

DESIGNERS'S HANDBOOK

By *IndiaFont*

ENGLISH Edition _____
Best for Beginner Graphic Designers

1. Intro	05
2. Graphics Design	06
1. What is Graphics Design?	07
2. Digital Media	08
3. Print Media.....	08
4. Raster Graphics.....	09
5. Vector Graphics.....	09
3. Pro & Cons	10
4. Visual Elements	12
1. Color.....	14
A. Primary, secondary and tertiary colors.....	15
1. Primary Colors.....	15
2. Secondary colors.....	16
3. Tertiary colors.....	16
B. Color Combinations	17
1. Complementary	17
2. Monochromatic	18
3. Analogous	18
4. Triadic	19
5. Tetradic	19
C. Warm and cool colors	20
1. Warm colors.....	20
2. Cool colors	20
D. Shades, Tints and Tones.....	20
E. Hue, Saturation and Luminance.....	21
F. Color Meanings	21
G. Bad color combinations	22
2. Line.....	24
3. Shape	25
4. Value	26
5. Form.....	26
6. Texture	27
7. Space.....	28
5. Typography	29
1. Fonts	31
2. Key points for typography design.....	32
A. Font selection.....	32
B. Font Size	32
C. Leading.....	33
D. Tracking and kerning.....	33
E. Combining fonts.....	34
6. Images	36

INDEX

7. Graphics Design Principles	38
1. Alignment	40
2. Visual Hierarchy	41
A. The importance of viewing patterns	42
B. Size Matters	44
C. Space and Texture	44
D. Color and Tint	45
3. Contrast	46
4. Repetition	47
5. Proximity	48
6. Balance	49
A. Symmetrical Balance	50
B. Asymmetrical Balance	50
C. Radial Balance	50
D. 4 Other Ways to Achieve Balance in Design	51
7. Simplicity	52
8. White Space	53
9. Unity	54
10. Proportion	55
11. Emphasis	55
12. Perspective	56
13. Movement	57
14. Rhythm	57
15. Harmony	58
16. Variety	59
8. Do and Don'ts	60
9. Practical Skills For Graphics Designers	63
1. Software skills	64
2. Attention to detail	64
3. Verbal Communication	64
4. Drawing & Sketching	65
5. Research	65
6. Time Management	65
10. Design Job Process	66
1. Job Form	67
2. Check the job brief	67
3. Research	67
4. Sketch	67
5. Software work / Design	68
6. Quality check	68
7. Save and Export	69
A. Folder Structure & Naming Convention	69
8. Sending job to Client	71
11. Key Points For Graphics Designers	72
12. Thank you	73

1. Intro

Finding books, courses and study material with knowledge of graphic design is not a very hard task. There is plenty of knowledge out there related to this particular topic but actually being a graphic designer comes with real challenges. Indeed, it is better to have full knowledge in this field but as we all are cognizant with the fact that when we go out dealing with local area business, many designers face problems due to not having any background and full education of graphics designers till they actually start working for clients. As said, we learn, and we grow. After getting work done for the clients, we all initially make mistakes but with time we learn from the mistakes and grow.

So, in this handbook, we are going to know about graphic design. You can find many tips and tricks on what you must and must not do as a graphic designer.

At my initial stage of learning graphic designing, I hardly knew tools such as

Adobe Illustrator, Photoshop and CorelDraw. I learned real-life design when I got the opportunity to work with an international design company (Still learning). It's been 12 years now and I have observed many things like what happens with other designers' work? What exactly are they missing? What things do they need to improvise?

The answer is, one should certainly learn the graphic designing principles. Yes! You may be known as an expert on the software you are using, you may be best in your area but if you are not aware of Graphics Design principles, you should certainly read this handbook.

In this book, you will know what things can make your design better and professional. Considering you know the basics of graphic design; we will directly dive into the principles of Graphics Design, in detail. Graphic Design is the process of visual communication, and problem-solving methods with the use of type, space, image and color.



