

Info Graphics

Prepping for a Project

Pearls of Wisdom from Cynthia

Approaching a Design

Research—Determining the parameters of the project. Audience; constraints in format, budget, time; the goal of the product.

Making the Page Attractive

A number of tools help make the printed page/package effective and readable:

What Visuals Do for a Graphic Design?

Improve Readability

Thumbnails-Exploring alternative solutions

Why are Thumbnails so important for the student?

Drawing Towards a Strong Project

Roughs and Layout Sketching

GREEKING TYPE

Indicating type with markers

Finishing a Design

Comprehensives—The piece of art prepared to present to a client for final approval.

Logos, Symbols, Trademarks

These unique names or symbols used to identify a product or company must be presented in a consistent fashion

Designing Promotionals

Here, more than anywhere else, the medium is the message. The challenge is delivering

Design Considerations

Convey information compactly, in a way the reader understands immediately.

Design Considerations

Isolate the most important selling point and make that point into a headline.

What the Artist Working in Print Needs to Know

Understand how art gets from idea to printed page.

BYE BYE

Press Command + Q to Quit