



**Graphic Design Basics**

Brittanni Scott  
Get Set for Tech  
October 3, 2009

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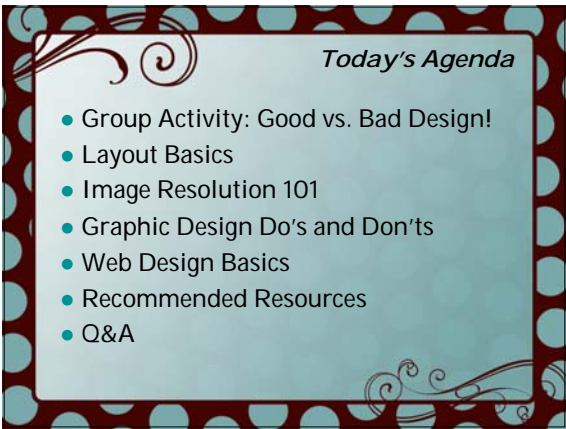
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*Today's Agenda*

- Group Activity: Good vs. Bad Design!
- Layout Basics
- Image Resolution 101
- Graphic Design Do's and Don'ts
- Web Design Basics
- Recommended Resources
- Q&A

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***Group Activity:***  
***Good Design***  
***vs.***  
***Bad Design***

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- Initial reaction?
- How does it make you feel?
  - Ways to make it better?
- What makes it good or bad?

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**CHURCH 2009**  
 JUNE 9-12  
 RIVER OF LIFE CHURCH  
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8:00 AM WED. & THURS. 10:00 AM WED. & THURS.  
 8:00 AM WED. & THURS. 10:00 AM WED. & THURS.

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It's 10 times you had the Kitchen, Bathroom or Basement you've always dreamed of!

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 • Kitchen Appliances  
 • Kitchen Flooring  
 • Kitchen Painting  
 • Kitchen Wallpaper  
 • Kitchen Windows  
 • Kitchen Doors  
 • Kitchen Hardware  
 • Kitchen Accessories  
 • Kitchen Seating  
 • Kitchen Bar Stools  
 • Kitchen Bar Carts  
 • Kitchen Bar Seating  
 • Kitchen Bar Lighting  
 • Kitchen Bar Wallpaper  
 • Kitchen Bar Windows  
 • Kitchen Bar Doors  
 • Kitchen Bar Hardware  
 • Kitchen Bar Accessories  
 • Kitchen Bar Seating  
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 • Kitchen Bar Hardware  
 • Kitchen Bar Accessories

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 • Bathroom Islands  
 • Bathroom Backsplashes  
 • Bathroom Faucets  
 • Bathroom Lighting  
 • Bathroom Appliances  
 • Bathroom Flooring  
 • Bathroom Painting  
 • Bathroom Wallpaper  
 • Bathroom Windows  
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 • Bathroom Bar Stools  
 • Bathroom Bar Carts  
 • Bathroom Bar Seating  
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 • Basement Bar Stools  
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 • Basement Bar Seating  
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 • Basement Bar Wallpaper  
 • Basement Bar Windows  
 • Basement Bar Doors  
 • Basement Bar Hardware  
 • Basement Bar Accessories

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### Layout Basics

- Composition
  - The relationship between the objects and the blank space in the design area
- Content
  - What you say within the project, whether in words or imagery
- Flyers/Posters
  - Focus on imagery, minimize text
- Brochures
  - Usually contain more information than flyers
  - Make the information exciting, be concise

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### A Design: Before and After

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### Image Resolution



High Resolution



Low Resolution

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*Do...*

### Graphic Design Do's

- Keep it simple. Less is more.
- Remember your target audience.
- Choose a color palette that suits the content. Example: For a flyer advertising an event that targets children, primary colors (red, blue, yellow) are ideal.
- Design logos with three (3) colors or less (not including black). The simpler the logo, the easier it will be to understand and therefore, commit your organization's name to memory.
- Always use the correct color mode: For printed pieces, use CMYK and for online, use RGB.
- Choose a font that helps to convey the message.
- Use two (2) fonts or less.

