also a must in this competitive field.

Trainers

Graphic design is a creative and dynamic profession. To prepare the next generation of graphic designers, institutions and organizations need instructors with experience, insight and an interest in helping new people learn graphic design. While the work of graphic designers is often to create the next great design, a graphic design trainer is more involved in helping to support the next great designer. For designers that find themselves more interested in the human side of design, trainer can become a fulfilling role.

Section-II

After completing this section, students will be able to: -

- describe graphic software
 - adobe photoshop
 - adobe illustrator
 - ◦ adobe xd
 - in page
 - corel draw
 - adobe in design
- learn about installation steps of each software

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Graphics Software

Adobe Photoshop



Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. It allows use of layering concepts to allow for depth and flexibility in the design and editing process, as well as provide powerful editing tools, that when combined, are capable of doing just anything.

Adobe Illustrator



Adobe Illustrator is an application program used on Windows and MacOS which helps to create illustrations, drawings, and artwork. Illustrator allows a user to create everything from a single element to the entire composition. Designers use Illustrator to create logos, patterns, posters, symbols, and icons, etc.

Adobe XD



Adobe XD is a vector-based UI and UX design tool and it can be used to design anything from smartwatch apps to fully fledged websites. Designers and design teams across the world use Adobe XD for collaborating through the design process from ideation and wireframing to developer final products.

Inpage



InPage is a word processor and page layout software for languages such as Urdu, Balochi, Persian, Pashto and Arabic under Windows and Mac which was first developed in 1994. It is primarily used for creating pages in the language of Urdu using the Nasta 'liq ('hanging' calligraphic) style of Arabic script.

CorelDraw



CorelDraw is a software program for editing vector graphics. Developed by Ottawa-based software company, allows users to do things like add special effects such as borders to images, in addition to allowing for contrast adjustment, colour balancing and more. Furthermore, it has great options for text formatting and decoration.

InDesign



InDesign is a sophisticated page-layout program. You can use it to create professional-looking documents, including newsletters, books and magazines. You can also use it to create documents for distribution on a tablet such as an iPad and even documents that include interactivity or videos. It has evolved into a tool that lets you publish content to just about any device or in print. For example, using InDesign you can create a document and distribute content in print and then add hyperlinks and video and export it to PDF or EPUB formats.

Installation of software:

The installation of the software is easy and described in the following section.

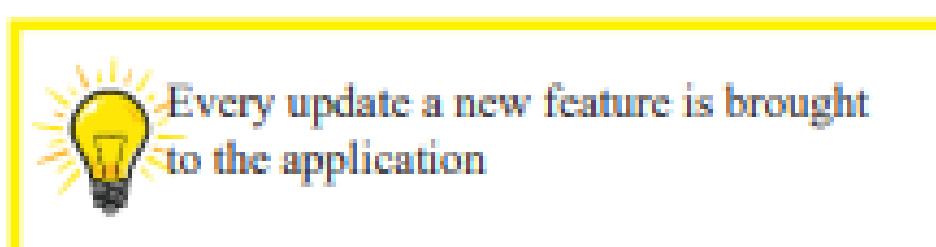
Adobe:

