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INTRODUCTION TO GRAPHIC DESIGNING (By William Bill Chipula)

WHAT IS GRAPHIC DESIGN?
- Graphic designing is a craft where proffessionals create visual content to communicate messages.
- The art of using design elements to convey information.

ELEMENTS OF GRAPHIC DESIGN
1.Typography- Typography is a style or appearance of a text. Typography is everywhere we look. It's in the books we read, on the websites we visit, even in everyday life—on street signs, bumper stickers, and product packaging.

COMMON TYPES OF FONTS

- Serif fonts. Serif fonts have little strokes called serifs attached to the main part of the letter. Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.

- Sans serif fonts. Sans serif fonts don't have that extra stroke—hence the name, which is French for without serif.This style is considered more clean and modern than serif fonts. Also, it tends to be easier to read on computer screens, including smartphones and tablets.

- Display fonts. Display fonts come in many different styles, like script, blackletter, all caps, and just plain fancy.Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.

- **CHOOSING FONTS**- In a way, fonts have their own language. They all have something to say beyond the words on the page. They can come across as casual or neutral, exotic or graphic. That's why it's important to think about your message, then choose a font that fits.

  FONTS TO AVOID - Some fonts come with extra baggage, including Comic Sans, Curlz, and Papyrus. There's nothing particularly wrong with these fonts—they just have a certain reputation for being outdated and overused. The best way is to upgrade you fonts for the particular designing software by downloading latest fonts.

2.COLOR-Color plays a vital role in design and everyday life. It can draw your eye to an image. Sometimes it can trigger an emotional response. It can even communicate something important without using words at all.

Every color has a meaning behind it for example, White can represent purity,Gold can represent royal. When designing for a specific brand you need to understand what color is suitable for that brand according to what the brand offers

So how do we know which colors look good together and which ones don't? The answer is simple: Color theory. Artists and designers have followed color theory for centuries, but anyone can learn more about it. It can help you feel confident in many different situations, whether it's choosing colors for a design or putting together the perfect outfit.

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COLOR COMBINATION MISTAKES

There are a few classic dos and don'ts when it comes to color. For instance, have you ever seen colors that seem to vibrate when they're placed next to each other? For example red font on Blue background.

Your colors should be legible and easy on the eyes, especially when working with text.

Neutral colors like black, white, and gray can help you balance your design, so when you do use color, it really stands out.

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3.LAYOUT & COMPOSITION

In many ways, layout and composition are the building blocks of design. They give your work structure and make it easier to navigate.

Most graphic designing software like photoshop have vertical and horizontal rulers that help or guide a designer.

Why is composition so important? In short, it's the way your content is arranged. It doesn't matter if you're working with text, images, or elements in a graphic; without a thoughtful, well-composed layout, your work would basically fall apart.

4.IMAGES-Images can be a powerful force in design. No matter what the subject, we're naturally drawn to them. From beautiful, high-definition photos to carefully crafted graphics, they're usually the first thing we see.

COMMON TYPES OF IMAGES

-PNG (Portable network graphic)

-JPG (Joint graphic expert group)

FINDING IMAGES -You don't have to be an artist to use images in your work. All it takes is a little creativity and a willingness to think outside the box. With the right resources, you can learn to set your designs apart. First: finding high-quality images for almost any type of project.

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USING STOCKS

Maybe you're handy with a camera or have some graphic design experience —that's great! If not, don't panic. There are countless online sources that offer images for exactly this purpose. Eg pexels & Shutterstock.

The truth is, most people (including professionals) rely on free or low-cost images called stock. Stock is perfect when you need something specific.