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*Do...*

### Graphic Design Do's

- Commit to **one** design style and use it throughout your entire project.
- Keep in mind that negative space is your friend!
- Walk away from a difficult project for a while and come back with a pair of fresh eyes. You'll be surprised at what you see!
- Keep graphics for websites as small as possible without losing too much quality. A general rule is to try and keep small graphics under 10K each, and larger graphics under 50K.
- Explore the features of programs such as Photoshop, Illustrator, Flash and Dreamweaver (see Resources list).
- Allow yourself to think outside the box, take risks, and experiment.
- Remember that if you "finish" a project in an hour, it's not done.

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*Don't...*

### Graphic Design Don'ts

- Use low-resolution images/graphics for a printed piece. If it's not at least 300dpi, it's not big enough... and the results will not be pretty!
- Use clip art for any purpose. **Ever.** Instead, search for stock photos, animations and illustrations to use in your designs (see Resources list). If the budget allows, commission an artist, photographer or web developer.
- Use word processing software to design anything; that's not what it's for. Always use design software and you'll get better results.
- Order raised printing for business cards or invitations. This is a very dated and unprofessional printing method. If you want some texture, use textured paper, or find a printer that does letter-pressed printing.

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**Don't...**

### Graphic Design Don'ts

- Apply too many special effects to one word or block of text. It makes things very hard to read if there's too much going on.
- Use ALL CAPS in a script font. *BEHIND YOUR HEAD*
- Use animated gifs on your website. Ever. Instead, use Flash animations.
- Go crazy with background patterns or gratuitous use of Flash animations for websites. Flash should only be used to improve the usability of your website while enhancing the user's experience, not just because it's cool.
- Use high-resolution images/graphics for websites. If it's more than 72dpi, it's too big... and your site will take forever to load!
- Be afraid to scrap an entire design and start over from the beginning.

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### Web Design Basics

- Theme & Purpose
  - Audience
  - Message
  - Content
- User Interface
  - Logo
  - Colors
  - Overall appearance
- Navigation
  - Simplicity
  - Position
  - Consistency
- Structure of Links
  - Ease of use
  - Avoid Hierarchy
  - Simplicity
- Load Time
  - Avoid large graphics or useless Flash "intro" pages & animations
  - Use JPEG, GIF, PNG file formats

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### Web Design Basics

- Compatibility
  - CSS
  - HTML
- Splash Page
  - Optional (use with caution)
  - First impression
- Content
  - Organized
  - Interesting and informative
- Presentation of Content
  - Font size and color
  - Organization
  - Graphics
- Feedback
  - Contact address
  - Feedback form
  - Guestbook

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*Recommended Software*

- **Image Manipulation Software**
  - Adobe Photoshop ([www.adobe.com](http://www.adobe.com))
  - Splashup ([www.splashup.com](http://www.splashup.com)) – Free, web only
  - GIMP ([www.gimp.org](http://www.gimp.org)) – Free, frequent updates
  - Picasa by Google ([picasaweb.google.com](http://picasaweb.google.com)) – Free, mostly good for photo editing features
- **Design & Layout Software**
  - Adobe Illustrator ([www.adobe.com](http://www.adobe.com))
  - Adobe InDesign ([www.adobe.com](http://www.adobe.com))

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*Recommended Software*

- **Web Editing Software**
  - Adobe Dreamweaver ([www.adobe.com](http://www.adobe.com))
  - Trellian WebPage ([www.trellian.com/webpage/download.htm](http://www.trellian.com/webpage/download.htm)) – Free

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*Books, Magazines, Etc.*

- **Recommended Magazines**
  - HOW Design
  - PRINT Magazine
  - Communication Arts Magazine
- **Recommended Books**
  - The Big Book of New Design Ideas
  - Graphic Design Cookbook: Mix & Match Recipes for Better, Faster Layouts

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