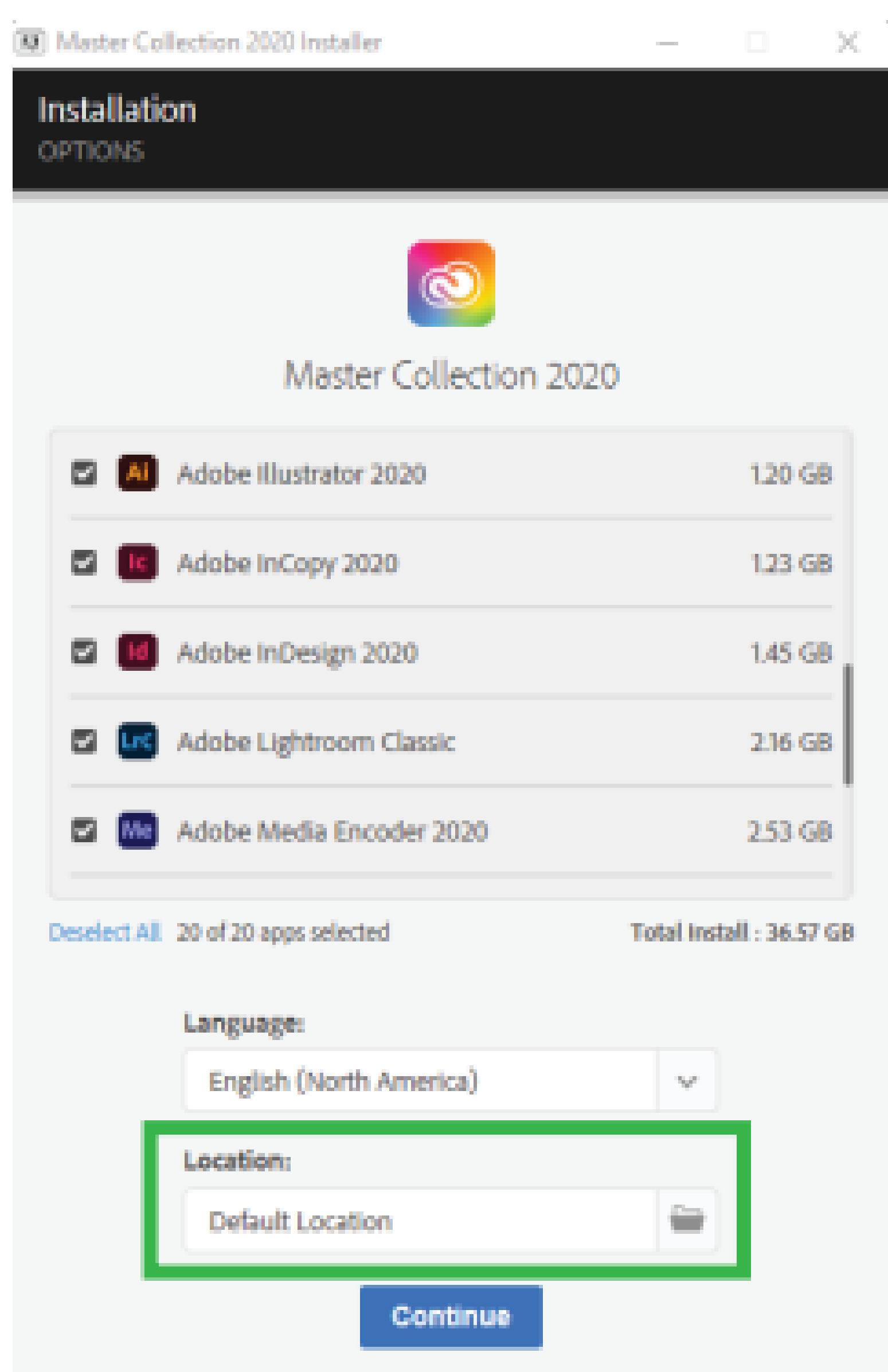
The installation process may vary version to version but is straight forward. We can Install Adobe illustrator, Photoshop, XD and InDesign through Adobe Creative Cloud or we can install separate applications using downloaded package. After you've downloaded the setup, Follow the steps below:

Step 1: Open the setup through “Autoplay” as can be seen in figure 2.1

Name	Date modified	Type	Size
Adobe 2020	27/08/2021 6:21 am	File folder	
Adobe Universal Crack	27/08/2021 6:21 am	File folder	
Autoplay	27/08/2021 6:21 am	File folder	
autoplay	05/08/2008 7:23 pm	Application	186 KB
autorun	05/10/2020 7:08 am	Setup Information	1 KB

Step 2: Select the software you want and press Continue, You can also select the installation location from green box in below figure.





