







THE BASICS

What is Graphic Design?

Graphic Design is the art or profession of visual communication that combines images, words, and ideas to convey information

this is where things usually start to go wrong

THE ELEMENTS OF DESIGN

Shapes: The root of design, they are used to establish layouts, create patterns, and build countless elements on the page

Lines: Used to divide space, direct the eye, and create forms. At the most basic level, straight lines are found in layouts to separate content

Color: The interesting element of graphic design because it can be applied to any other element, changing it dramatically

THE ELEMENTS OF DESIGN

Type: The goal is to not to just place some text on a page, but rather to understand and use it effectively for communication. Choice of fonts, size, alignment, color, and spacing all come into play

Art, Illustration & Photography: A powerful image can make or break a design. They are used to tell stories, support ideas, and grab the audience's attention

Texture: It can refer to the actual surface of a design or to the visual appearance of a design.

#1 RULE READABILITY



Don't let photos, text or backgrounds overwhelm your message

TIM'S RULE
"I WOULDN'T WALK
ACROSS THE STEET
FOR THAT"

Enjoy comfortable
motel accommodations,
antiquing, eateries,
service stations,
shopping, and parks
or waterways for
your pleasure.

**WHAT
WOULD
ATTRACT
YOU?**

**IMPORTANT &
UNIMPORTANT
DETAILS**
don't waste space

REMEMBER

TIM'S RULE: "I WOULDN'T WALK ACROSS THE STREET FOR THAT"

WHAT would make you walk across the street?

THINGS TO CONSIDER

Demographics: Know your audience?
CREATE FOR THEM!



THINGS TO CONSIDER

DISTRIBUTION: How will your marketing effort be displayed? In brochure racks?
REMEMBER UPPER THIRD RULE



THINGS TO CONSIDER

DISPLAY: How many of you leave your marketing materials loose on a counter?

THE BEST \$100 YOU'LL EVER SPEND!

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THINGS TO CONSIDER

TIME: How long does it take the consumer to make a decision? **ABOUT ONE SECOND**



THINGS TO CONSIDER

CREATIVITY: Don't be shy, draw attention to yourself! **BE CREATIVE!!!!!!!!!!!!**



THINGS TO CONSIDER

ABILITY: You get what you pay for!

HIRE A PROFESSIONAL DESIGNER!

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The Good, The Bad
and the OMG!

thank you

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