GRAPHIC DESIGN LESSON

Prof Dr. Tassadaq Hussain

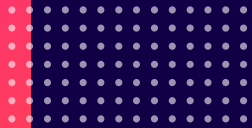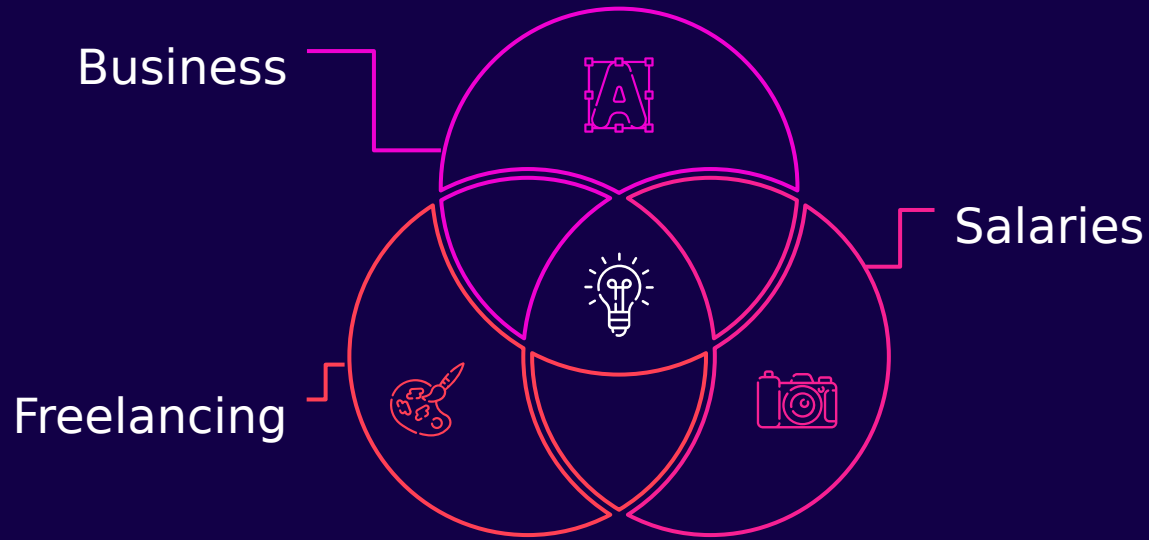# Course: Graphics Design for Earning
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Graphic Desiging

- Present information, that look good and easily understandable.
- Organizes information to help deliver a message in the most impactful way possible.
- Secures your concept and idea.

Why: Business, Freelancers and Jobs/Slaries

Business

Salaries

Freelancing

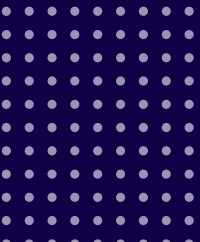# Businesses: Graphics Design

- According to graphic design market analysis, the number of businesses in the US graphic and design industry by June 2019 was 16,823. (IBISWorld, 2020)

- There are 400,258 businesses working in the graphic design field in 2020. (IBISWorld, 2020)

Graphics Desiging Industry

- $45.8 billion – global graphic designers market size in 2021. (IBISWorld, 2020)

- 2.2% – global graphic designers market size growth in 2021. (IBISWorld, 2020)

- $12.7 billion – US graphic designers market size in 2021 (IBISWorld, 2020)

- Freelance graphic designers earn $20 to $150 per hour. (Eksposure, 2020)
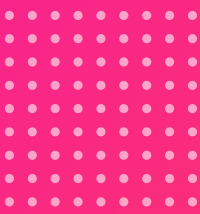
Freelancers : Graphic Design

- Freelance graphic designers account for approximately 90% of the total industry participation. (IBISWorld, 2020)
- The average base pay for freelance graphic designers today is **$58,614 per year**.
- In US alone ther were 281,500 graphic designer jobs in 2019.
- On the other hand, the employment of graphic designers in the computer systems design field and related areas will increase by 20% from 2016 t0 2026. (Bureau of Labor Statistics, 2019)
- The average age for workers in the graphic design field is 40.5. (Eksposure, 2020) (41.3 Male & 39.8 Female)

Jobs/Salaries : Graphic Design

- The specialized design service (19.12%) has the highest level of employment in the graphic design industry. (Bureau of Labor Statistics, 2019)
- The average annual salary for graphic designers in the US in 2014 was **$54,680.** (Bureau of Labor Statistics, 2019)
- Three years hence, 10% of the highest salary earners take home approximately **$77,000**.
- The lowest 10% of the salary earners get less than **$27,000**. (Brandon Gaille, 2017)
- Overall, web/graphic designers earn an average of **$59,000** per year. (Glassdoor, 2021)
- The average hourly wage for graphic designers is **$26.** (ZipRecruiter, 2021)
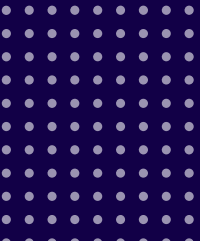
Who
Needs

