



# Competency Based Learning Materials (CBLM)

## Graphic Design

Level-3

### Module: Applying Graphic Design Concepts and Guidelines

(Code: CBLM-ICT-GD-01-L3-EN-V1)



National Skills Development Authority  
Prime Minister's Office  
Government of the People's Republic of Bangladesh



## Copyright

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The CBLM on “Apply graphic design concepts and guidelines” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Graphic Design Level-3 Occupation. It contains the information required to implement the Graphic Design Level-3 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Graphic Design Level-3 course.



Approved by

---th Executive Committee (EC) Meeting of NSDA

Held on -----



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## How to use this Competency Based Learning Materials (CBLMs)

The module, Applying Graphic Design Concepts and Guidelines contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practise the job. You may need to practise the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module



## **Module Content**

### **Unit of Competency: Apply Graphic Design Concepts and Guidelines**

#### **Module Title: Applying Graphic Design Concepts and Guidelines**

**Module Description:** This module covers the knowledge, skills and attitudes required to apply graphic design concepts and guidelines. It specifically includes interpreting fundamentals of graphic design, working with image, identifying image standards, creating basic designs, identifying career opportunities in the graphic design sector, and interpreting online market places.

#### **Nominal Duration: 35 Hours**

#### **Learning Outcomes:**

Upon completion of this module the trainees must be able to:

1. Interpret fundamentals of graphic design
2. Work with image
3. Identify image standards
4. Create basic designs
5. Identify career opportunities in the graphic design sector
6. Interpret Online Market places

#### **Assessment Criteria:**

- 1.1. Types of graphic design are comprehended.
- 1.2. Uses of graphic design are identified.
- 1.3. Structure of graphics are interpreted.
- 1.4. Software for graphic design is identified.
- 1.5. Basic design guidelines are Interpreted.
- 1.6. Design brief is interpreted.
- 2.1 Appropriate Image modification software is identified and opened.
- 2.2 Image sources are identified.
- 2.3 Images are successfully Imported from appropriate source.
- 2.4 Image separation tools are identified and applied.
- 2.5 Separated image is saved.
- 3.1 Image properties are identified.
- 3.2 Image resolution are identified and interpreted.
- 3.3 Image format are identified and selected.
- 4.1 Required designs are specified.
- 4.2 Appropriate shape and size are identified.

- 4.3 Content area is defined.
- 4.4 Contents are inserted and composed.
- 4.5 Shapes are modified as per requirements.
- 4.6 Typographical design is applied as per requirements.
- 4.7 Font attributes are applied as per requirements.
- 4.8 Design and color are applied as per requirements.
- 4.9 Design is saved in appropriate file format
- 5.1 Local and international graphic design and Desktop Publishing (DTP) houses are identified.
- 5.2 Positions/jobs in the graphic design sector are identified.
- 5.3 Hands on graphics arts designer are identified.
- 5.4 Graphic design and DTP houses are visited on site and through the internet.
- 6.1 Source of carrier opportunities are identified.
- 6.2 Account opening procedure is interpreted.
- 6.3 Standard profile structure is outlined.
- 6.4 Bidding procedure for the jobs are interpreted.
- 6.5 Design submission procedure is interpreted.
- 6.6 Payment collection methods are identified.

## **Contents**

This learning package includes the following:

1. Fundamentals of graphic design
2. Work with image
3. Image standards
4. Basic designs
5. Career opportunities in the graphic design sector
6. Online Market places

# **Learning Outcome 1: Interpret fundamentals of graphic design**

## **Content:**

1. Types of graphic design
  - 1.1 Vector
  - 1.2 Raster
  - 1.3 Bitmap
2. Uses of graphic design
3. Structure of graphics.
  - 3.1 Vector based
  - 3.2 Bitmap based
4. Software for graphic design
  - 4.1 Adobe Photoshop
  - 4.2 Adobe illustrator
  - 4.3 Adobe in design
  - 4.4 Corel draw
5. Basic design guidelines.
6. Design brief

