

Graphic Design

22 July 2024

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This presentation of Graphic Design will cover

- What is Graphic Design
- The Power of Visuals
- Essential Principles of Design
- The Tool box
- Demonstrating some software tools

What is Graphic Design

- Visual communication using graphic elements
- Combines creativity with strategy
- Creates experience through visual content

Used in

- Advertising – Packaging – Presentations - Web-sites

The Power of Visuals

- The human brain processes visuals faster than text
- Visuals can grab attention and evoke emotions
- Can simplify complex situations
- Enhance brand recognition

Essential Principles of Design

- Balance - Arrange elements for visual stability
- Contrast - Difference elements for emphasis
- Emphasis - Drawing attention to specific elements
- Rhythm - Creating sense of movement and flow
- Unity - Ensuring all elements cohere as a whole

The Graphic Design Toolbox

- Software - Photo editing and Publishing
- Typography - Choosing and using fonts
- Colour theory - How colours interact
- Photography - illustration
- Layout - Composition

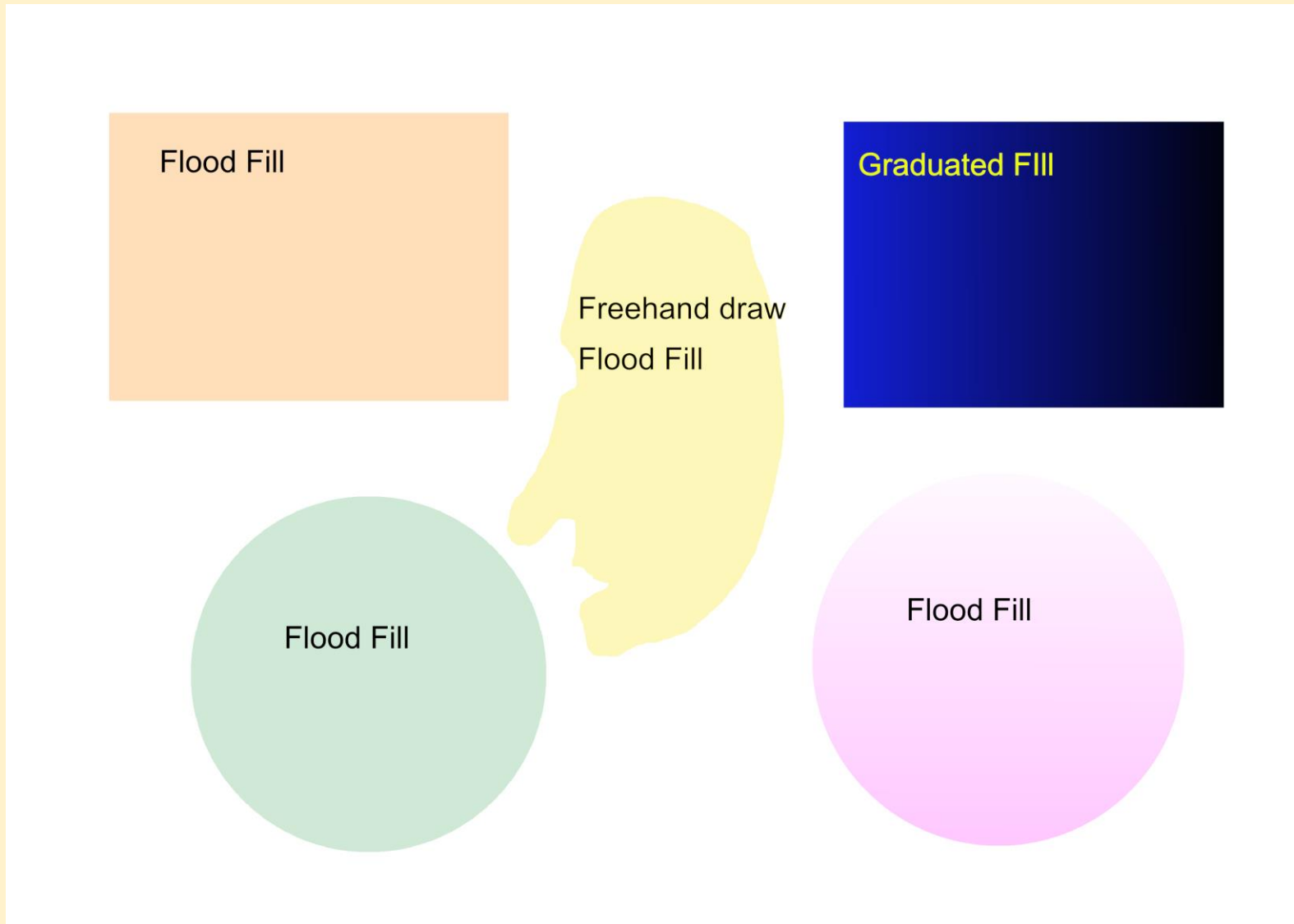
Graphic Design – Demonstrating some software tools

- Coloured Background
- Selecting a font and adding Text
- Inserting a photo
- Using a Brush
- Create a leaflet advertising the Photography Group

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Demo 1 – Colours – Fills – Flood & Gradient



Demo 2 – Inserting Text and Pictures

1

5 Monty a very happy dog



1. Background - Flood Fill - Cyan
- 2, Copy and paste photo of dog
3. Drag corner of Photo to increase size
4. Use Brush to edge photo with Yellow
5. Insert a Text box, font is "Chalk board"
there are many fonts to choose from

Demo 3 – Leaflet for Photography Group

Hillingdon - U3A - Photography Group

Meet fourth Monday every month 2 - 4 p.m.
Baptist Church, Hercies Road, UB10 9LS

Join friendly photographers in a pleasant
social gathering for Presentations,
Competitions with tea and coffee



**A Photography Group Member waiting
for the perfect moment**

Layer 1 - Background
Flood fill - Yellow

Layer 2 - Text - 1 line

Layer 3- Text 2 lines

Layer 4 - Text 3 lines

Layer 5 - Picture

Layer 6 - Text 2 lines

Main Slide Explanation



There are three coloured panels,

- Centre panel is a
- "Flood fill of yellow"
- Left panel is
- "Graduated fill of cyan"
- Right panel is
- "Graduated fill of Magenta"

Perspective tool has stretched

- the two separate words
"Graphic" and "Design"

Mesh tool has modified shape
of the text "Brian Hillier"

I hope you enjoyed this presentation
and found it interesting.

Thank you for watching.

The End