Graphics
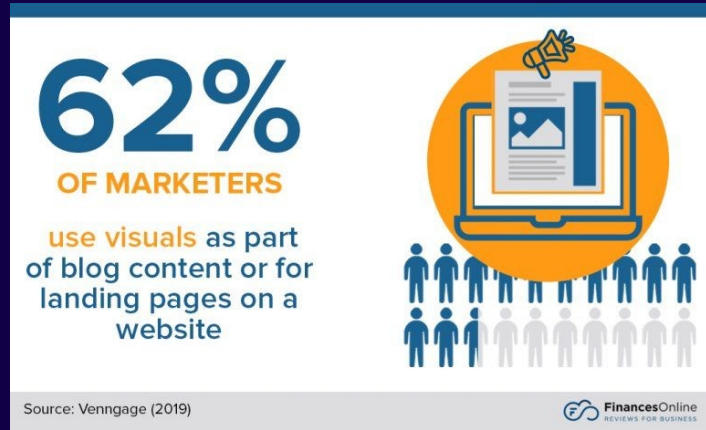Design

Graphic Design Industry and Jobs

Branding

- The human brain processes visuals 60,000 times faster than it processes text. This is the reason why many brands add a visual or a glyph to their logo. (Crowdspring, 2017)
- It takes a website visitor 10 seconds to form an impression of your brand logo. However, it can take up to seven impressions for the visitor to recognize the logo. (Crowdspring, 2017)
- Better still, social media posts that feature visual assets like images deliver a 650% higher engagement rate than plain text posts. (Red Website Design, 2018)

62%
OF MARKETERS
use visuals as part of blog content or for landing pages on a website
Source: Venngage (2019)
FinancesOnline REVIEWS FOR BUSINESS

Marketing

- Used to identify the customer needs and present to meet those needs.

- 68% of digital marketers have plans in place to increase the use of visual assets in future content activities. (Social Media Examiner, 2019)
- At 51%, B2B digital marketers value the use of visual assets in content marketing.
- 62% of marketers use visuals for the landing pages of a website.
- In terms of the most frequently used visual asset, stock photography leads at 40%. Original graphics (34%) come second, followed by charts & data visualization (12%), video & presentations (14), and Gifs & Meme (4%). (Venngage, 2020)
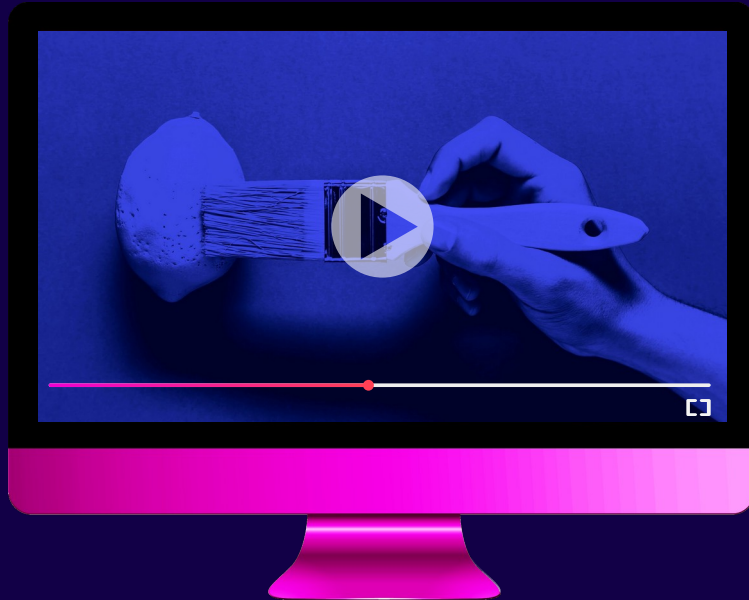
Information/Advertiser

- 94% of consumers leaves a website with poor graphic design. (Red Website Design, 2018)
- The normal attention span for web users is 6.8 seconds. (Red Website Design, 2018)
- It takes 50 microseconds for a website visitor to register a visual appeal. (Red Website Design, 2018)
- For 88% of marketers, visuals are a must for 50% of web articles. (Graphicszoo, 2020)

How

01   Text Tools

02   Graphics Drawing

03   Video Editing

04   Animations

Text Tools

- Microsoft Word, Power Point
- Libre Office

Top Tools for Graphics Designing

- **Adobe Photoshop CC.** A graphic design editing platform with comprehensive tools including different pen options, 360 panorama workflows, and color range masking.
- **Adobe Illustrator CC.** A platform that comes with advanced graphic design functions such as perspective drawing enhancements and shape builders, making it great for creating websites, video games, and other promotional materials.
- **Adobe InDesign CC.** A publishing software that can be used to layout your promotional materials like webpages, magazines, newsletters, and reports.
- **Canva.** A platform equipped with basic graphic design tools, allowing users to create beautiful designs without much technical know-how.
- **GIMP.** A free and open-source editing program with easy-to-use tools for digital retouching and photo enhancement, making it ideal for newbie graphic designers.

Top Tools for Video Editing

1. Premiere Pro
2. Final Cut Pro X.
3. Adobe After Effects.
4. Lightworks.

Top Tools for Video Animation

1.   Animaker.
2.   Renderforest.
3.   Vyond.
4.   Powtoon.
5.   Blender.
6.   Maya.
7.   Adobe Animate.
8.   Cinema 4D.