## **Assessment Criteria:**

1. Types of graphic design are comprehended.
2. Uses of graphic design are identified.
3. Structure of graphics are interpreted.
4. Software for graphic design is identified.
5. Basic design guidelines are Interpreted.
6. Design brief is interpreted

## **Resources Required/ Conditions:**

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholdres
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

## **Methodologies**

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

## **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio

## Learning Experience 1: Interpret fundamentals of graphic design

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Develop Competency Based Training Curriculum.	1. Instructor will provide the learning materials “ <b>Applying Graphic Design Concepts and Guidelines</b> ”
2. Read the Information sheet/s	2. Information Sheet No:1 Interpret fundamentals of graphic design
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 1 Interpret fundamentals of graphic design  Answer key No. 1 Interpret fundamentals of graphic design
4. Read the Job Sheet and Specification Sheet and perform job	4. Job- Sheet No:1- Interpret fundamentals of graphic design  Specification Sheet1 – Interpret fundamentals of graphic design

# Information Sheet 1: Fundamentals of graphic design

## Learning Objectives:

After completion of this information sheet, the learners will be able to:

1. Comprehend types of graphic design.
2. Identify uses of graphic design.
3. Interpret structure of graphics.
4. Identify software for graphic design.
5. Interpret basic design guidelines.
6. Interpret design brief

## 1. Graphic design

Graphic design is a creative discipline that involves visually communicating ideas, messages, and information using various design elements. It encompasses the art and skill of combining typography, images, colors, shapes, and layout to create visual compositions that are aesthetically pleasing, effective, and purposeful.

At its core, graphic design aims to solve visual communication challenges by translating complex concepts into visual forms that can be easily understood and appreciated by the target audience. It plays a vital role in conveying a brand's identity, establishing a visual language, and evoking specific emotions or responses.

Graphic design is not limited to any specific medium and can be applied across various platforms, including print, digital, web, packaging, advertising, and multimedia. It involves understanding and utilizing design principles such as composition, balance, contrast, hierarchy, and color theory to create impactful visuals.

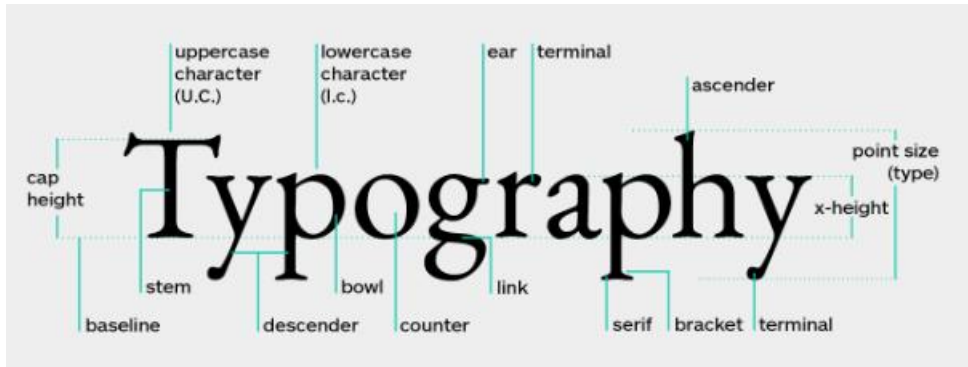
Moreover, graphic design goes beyond creating visually appealing designs; it also involves strategic thinking, research, and problem-solving. Designers need to consider the audience, objectives, and context to effectively communicate the desired message and achieve the intended goals.