2. Graphics Design

2.1 What is Graphics Design?

Graphic Design is the process of visual communication, and problem-solving methods with the use of type, space, image and color.



2.2 Digital Media

Digital media is any form of media that uses electronic devices for distribution. This form of media can be created, viewed, modified and distributed via electronic devices. Digital media is commonly used in Software's, Video Games, Videos, Websites, Social Media Platforms, and Online Advertising.



Image Credit: builtin.com

2.3 Print Media

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. ... Even after the advent of electronic media, print media has not lost its charm or relevance.



Image Credit: marketing91.com

2.4 Raster Graphics

Raster graphics, also called bitmap graphics, are a type of digital image that uses tiny rectangular pixels, or picture elements, arranged in a grid formation to represent an image. Raster graphics have origins in television technology, with images constructed much like the pictures on a television screen.



Image Credit: deverdesigns.com

2.5 Vector Graphics

Vector graphics are computer graphics images that are defined in terms of points on a Cartesian plane, which are connected by lines and curves to form polygons and other shapes.



Image Credit: deverdesigns.com



Image Credit: Freepik.com / upklyak

3. Pro & Cons



3.1 Pro's:

- *Creative*

It's a creative job to do; you can fly high and create the best thing from your imagination.

- *Fun*

Working in the Design field is really fun; you will enjoy your job.

- *Challenging*

The challenges we get while working in this industry and resolving them is exciting.

- *Educational*

No matter how much experience you have, you will always be learning new things.

- *Appreciation*

As an artist, you will be happy to show your hard work to other designers and clients. The appreciation you'll get is what matters the most.

- *Expressive*

- *Rewarding*

- *Collaborative*

- *Career prospects*

3.2 Con's:

- *Competitive*

The competition in this field is high. Nowadays, in order to survive, your communication skill, marketing and design needs to be extraordinary.

- *Its Long way*

It will take some time to spread your roots deep in this field and to learn, gain and earn too.

- *Learning creative software tools*

Maybe it's not that bad but its time taking process to get expertise over the tools and there are a lot of tools and function.

- *Its a desk job*

You will be spending most of the time on your desk, so you must focus on your health too.

- *Location specific*

- *Finding the right job can be hard*

- *Working under pressure*

- *Have to do things you do not want and working under others direction.*

- *Dealing with bad clients*

C. Warm & Cool Colors

1. Warm colors

Warm colors are the colors that start from Red and end to Yellow. These colors are said to bring to mind warmth, like the sun.



2. Cool colors

Cool colors are the colors that start from Blue and end to Green and Purple. These colors are said to bring to mind a calmness, like water.



D. Shades, Tints and Tones

1. Shade

A shade is created by adding black to the base hue (original color), by darkening the original color creates a deeper, richer color impact. Shades can be quite dramatic and can be overpowering.



2. Tint

A tint is created by adding white to the base hue (original color), by lightening the color this can make a color look less intense and is very useful when balancing more vivid color combinations.



3. Tones

A tone is created by combining black and white or grey with a base hue. Like tints, tones are subtle versions of the original color. Tones are less likely to look pastel, and can reveal complexities not apparent in the base color.



E. Hue, Saturation and Luminance

1. Hue

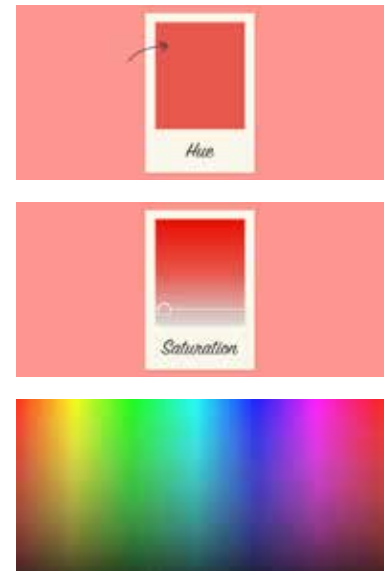
A hue is basically any color on the color wheel. When you are using a color wheel or a color picker, you can adjust the saturation and luminance of a hue.

