



Graphic Design

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What is graphic design?

- Method of projecting ideas and experiences through visual and textual content
- Found in many formats:
 - Websites
 - Ads
 - Posters
 - Magazine or Newspaper layouts
- Can be applied to many areas:
 - Business
 - Books/magazines
 - Commercial Websites
 - Movie animations

Purposes of good design

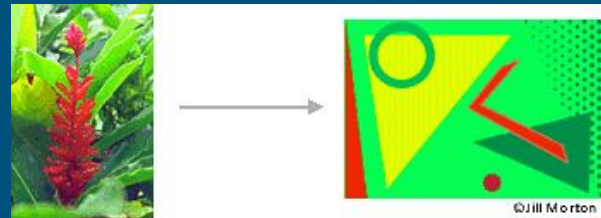
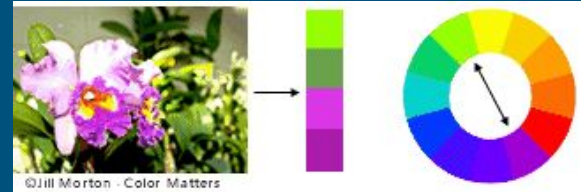
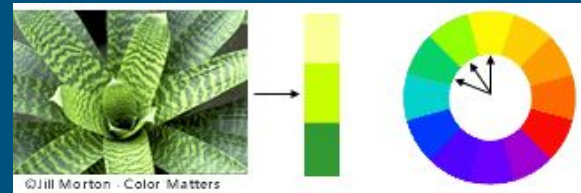
- Seek attention of target audience
- Increase customer-base
- Boost up sales
- Establish name in a market

Graphic Design Areas



Colors Theory

- The color wheel
 - Created by Sir Isaac Newton in 1666
- Color harmony
 - Analogous colors
 - Complementary colors
 - Nature-based
- Color Context



Meanings of Colors

- Red: power
- Blue: trustworthy, cool
- Pink: appeal to young female demographic
- Green: health, environment, goodwill, color of money (wealth)
- Purple: royalty, elegance, prestige
- Orange: energetic, attention-catcher



Typography

- Style and appearance of printed matter (pages or websites on the web)
 - Web design is 95% typography!
- Typefaces: collections of characters that form a style for an alphabet
 - Also known as a font family
- Fonts: a character set of a particular typeface in a particular weight and style

Gotham Book. For both text and

Gotham Book

Gotham Book Italic. Large apertur

Gotham Book Italic

Gotham Medium. Capitals based

Gotham Medium

Gotham Medium Italic. Architectu

Gotham Medium Italic

Gotham Bold. Vernacular letterin

Gotham Bold

Gotham Bold Italic. A range of w

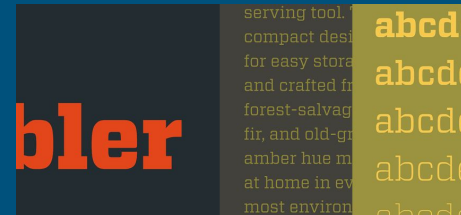
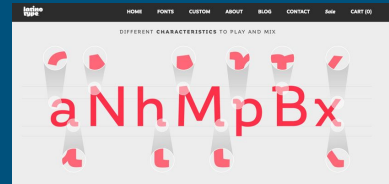
Gotham Bold Italic

Gotham Black. The family contai

Gotham Black

Serif Typefaces

- Serif
 - Often used for longer pieces of text
 - Believed to be easier to read
- Sans Serif
 - No serif extensions
 - Used for a modern, industrial look
- Semi Serif
 - Mix of serif and sans serif
- Slab Serif
 - Thicker version of serif
 - Used to grab attention



Web Design Process

- Color
 - Establish the theme of your design
 - Psychologically influences how visitors view their user experience
- Flow
 - Visitor's visual movement as he experiences the website
 - Proper use of depth, color, hierarchy, shapes, and lines
 - Manipulate flow through spacing
- Balance and Proportion
 - Visual stability and equilibrium (symmetry of website)
 - Proportion: used to signify important elements
- Spacing
 - Distance elements from each other enough so they don't overlap, but maintain good readability

Thanks for listening!

- Look for inspiration
 - <https://www.awwwards.com/websites/graphic-design/>
 - <http://www.creativebloq.com/portfolios/examples-712368>
 - <http://www.designyourway.net/drb/excellent-graphic-designer-website-designs-30-examples/>
- Start experimenting
 - W3Schools CSS templates:
 - https://www.w3schools.com/w3css/w3css_templates.asp
- Apply it to your own website