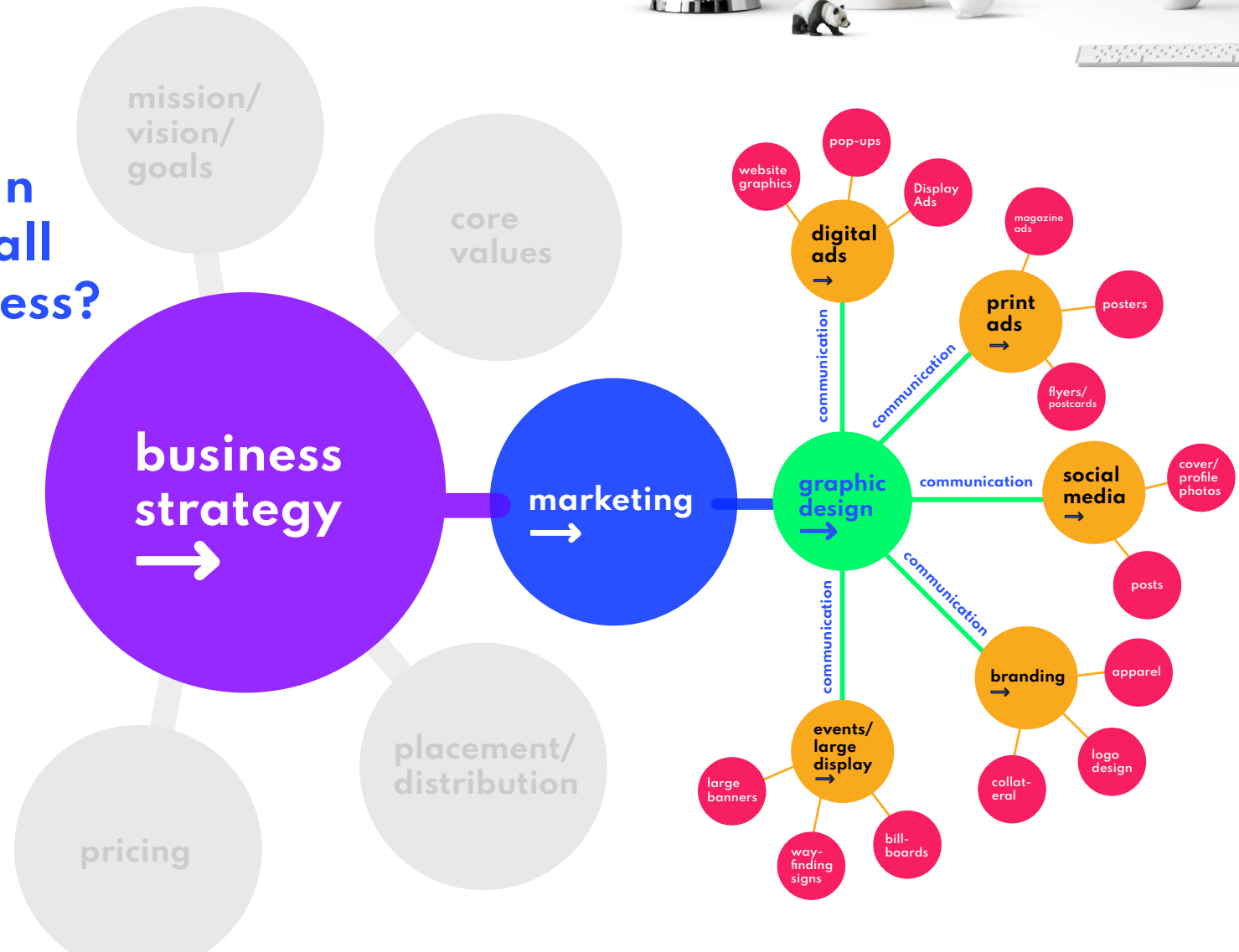




Graphic design is the art of **communication**
through layout, photos, color and typography