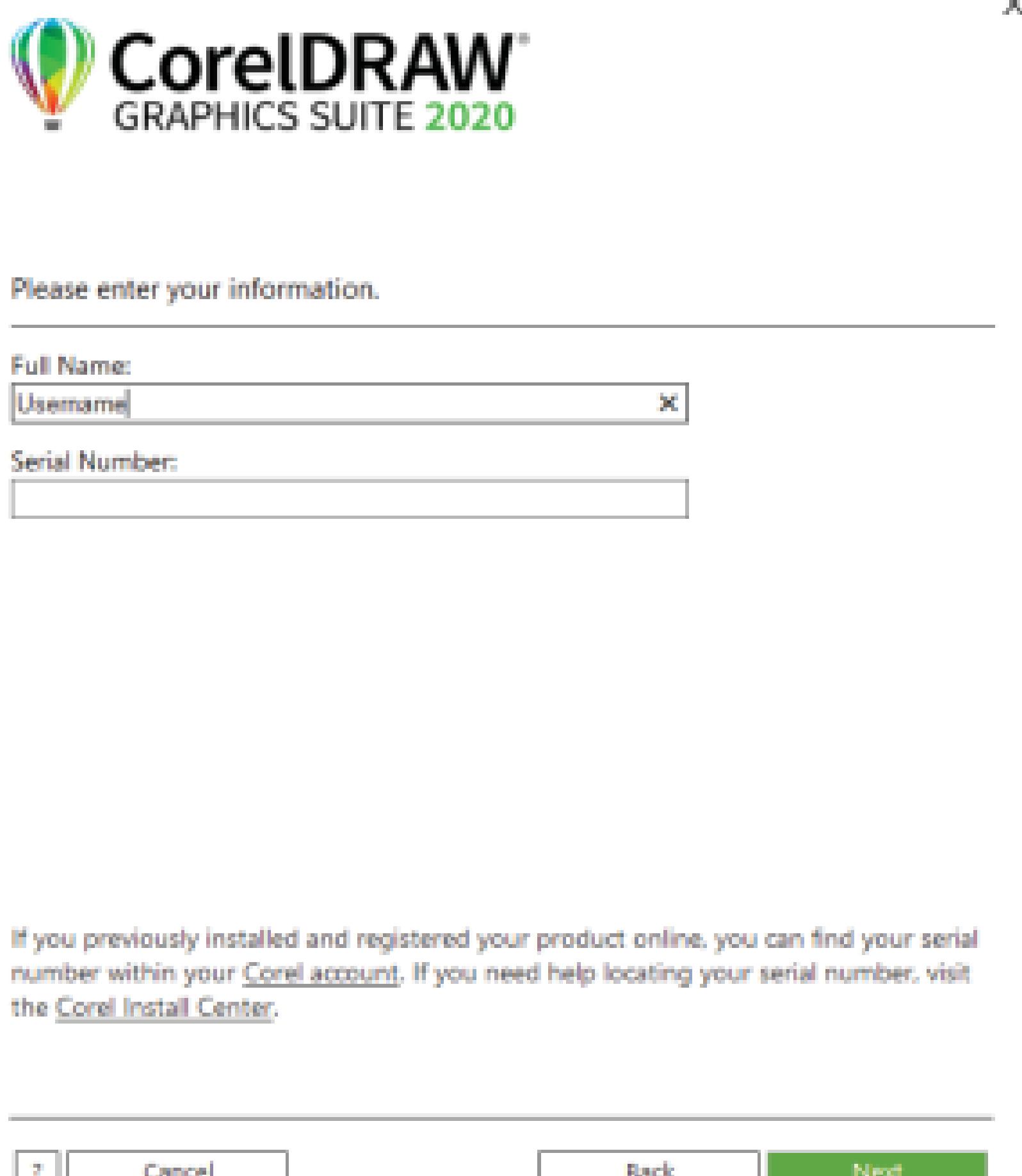
Step 3: After the installation is done, all the software will be available for use.

CorelDraw:

Just like any software you'll need a setup for CorelDraw to install. After you have the setup click on the setup as shown in figure below:

Name	Date modified	Type	Size
Lang	27/08/2021 10:21 am	File folder	
MSIs	27/08/2021 10:21 am	File folder	
Patches	27/08/2021 10:21 am	File folder	
Redist	27/08/2021 10:21 am	File folder	
DRPCUNLR.dll	14/07/2020 8:36 am	Application exten...	80 KB
ICA_x64	16/07/2020 11:02 pm	Windows Installer ...	3,871 KB
MSICrIPCU_s.DLL	21/02/2020 12:23 am	Application exten...	4,629 KB
PCUDataIntl.DLL	14/07/2020 8:43 am	Application exten...	540 KB
RegisterCGS	16/07/2020 6:33 pm	Application	2,713 KB
RMPCUNLR.dll	14/07/2020 8:36 am	Application exten...	26 KB
Script.dll	16/07/2020 9:35 pm	Application exten...	2,889 KB
SerChckv2.DLL	21/02/2020 12:23 am	Application exten...	2,658 KB
Setup	16/07/2020 9:35 pm	Application	3,386 KB
Setup	16/07/2020 8:07 pm	XML Document	32 KB
SetupARP	16/07/2020 9:35 pm	Application	2,743 KB
SetupXML.dll	16/07/2020 9:35 pm	Application exten...	2,548 KB
tBar7.dll	16/07/2020 9:35 pm	Application exten...	2,482 KB