Here are concise interpretations of key concepts in graphic design:

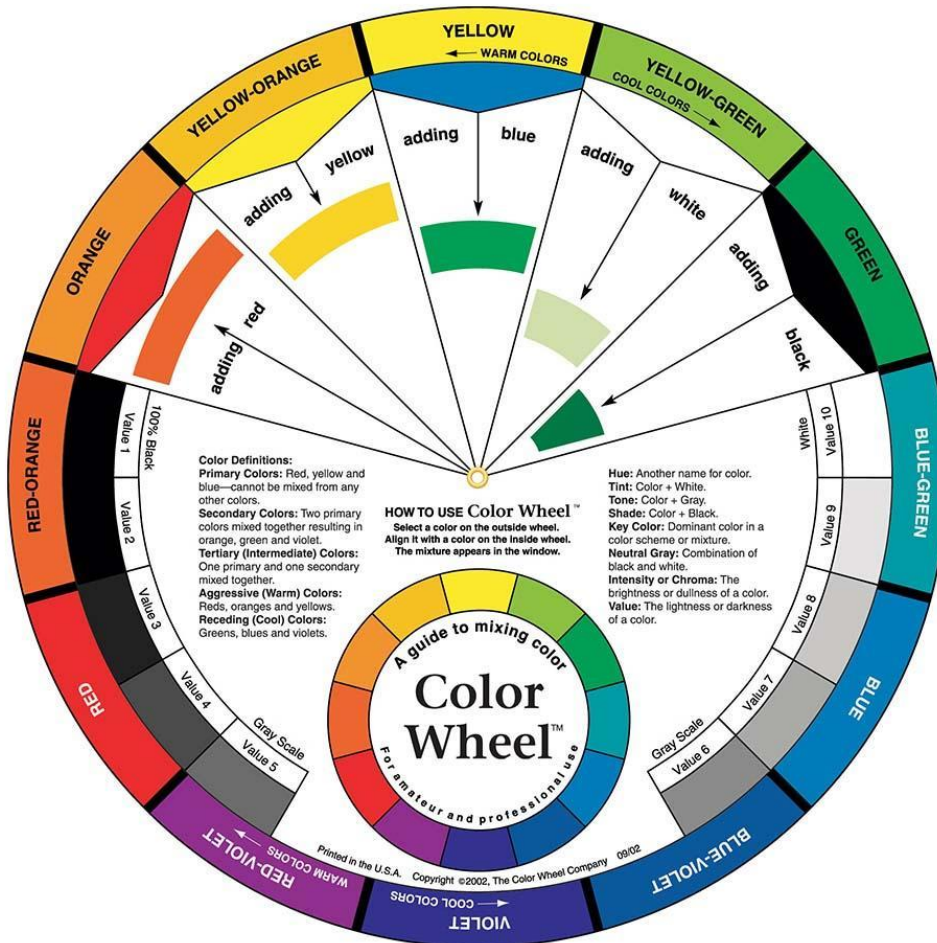
**Composition:** Composition in graphic design refers to the arrangement and organization of visual elements within a design space. It involves the deliberate placement and relationship between elements such as text, images, shapes, and other graphical components. The goal of composition is to create a harmonious, balanced, and visually pleasing design that effectively communicates the intended message.

**Typography:** Typography in graphic design refers to the art and technique of arranging and styling typefaces to communicate a message effectively. It involves selecting appropriate fonts, determining their sizes, spacing, and formatting, and integrating them harmoniously into a design. Typography plays a crucial role in establishing the tone, readability, and visual impact of a design.





**Color theory:** Color theory in graphic design refers to the study and application of colors to create visually harmonious and impactful designs. It involves understanding the properties of colors, their interactions, and the psychological and emotional effects they have on viewers. Color theory plays a crucial role in establishing visual appeal, creating a mood or atmosphere, and effectively communicating messages.