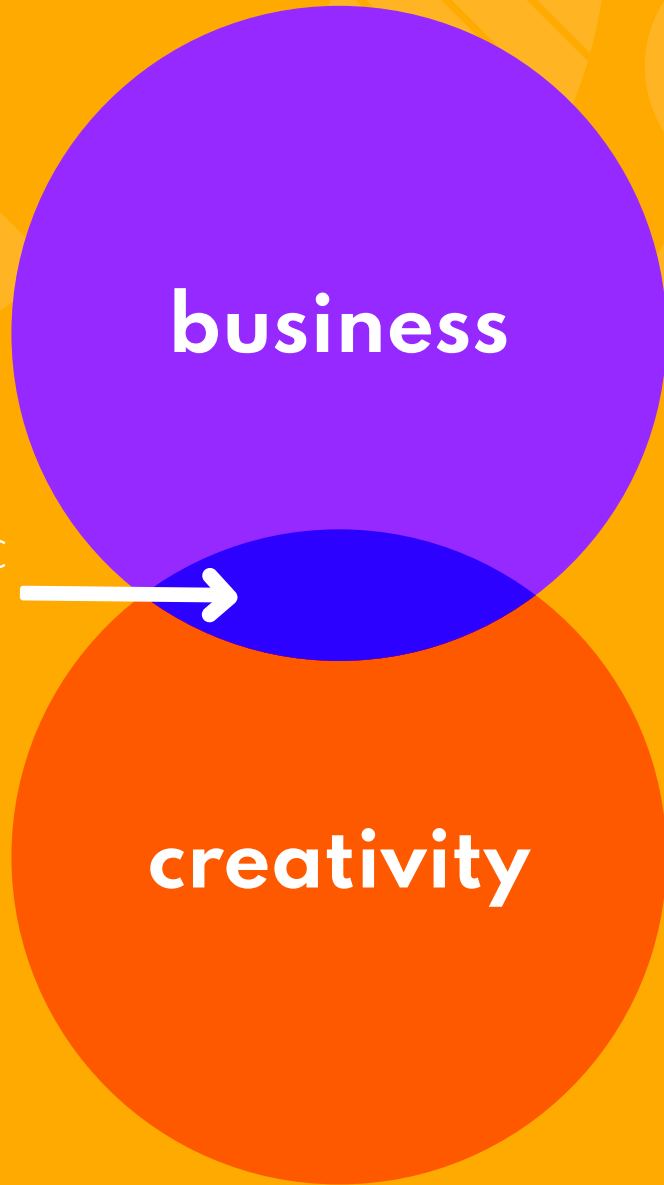
Where does graphic design fit in the overall business process?





**Graphic
design
is the
convergence
of business
and creativity.**

graphic
design



business

Social Media Ads/Posts

Working with Headlines
& Ad Copy

Working with Product
Photography

Branding

graphic
design

creativity

Brainstorming concepts

Sketching

Color Exploration

Typography Selection

Photo Editing

The Best Times to Post on Social Media

Facebook

Thursday & Friday
1-3pm

The closer the weekend comes about the more people check out and check in to Facebook

Instagram

Monday
3-4pm

This is mainly due to companies posting during this time and stirring interaction

Pinterest

Saturday
3-4pm

People have more time to sit back relax & pin

Twitter

Mon-Fri
12-6pm

Click-through rates are higher during weekdays and work hours. |

Business-Savvy.com

the art of graphic design



TRANSFORMATION

Using typography, color, layout and photos to transform information into something digestible, enjoyable and effective.

THE BEST TIMES TO POST ON SOCIAL MEDIA

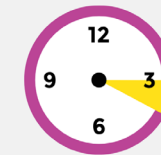
FACEBOOK



Thursday & Friday
1:00-3:00pm

The closer the weekend comes about the more people check out and check in to Facebook.

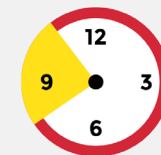
INSTAGRAM



Monday
3:00-4:00pm

This is mainly due to companies posting during this time and stirring interaction.

PINTEREST



Saturday
8:00-11:00pm

People have more time to sit back, relax & pin.

TWITTER



Monday-Friday
12:00-6:00pm

Click-through rates are higher during weekdays and work hours.

Which design looks better?

Understanding **why** one design looks better than the other is a big goal for a graphic designer.



