



Types of Graphic Design

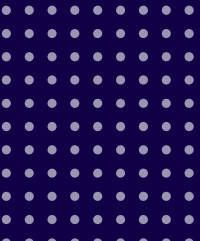
Prof Dr. Tassadaq Hussain



Types of Graphics Designs



- **Visual Identity**
- **Marketing & Advertising**
- **User interface**
- **User Experience**
- **Publication**
- **Packaging**
- **Art and illustration**
- **Motion / Animation**



Visual Identity

- Branding
- Identify
- Trademark
- Logo



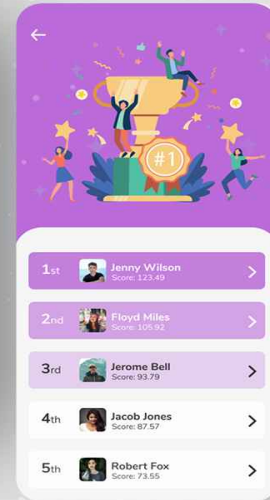
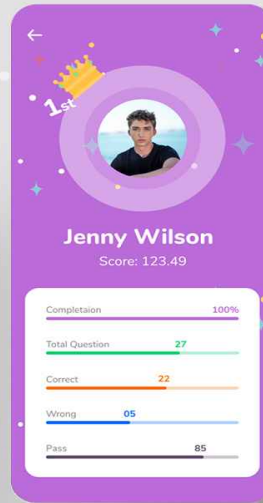
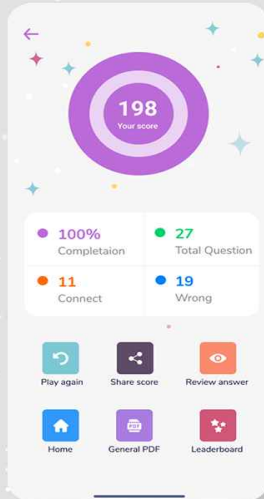
Marketing & Advertising

- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email Marketing
- PowerPoint Presentations
- Menus
- Social Media, Banners & Graphics
- Banner ads
- Images for websites and blogs



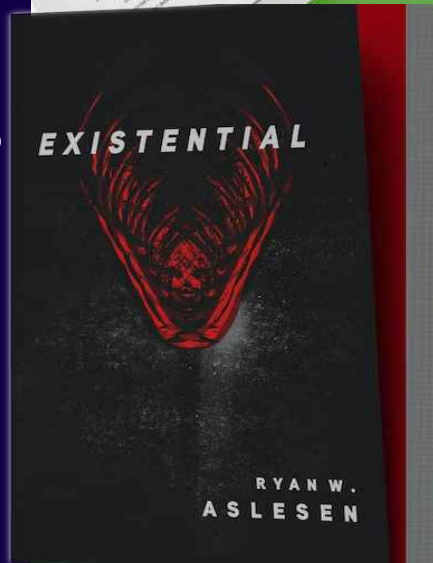
User Interface

- Web page design
- Theme design (WordPress, Shopify, etc.)
- Game interfaces
- App design



Publication

- Books
- Newspapers
- Newsletters
- Directories
- Annual reports
- Magazines
- Catalogs



Packaging

- Product
- Boxing



Motion / Animation



- Title sequences and end credits
- Advertisements
- Animated logos
- Trailers
- Presentations
- Promotional Videos
- Tutorial videos
- Websites
- Apps
- Video games
- Banners
- GIFs



Art & Illustration

- T-shirt design
- Graphic patterns for textiles
- Motion graphics
- Stock images
- Graphic novels
- Video games
- Websites
- Comic books
- Album art
- Book covers
- Picture books
- Infographics
- Technical illustration
- Concept art





Basics of Graphic Design

Prof Dr. Tassadaq Hussain



Basic of Graphics Design



- Visibility
- Readability
- Accessibility
- Understandable

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (trees, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red), some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, tactile texture while screen material has implied texture.

ELEMENTS OF DESIGN
quick reference sheet

SPACE

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to give the eye a rest; define importance; lead the eye through a design and more.

SIZE

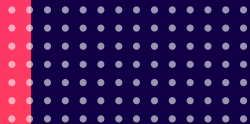
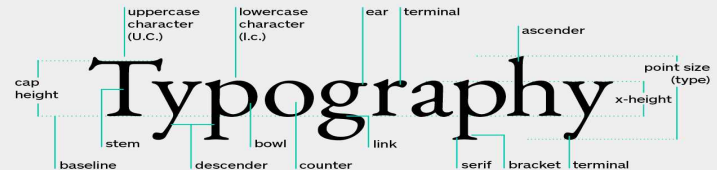
Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

paperkit
Created by Paperkit Design, www.paperkit.com

Basic of Graphics Design



- Use visual and semantic space.
- Provide the right amount of space between lines of text.
- Use clean typography.
- Avoid using all caps.
- Don't underline text.
- Use left-aligned text.
- Don't put two spaces after a period. Support text resizing.



Header



Title : Cool and Catchy Title

- Information Bullets
- Bullets
- Bullets

Images

Images

Contacts

Footer

Logo

POSTER TEMPLATE
Marketing

Creative Marketing

Ready For

Digital Business

Great Ideas!

Don't Think Big, Think Giant

Smart Work

www.yourwebsite.com

Instagram Account Facebook Account Twitter Account

Facebook Instagram Twitter

Poster description: A vertical poster with a dark blue background and yellow accents. It features a central photograph of a man in a white shirt presenting to a group of people seated at a table. The text is arranged in a clean, modern layout with various icons and shapes.

POSTER A4 TEMPLATE
E-learning

DIGITAL CAMPUS

Best Classes

For Distance Learning

For Distance Learning

www.yoursite.edu

Poster description: A vertical poster with a blue background and yellow accents. It features a central photograph of a young boy with glasses carrying a stack of books. The text is arranged in a clean, modern layout with various icons and shapes.



Learning Links

- <https://www.youtube.com/watch?v=YqQx75OPRa0>
- <https://www.youtube.com/watch?v=ti2NI4j0f-U>