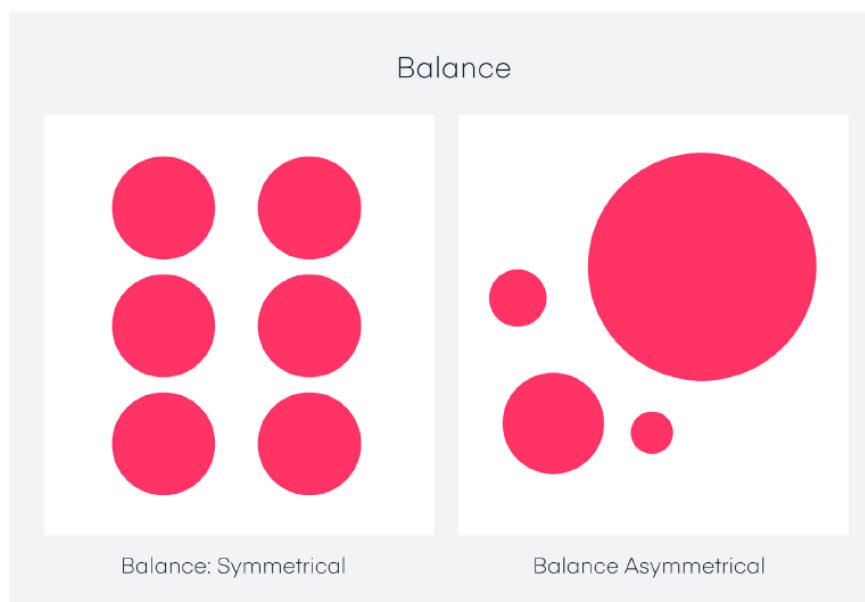


Color Psychology:

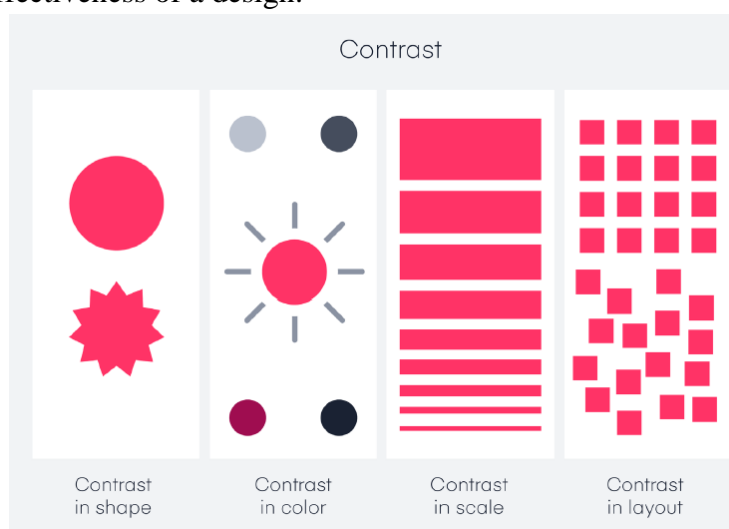
<p><b>Red</b></p> <p>Excitement Strength Love Energy</p>	<p><b>Orange</b></p> <p>Confidence Success Bravery Sociability</p>	<p><b>Yellow</b></p> <p>Creativity Happiness Warmth Cheer</p>	<p><b>Green</b></p> <p>Nature Healing Freshness Quality</p>	<p><b>Blue</b></p> <p>Trust Peace Loyalty Competence</p>
<p><b>Pink</b></p> <p>Compassion Sincerity Sophistication Sweet</p>	<p><b>Purple</b></p> <p>Royalty Luxury Spirituality Ambition</p>	<p><b>Brown</b></p> <p>Dependable Rugged Trustworthy Simple</p>	<p><b>Black</b></p> <p>Formality Dramatic Sophistication Security</p>	<p><b>White</b></p> <p>Clean Simplicity Innocence Honest</p>