NOW SERVING
BRUNCH

WEEKENDS | 10AM-3PM
BREAKFAST SPECIALS · KIDDIE GAMES
& GOOD MUSIC

CAFÉ
Alonso

Template from Canva.com



CAFÉ
Alonso

NOW SERVING
BRUNCH

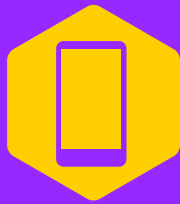
WEEKENDS | 10AM-3PM
*BREAKFAST SPECIALS · KIDDIE GAMES
& GOOD MUSIC*

graphic design project types and niches



logo design

logo concepts
variations
logo adaptation



UX/UI & web design

icon design
web layout
user interface design
buttons/landing pages



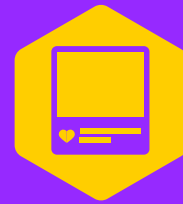
editorial design

magazines
look books
books
E-books



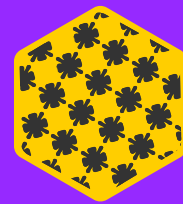
branding & event design

t-shirts
apparel
collateral
stationary
business cards
event signage
large banners
posters
powerpoint/slide design



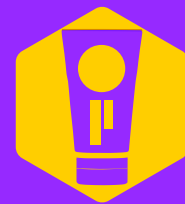
social media & digital design

posts
ads
digital ads
display ads
pop ups
web ads
e-mail campaigns



illustration, pattern design & digital art

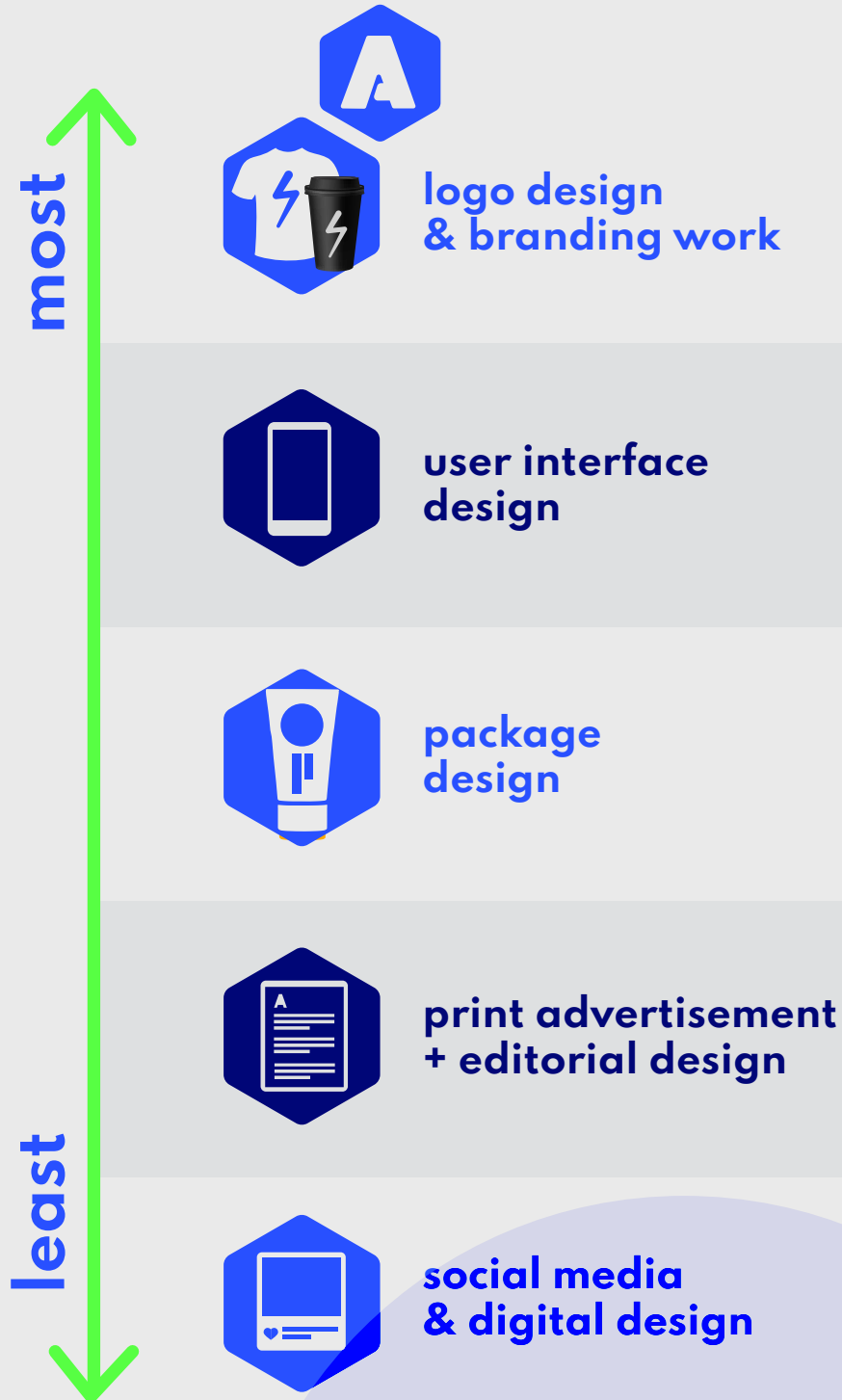
vector art
illustrations
mixed media art
digital sketching
digital art
photo manipulation
pattern design
product art