2. Saturation

Saturation is the intensity or purity of the color.

3. Luminance

Luminance is the amount of brightness or light in a color.



F. Color Meanings

Red:	Passion, Love, Anger
Orange:	Energy, Happiness, Vitality
Yellow:	Happiness, Hope, Deceit
Green:	New Beginnings, Abundance, Nature
Blue:	Calm, Responsible, Sadness
Purple:	Creativity, Royalty, Wealth
Black:	Mystery, Elegance, Evil
Gray:	Moody, Conservative, Formality
White:	Purity, Cleanliness, Virtue
Brown:	Nature, Wholesomeness, Dependability
Tan or Beige:	Conservative, Piety, Dull
Cream or Ivory:	Calm, Elegant, Purity



G. Bad color combinations

1. Green and Yellow

Since yellow and green are so close in similarity, this color combination can be very difficult to read. It lacks contrast due to which the interest of the person decreases. Your ad will not catch anyone's attention.

Green and Yellow

Ossimus, sum essitaera voloren
dantisqui as voluptatem dolor as
corum ium rem ipsumquia corrovit
quibusc iustece rnatet venis eum
repudit, idelessit modi cum il etur,
simus estrum explabo rempore odis
utem doluptibus dolorest labor
autatem olecum nonseque nullab



2. Green and Purple

Although it is possible to make interesting and eye-catching designs from green and purple colors, purple text on a green background may be just too difficult to read. Therefore mix it up with, white, gray and black or use tints and shades to reduce brightness. This is a color combination you definitely need to avoid.

Green and Purple

Ossimus, sum essitaera voloren
dantisqui as voluptatem dolor as
corum ium rem ipsumquia corrovit
quibusc iustece rnatet venis eum
repudit, idelessit modi cum il etur,
simus estrum explabo rempore odis
utem doluptibus dolorest labor
autatem olecum nonseque nullab



3. Light colors

Yes, they look nice and calming but are too difficult to read. Unless you want to hide some information from your advertisement readers, don't use a combination of light-colored text on a light background.

Light color text on light color background

Ossimus, sum essitaera voloren
dantisqui as voluptatem dolor as
corum ium rem ipsumquia corrovit
quibusc iustece rnatet venis eum
repudit, idelessit modi cum il etur,
simus estrum explabo rempore.



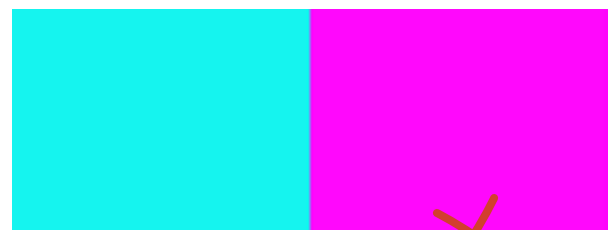
4. Colored and textured

Don't put text on a bright colored and textured background or it will be unreadable. Turn down the opacity or place your text in a separate box with a light background to make sure it's readable.



5. Neon colors

Although they look eye-catching, they will tire and irritate your reader's eye.




6. Blue and red

There are many situations when blue and red color combinations work great together, but not for the texts. Both colors are so strong that they clash terribly.

Blue and red

Ossimus, sum essitaera voloren
dantisqui as voluptatem dolor as
corum ium rem ipsumquia corrovit
quibusc iustece rnatet venis eum
repudit, idelessit modi cum il etur,
simus estrum explabo rempore odis
utem doluptibus dolorest labor
autatem olecum nonseque nullab




7. Dark backgrounds

Unless you have a very good reason, avoid putting Red, Blue or Purple text on a Black background, because they are very hard to read.