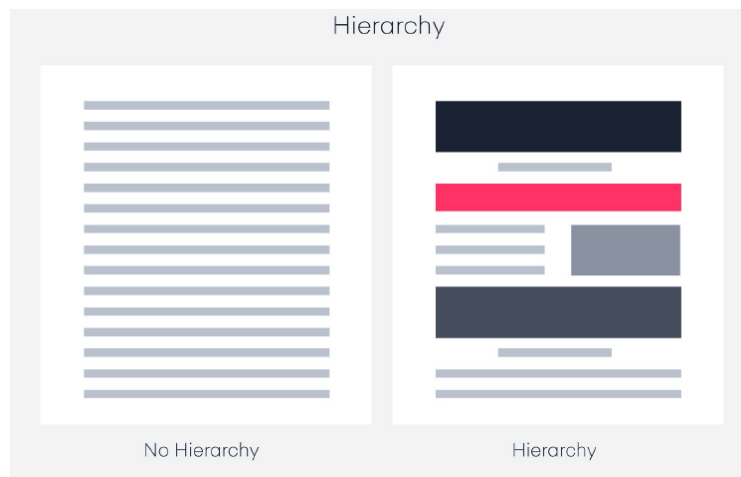
**Balance:** Balance in graphic design refers to the distribution of visual elements within a composition to create a sense of stability, equilibrium, and harmony. It involves arranging elements in a way that feels visually equal and weighted, regardless of their size, shape, or color. Balance plays a crucial role in ensuring that a design feels visually pleasing and well-organized.



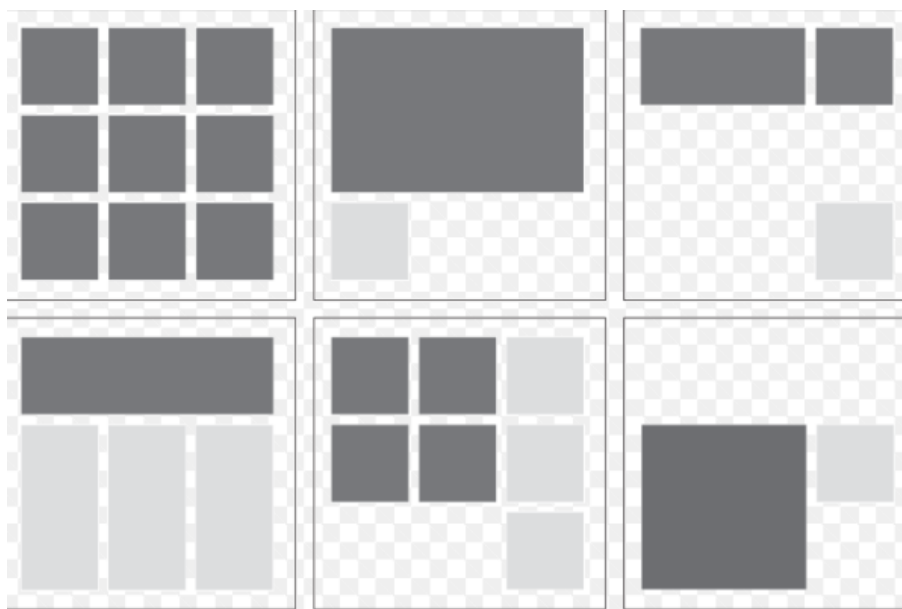
**Contrast:** Contrast in graphic design refers to the deliberate use of differences in various design elements to create visual interest, emphasize important information, and establish a clear visual hierarchy. Contrast involves juxtaposing elements that are distinct or dissimilar, such as color, size, shape, texture, value, or typography. By leveraging contrast, designers can make certain elements stand out, create visual impact, and enhance the overall effectiveness of a design.



**Hierarchy:** Hierarchy in graphic design refers to the organization and arrangement of visual elements within a composition to establish a clear and structured order of importance. It involves visually prioritizing elements based on their significance and guiding the viewer's attention through a design. Hierarchy plays a crucial role in effectively communicating messages, establishing visual balance, and creating a sense of order and professionalism.