package design

boxes
cans
food packaging
beauty products
labels and tags

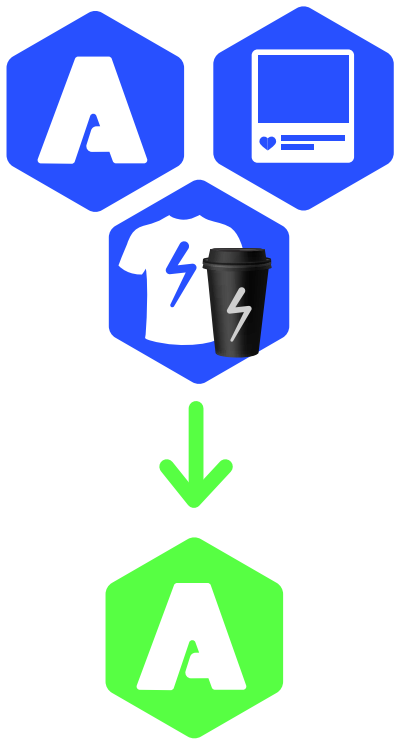
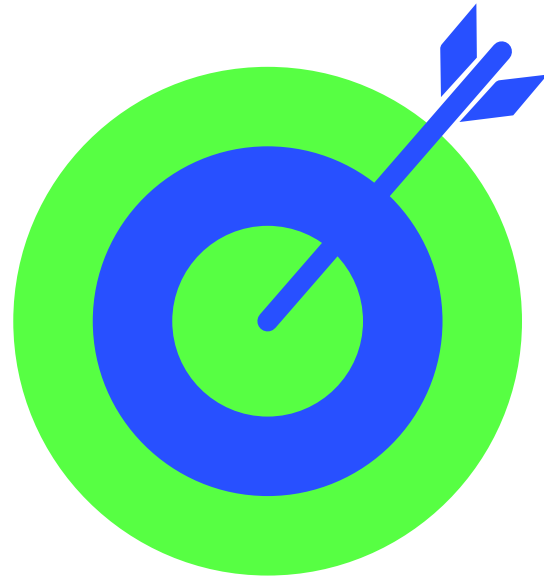
which project types make the **most** money?



In my over 15+ years of experience I find the following projects fairly profitable. I am listing these from most profitable from my personal experience to the least. This all varies on your **individual clients budgets, company size, your personal skills and talents** etc.

Are you noticing a theme here? **They are all projects that help a business sell their products or services.** Remember when I mentioned how graphic design takes creativity and combines it with marketing?

This does not mean you cannot make money with t-shirt designs, illustrations and vector art, there are many people who make a good living doing so but those jobs are a bit harder to find.



Start out **more broad** with learning various design projects and then become more selective and specialize in a few later on.



PC or MAC?



laptop or desktop?

I prefer a laptop because of the portability and being able to bring my laptop with me on trips and to the coffee house. I have a larger 30-inch iMac, but still find myself gravitating toward the laptop to keep work all in one place. This is totally a personal choice but laptops have caught up with desktops in recent years in terms of ram and CPU power.

What computer and equipment do I need for graphic design?

With Macs costing 2x or sometimes even 3x the price of a comparable windows computer cost can be a factor in choosing which way to go. There is a reason why Macs are more costly, they use better materials for construction, have better support and an easier to use UI with less downtime due to virus or "bugs". Windows are very affordable though and run all other design programs with ease.

screen size



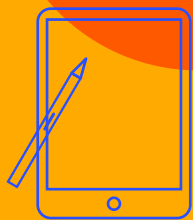
screens under 10 inches are not recommended

The bigger the screen the more you can see your project without having to zoom in to see details

minimum software requirements

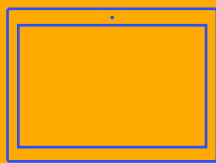
Adobe and Affinity Software products

drawing/sketching tablet?



Apple iPad
with apple pencil

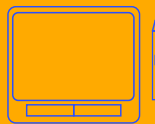
More expensive this has access to a sketching app called procreate and Adobe Fresco.