Red, Blue or Purple

Ossimus, sum essitaera voloren
dantisqui as voluptatem dolor as
corum ium rem ipsumquia corrovit
quibusc iustece rnatet venis eum
repudit, idelessit mod cum il etur,
simus estrum explabo rempore odis
utem doluptibus dolorest labor
autatem olecum nonseque nullab



*A small treat for your eyes as in
this section you had to see lots
of bad color combinations.*

Design is
so simple
that's why it's so
Complicated

5. Typography



Typography is arranging letters to make them look legible and pleasing to the eye. Typography is the art and technique of arranging text to make written language legible, readable and appealing when displayed. The arrangement of text involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

For designers, typography is a main visual element to convey brands' message. This design element is important for graphic designers not only to build personality

to convey a message but also to grab the viewers' attention, build a hierarchy, brand recognition, harmony and establish the value and tone of a brand.

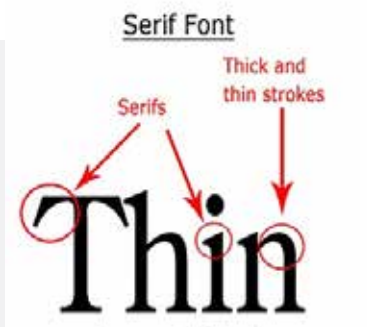
Typography design is a key element of a designers' skill sets. The typeface you choose and how it works with your layout, grid, color scheme and more can make or break a design.



5.1 Fonts

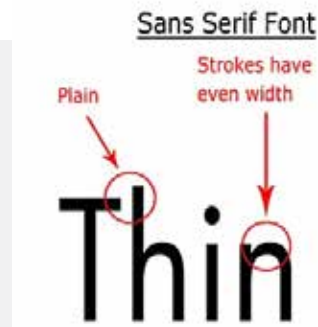
A font is a set of printable or displayable text characters in a specific style and size. The type design for a set of fonts is the typeface and variations of this design form the typeface family.

5 Types of Fonts & When to Use Them



Serif

Serif fonts are often considered the most traditional kind of font.



Sans Serif

Sans-serif fonts have been steadily growing in popularity in recent years.



Slab Serif

Slab serif fonts are a branch of the overall serif font family we discussed earlier.

Script Fonts

Script

A script font is basically a style of typography that resembles cursive or connected writing.



Decorative

Also referred to as display type, decorative fonts are typically used for titles and headlines.

5.2 Key Points for Typography

A. Font selection

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.

For the English language, there are millions of fonts available over the Internet and for Devanagari too but for Hindi and Marathi Calligraphy Fonts, India Font's AMS fonts series are best to check out.

**I'm Good
Font, but am
I the right
one for this
design?**

B. Font Size

Not all typefaces are created equally. Some are fat and wide; others are thin and narrow which means that words are set in different typefaces can take up a very different amount of space on the page.

The most common method, to measure type, is the point system which dates to the 18th century. One point is 1/72 inch, and 12 points make one pica, a unit used to measure column width. Type sizes can also be measured in inches, millimetres, or pixels.

48pt **Size**
Size
Size

1 *Combine Serif with Sans Serifs, usually goes well.*

✓
**COMBINING
SERIF WITH
SANS-SERIF**

Combine Serif with Sans Serifs, usually basic and it always does it work nicely.

2 *Avoid Pairing Fonts that are too Similar.*

✗
**PAIRING FONTS
THAT ARE SIMILAR**

Combining two similar fonts is never good idea. Fonts should be contrast to each other.

3 *Contrast with fonts is good thing to learn and try.*

✓
**Contrast with
FONTS**

Contrast can be achieve via font style, size weight, spacing and colors.

4 *Limit your number of fonts for individual design*

✓
**Stick to max
two fonts**
or three if you must

Using two or three many fonts in one design will keep it consistent and united.