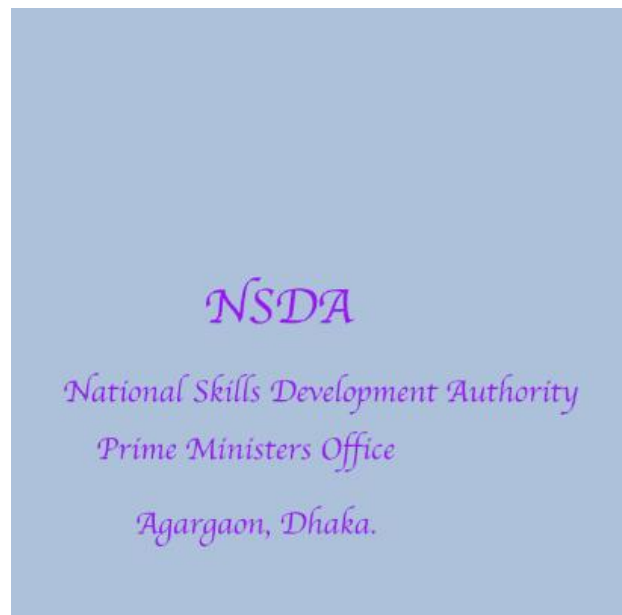


**Grid system:** A grid system in graphic design refers to a framework or structure that organizes and aligns elements within a composition. It is a series of horizontal and vertical lines that create a modular grid of intersecting rows and columns. Grid systems provide a systematic approach to laying out and arranging content, ensuring consistency, alignment, and visual harmony in a design.



**White space:** White space, also known as negative space, refers to the empty or unmarked areas within a composition in graphic design. It is the absence of visual elements such as

text, images, or graphics. Despite its name, white space doesn't have to be white in color and can be any background color or even transparent.

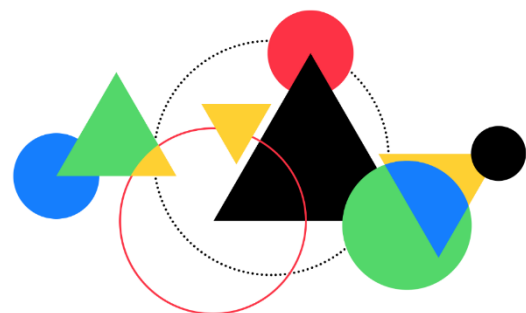


**Visual branding:** Visual branding in graphic design refers to the use of visual elements and design principles to create a consistent and cohesive visual identity for a brand or organization. It involves developing a set of visual assets, such as logos, color schemes, typography, imagery, and graphic elements, that reflect the brand's values, personality, and essence. The goal of visual branding is to create a recognizable and memorable visual representation of the brand that resonates with the target audience.

**User experience (UX) design:** User Experience (UX) design in graphic design refers to the process of creating designs that prioritize and enhance the overall user experience and usability of a product, service, or digital interface. UX design focuses on understanding the needs, behaviors, and preferences of users to create intuitive, efficient, and enjoyable interactions. It goes beyond aesthetics and considers the entire user journey, from initial discovery to final interaction.

### 1.1. Vector graphics

Vector graphics are a type of digital image created using mathematical formulas and geometric shapes. Unlike raster graphics, which are composed of pixels, vector graphics are resolution-independent and can be scaled to any size without losing quality.



Here's an interpretation of vector graphics:

**Scalability:** One of the key advantages of vector graphics is their scalability. Since vector images are created using mathematical equations, they can be resized without losing sharpness or introducing pixelation. This makes them highly versatile and suitable for various applications, from small icons to large banners or billboards.

**Precision and Clarity:** Vector graphics offer precise and clean lines, shapes, and curves. Each element in a vector image is defined by mathematical calculations, resulting in smooth edges and defined contours. This precision allows for clear and crisp visuals, making vector graphics ideal for logos, typography, and illustrations that require high levels of detail and accuracy.