Microsoft Surface

This is a more affordable tablet option that have native screens included. They do not have access to procreate sketching app but have access to other options like Krita and Adobe Fresco.

screen-less options



Wacom or Huion

Cheapest option. You are able to plug this in and work in photoshop and other design software to hand draw elements using the brush tools and more. Wacom tablets are depending on a desktop or laptop computer to draw and sketch (as they do not have native screens)

RAM

2GB is minimum for running Design programs

8GB is recommended

I personally recommend **16GB** for those who plan on having multiple design programs open at the same time.

CPU

processor with 64-bit support, 2 GHz or faster processor

Hard Drive

3GB or higher

I personally recommend at least 100 GB or higher hard drive storage.

If also recommend a back-up storage option like a back-up physical hard drive or cloud storage (example: google drive)

I encourage you to check out the latest system requirements for the software you plan on using before buying a laptop. These stats can change as updates happen to software.

The roadmap to learning design



1

Design Theory and Foundations

Color Theory
Color Harmonies
Typography
Font Pairing
Type and Layout Hierarchy
Layout
Contrast and scale
Design Psychology

2

Learn the industry standard design software

Photo editing software

(Photoshop, Affinity Photo, GIMP)

Photos can play vital roles in graphic design so learning a photo editing software is imperative to be able to edit photos but also be able to prepare and create graphics for the web like web headers, social media images, GIFs and more.

Vector based software

(Illustrator, Affinity Designer, Inkscape)

A vector based program is where you will create most of your logo designs, icons and illustrations. Vectors are scalable graphics, meaning you can stretch a graphic or logo 10 times its size and still remains crisp and clear. Vector software has something called the pen tool, which makes crafting and editing custom shapes a breeze.

Layout software

(InDesign, Affinity Publisher)

Knowing layout software is required if you want to be able to layout and design large books, magazines and pdfs. Layout software was created to handle a large amount of pages. It also has extra paragraph management tools and options that help you create the types of layouts you see in magazines and catalogs.

3

Learn to create in-demand design projects

Graphic designer's have to be able to produce such a wide variety of project types.

Your job now will be to learn how to create each project type and the unique process involved in their creation. Moving through each of these design tasks will help you not only understand how to put them together technically, but to also help you figure out your design focus and your unique design style.

4

Find a supportive design community

What good is a graphic designer without a community of fellow colleagues?

Most formal four year design programs have classes full of fellow students to relate to and connect with. What about those learning online? There are several great websites that help you join together with other designers to provide feedback on your work and to give feedback to others.

There are also some great Facebook, YouTube and other social media design communities you can be a part of too! I happen to have a Facebook group for my students to give and receive feedback. It is a lovely community that provides positive support and advice.



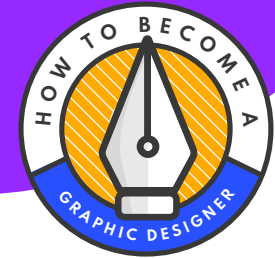


what software do I need?

There are many choices when it comes to learning design software.

The industry standard software is the Adobe Creative Cloud suite of products. The three most commonly used Adobe products that graphic designers use daily are Adobe Photoshop, Illustrator and InDesign.

There are alternative design programs you can learn if the Adobe Creative Cloud subscription is a bit too expensive for you. One option is by a company called Serif. It is called the Affinity suite and this includes Affinity photo (a photo editing program), Affinity Designer (a vector program) and Affinity Publisher (a layout program).



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Industry Standard Design Software

Adobe Photoshop
Photo editing software



Adobe Illustrator
Vector Software



Adobe InDesign
Layout Software



Cheaper Alternative Software



Affinity Photo
Photo editing software



Affinity Designer
Vector Software



Affinity Publisher
Layout Software

Free Options

GIMP
Photo editing software



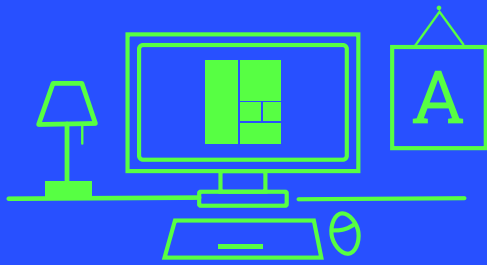
INKSCAPE
Vector Software



CANVA



Cloud-based design software
Free version available with some restrictions.
Limited but very helpful in creating simple graphics like social media posts, flyers, posters, infographics and web banners. Not suitable for logo design or super custom graphics.



graphic design job options

freelance designer

You are your own boss with freelancing. You may work for one larger client or work with many clients at the same time. Pay can be unpredictable so there is added risk for freelancers.