5 *Use fonts from same font family is better*

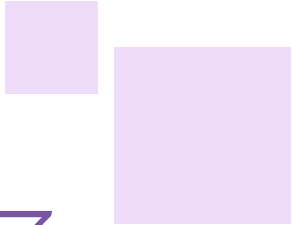
✗
**Dont just
mix
moods**

Again it's all about unity and what message we are trying to send to users.

6 *Stay with role of K.I.S.S.*

✓
**Keep it
Simple
Stupid!**

Keep it simple as much as possible, which will gain users trust for sure.



7. Graphics Design Principles

One of the most confusing parts about it is figuring out how many principles are there for graphics design? Five? Seven? Twelve?

If you Google it, you will find out from 5 to dozens of different principles in the search results.

So let's check all of them, having knowledge for each thing will be good.

Graphic design is a highly sought-after skill. Society cares about the way things look, and there is a constant need to produce good designs, whether it's for advertisements, websites, logos, videos, banners, or web content. You don't need to be a pro designer to create highly shareable content.

So, what are the Principles and why do we need to take care of them while designing?

Graphics Design Principles are the rules which help us create professional designs, so we don't mess up and our design stands out, and convey the right message to the audience in an attractive way which leads to conversion.

Yes! after all, conversion matters, no matter if your design is for commercial purposes or to lead clients to purchase some product or its information to share some news. It should do its job.

Graphics Design Principles

- | | |
|----------------------------|------------------------|
| <i>1. Alignment</i> | <i>9. Unity</i> |
| <i>2. Visual Hierarchy</i> | <i>10. Proportion</i> |
| <i>3. Contrast</i> | <i>11. Emphasis</i> |
| <i>4. Repetition</i> | <i>12. Perspective</i> |
| <i>5. Proximity</i> | <i>13. Movement</i> |
| <i>6. Balance</i> | <i>14. Rhythm</i> |
| <i>7. Simplicity</i> | <i>15. Harmony</i> |
| <i>8. White Space</i> | <i>16. Variety</i> |

8.1 Things to DO

Do: Think outside of the Box.

Do: Adapt for Print Designs.

Do: Guide readers to the logical order.

Do: Keep it simple.

Do: Always aim for quality over quantity.

Do: Choose visuals that are in the same spirit. It all needs to match.

Do: Pay Attention to the Font Choices.

Do: Make fonts legible and fitting for the design.

Do: Play with Fonts.

Do: Use clean and modern fonts so that your typeface is easy to read.

Do: Venture into using more stylized fonts. Maybe you're looking to have a more funky design or a clean font may not go well with the message you are trying to get across.

Do: Use plenty of White Space.

Do: Pay attention to how much white space is in between your letters. You want to make sure that the words are easily readable so the viewer can understand the message.

Do: Implement images into your design. The image can stand out in most cases and will grab the attention of the passerby.

Do: Use stock photos. There are tons of websites out there that have images for anything you can think of.

Do: Match your colors.

Do: Use colors separately to highlight important information.

Do: Take time to choose your color scheme. Giving the colors the attention they need will serve you well. Are you unsure about a color scheme or need some additional inspiration? You can use Google to search "color schemes" and find a library of results that will help you see a variety of different colors working together. You can also flip through magazine pages or promotional materials laying around and use those as reference materials for color combinations.

Do: Look around and see what's out there in the design world. What's "hot" right now? Checking out what other designers are doing is a great way to get inspired!.

Do: Remember that you're the designer, not your client. That is why they are hiring you. It is important to get clear details from your client on what they want in the design and what is expected of you. However, it is also important for both of you to understand that the end goal needs to be realistic.

10. Design job process

1. Job Form
2. Check the job brief.
3. Research
4. Sketch
5. Software work / Design
6. Quality check
7. Save and Export
8. Sending job to Client



Image Credit: totaljobs.com

This is just a sample
book, only few pages
show for your refernace.

In the full book you
will have full detailed
information on each
topic as shown in the
index.

*Thank
you*