**Editability:** Another significant feature of vector graphics is their inherent editability. Since vector images are composed of individual shapes and objects, they can be easily modified, resized, and rearranged using vector editing software like Adobe Illustrator. This flexibility enables designers to make adjustments and refine their designs with ease, even after the initial creation.

**File Size Efficiency:** Vector graphics tend to have smaller file sizes compared to raster graphics. Since they store information about shapes, lines, and colors rather than individual pixels, vector files are generally more lightweight. This makes them suitable for web-based applications, where smaller file sizes contribute to faster loading times and efficient use of bandwidth.

**Versatility:** Vector graphics can be used in a wide range of applications and contexts. They are commonly employed in logo design, iconography, typography, infographics, and illustrations. Their scalability and flexibility allow designers to adapt vector graphics for various mediums, including print, digital, and even large-format outputs.

**Simplified Editing:** Vector graphics are particularly useful when it comes to making design modifications or customizations. Individual components of a vector image, such as shapes, colors, and strokes, can be easily adjusted, manipulated, or replaced without affecting the overall image quality. This makes vector graphics an efficient choice for iterative design processes or creating variations of a design.

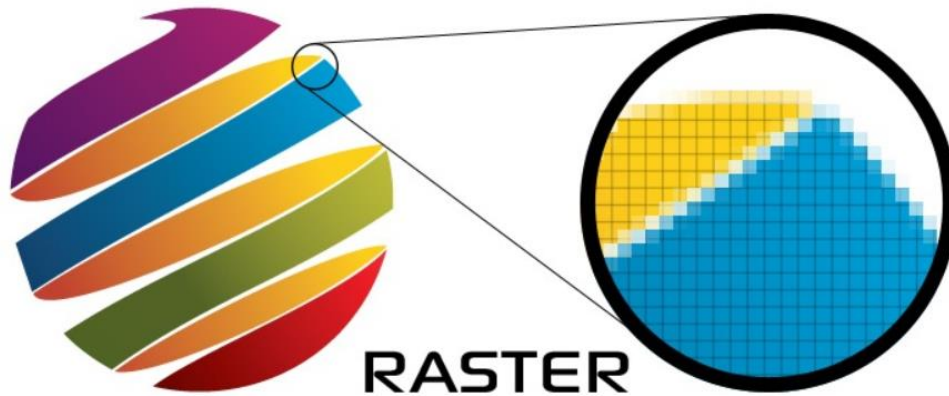
**Resolution Independence:**

Unlike raster graphics, which have fixed resolutions, vector graphics can be scaled up or down without sacrificing image quality. This inherent resolution independence ensures that vector graphics maintain their clarity and sharpness across different display sizes and resolutions.



## 1.2. Raster graphics

Raster graphics, also known as bitmap graphics, are a type of digital image composed of a grid of pixels. Each pixel contains color and brightness information, collectively forming the overall image.



Here's an interpretation of raster graphics:

**Pixel-based:** Raster graphics are composed of individual pixels, with each pixel representing a single point in the image. The combination of these pixels creates the overall visual representation. The resolution of a raster image determines the level of detail and sharpness, with higher resolutions having more pixels per inch and greater clarity.

**Realistic Representation:** Raster graphics excel at capturing intricate details and realistic representations of complex images, such as photographs or natural scenes. The ability to represent subtle variations in color, tone, and texture makes raster graphics suitable for capturing the nuances and intricacies of real-world subjects.

**Image Editing:** Raster graphics allow for extensive editing and manipulation using software like Adobe Photoshop. Since each pixel can be individually modified, designers have precise control over aspects like color, contrast, brightness, and effects. This flexibility enables retouching, photo manipulation, and creative enhancements.

**Resolution Dependency:** Raster graphics are resolution-dependent, meaning they have a fixed number of pixels that determine their level of detail. Enlarging a raster image beyond its original resolution can result in pixelation and loss of quality, as the individual pixels become more noticeable. Therefore, it's important to work with raster graphics at their intended resolution for optimal results.