Perfect For:

Those who want lots of variety with the companies or brands they work with. You may juggle multiple project types and clients in the same day. You also want to have more control over your work environment and schedule.

in-House designer

In-house graphic designers work full for one company and help to maintain the companies visual brand across multiple chanel including digital and print items.

Perfect For:

Those who like working with the same brand each day. Things are steady and pay is consistant and that makes you feel good.

ad agency designer

Working for an ad agency gives you a nice blend between in-house designers and freelancers as you get to work with multiple clients and different projects. The benefit is you do not have to find and maintain the client relationships like you would in freelancing.

Perfect For:

Those who prefer a fun creative work environment and those who like to work with larger teams on bigger projects.

↑ at home

Working at home as a freelancer or as part of an in-house designer position can be fantastic for some. Others may find it hard to get motivated being at home because of the many distractions there.

↓ at an office

Working for a client or at a full-time position at a company at a physical location can be a mixed bag. Some find more creative energy from being around other people, while others may feel overwhelmed with people, noises and constant interruptions.

full-time or part-time?

Both in-house and freelancing options have the ability for you to work part-time (20 hours or less) or full-time (greater than 20 hours). I would say that most graphic designers today work in a part-time capacity. Full-time positions take a bit of time to work up to.

For me personally, it took around 2 years to build up a full-time freelancing situation. Finding full-time in-house work can take some time too as you need to build up your portfolio of work and you may have to apply and interview at several companies to eventually land that position.

finding a design community + inspiration

where to post projects and find other designers

Learn Design and Go Freelance
Design challenges held frequently there
www.facebook.com/groups/LindsayMarshTeachesDesign

My personal student Facebook group full of other students studying graphic design.

Behance.com
A popular place to post your work and get feedback.

Dribbble.com
A popular place to post your work and get feedback.

aiga.org
A well known membership based graphic design organization that helps members connect with jobs and resources.

Youtube Channel - @TheFutur
Helpful videos that talk mostly about running a freelance design business, pricing or doing agency work.

daily design challenges and project idea generators

36 Days of Type
ADOBE Daily letter challenge
(held every year)
www.36daysofsoftype.com/2020-edition/

The Daily Logo Design Challenge
dailylogochallenge.com
Get prompts each day for 50 days to stay in practice with your design skills

Sharpen.Design
<https://sharpen.design>
A random generator that gives you a design challenge in different categories.

Briefz
briefz.biz
Another project/client brief idea generator

instagram accounts to follow

@worldbranddesign
Branding and Package Design Inspiration

@inspirational.branding
Brand Design Inspiration

@adobedesigners
Adobe's Official Account

@baugasm
A colorful and unique style to follow!

@lindsaymarshdesign
Yours truly! I post design challenges and information there.

@george_bokhua
Logo Design to die for

@ianbarnard
A hand lettering GOD

@logotix
A little logo design inspiration

@kalypsodesigns
Helpful design theory tips

@dribbble
Daily design inspiration

Questions to help you get started...

Question 1:

First of all, list your goals for learning or studying graphic design

Is it to make a career change late in life? To make more money or to have a side income? To have a job you enjoy doing? Share in as much detail as you would like.

Question 2:

Research the software you need to have

Take a look at the downloadable resource where I list several design software options. Take a look at which set of design tools fit your budget and your learning goals and list which ones you need to study in more detail.

Question 3:

Research equipment and list what you need to purchase

Research and find out what type of laptop or desktop you will need if you do not already have one. You can look up your chosen design software and look at the software requirements to make sure your new or old computer can run the software.

Question 4:

Choose your desired work option

Take a look at the page with the various working options. Do you want to work part-time or full-time? Do you want to pursue an agency or in-house salaried job? Do you want to be open to all options and see what comes your way? Do you want to do this just for fun? Some work options require more portfolio preparation like in-house or agency jobs, while freelancing options need more time spent on personal branding and marketing tasks.

Question 5:

Where will I get my work and studying done?

Write down the space(s) where you would like to learn and practice your design work. A coffee house part of the day? A certain room that may turn into a home office? What do you need to do to make this space ready for use?

Question 6:

Finding places of community and inspiration

I have a helpful page in this pdf resource that lists many places to find design challenges and inspiration. I want you to pick at least 3 places or people for you to check out in the next month as you start your learning journey.