Step 1: After the setup has started, you'll be prompted to enter your name and serial key which you'll get with the setup

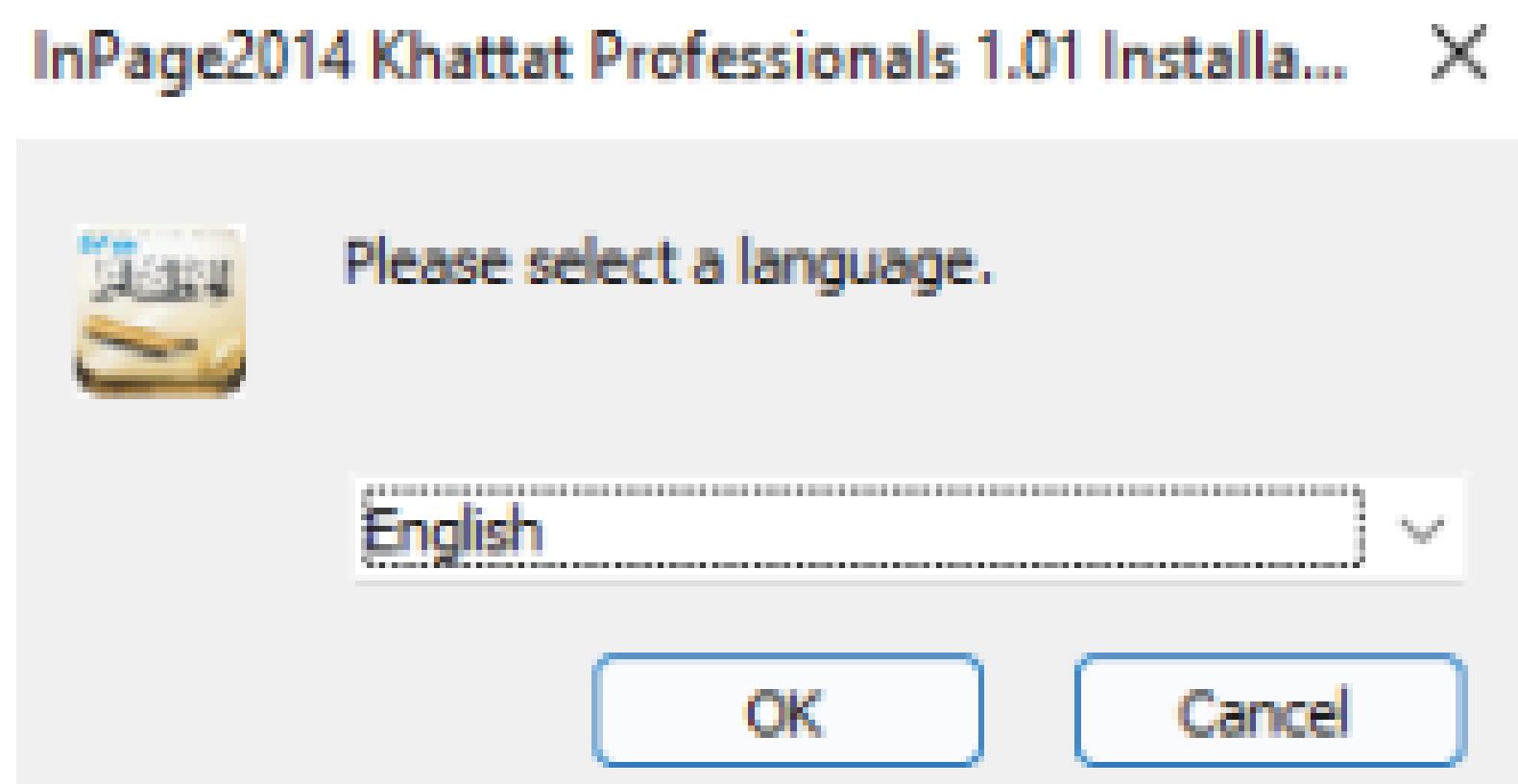


You can then just follow the steps and the application will be available for use.

Inpage:

Installation of Inpage is very easy, simply run the setup.

Step 1: Select the language you want the setup to run



Step 2: Press Next on the next screen as can be seen in figure below:



Just follow the simple steps by pressing “Next” button and software will be ready to be used