**File Size:** Raster graphics tend to have larger file sizes compared to vector graphics, especially at higher resolutions. This is because each pixel requires storage for its color information. Consequently, larger file sizes can affect loading times, storage requirements, and bandwidth usage, particularly in web-based applications.

**Photorealistic Effects:** Raster graphics are often used to create photorealistic effects, such as shading, gradients, and texture. By manipulating individual pixels, designers can achieve

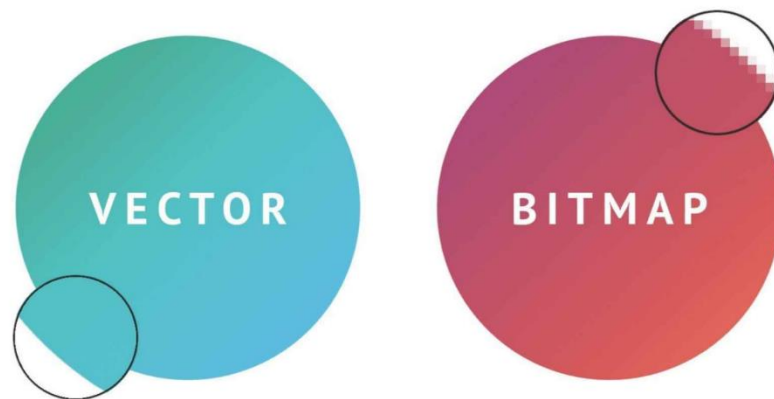
lifelike representations of objects, surfaces, and lighting conditions. This makes raster graphics suitable for various applications, including digital artwork, digital painting, and photo-based designs.

**Output Considerations:** Raster graphics are typically used for output in digital and print media. They are commonly used in photography, web design, social media graphics, digital art, and digital publications. However, when it comes to large-format prints, raster graphics may require higher resolutions to maintain quality, as the viewer is likely to be in closer proximity to the printed output.

**Photo-realistic Images:** Due to their ability to capture fine details and subtle variations in color, raster graphics are well-suited for representing realistic and highly detailed images, particularly in photography and digital art.

### 1.3. Bitmap

A bitmap is a type of digital image format that represents graphics as a collection of individual pixels.



Here's an interpretation of bitmaps in graphics:

**Pixel-based Representation:** Bitmap graphics, also known as raster graphics, store visual information as a grid of pixels. Each pixel in the grid contains color and brightness data, collectively forming the image. The arrangement and combination of these pixels determine the overall appearance of the graphic.

**Resolution Dependency:** Bitmap graphics are resolution-dependent, meaning they have a fixed number of pixels that determine their level of detail. The resolution of a bitmap image is typically measured in pixels per inch (PPI) or dots per inch (DPI). Higher resolutions result in more pixels per inch and greater detail, while lower resolutions lead to fewer pixels and reduced clarity.

**Realistic Rendering:** Bitmap graphics excel at capturing complex and realistic visual representations. Due to their pixel-based nature, they are well-suited for capturing details, textures, and subtle variations in color. This makes bitmaps particularly useful for representing photographs, natural scenes, and highly detailed graphics.



**Image Editing:** Bitmap graphics offer extensive editing capabilities using software such as Adobe Photoshop. Since each pixel can be individually manipulated, designers have precise control over various aspects, including color adjustments, retouching, special effects, and creative enhancements. This allows for detailed editing and manipulation of the image.

**File Size Considerations:** Bitmap graphics tend to have larger file sizes compared to other graphic formats, such as vector graphics. This is because each pixel in the image requires storage for its color information. Consequently, larger file sizes can impact storage requirements, loading times, and bandwidth usage, particularly when working with high-resolution images.

**Output Flexibility:** Bitmap graphics can be used in a variety of digital and print applications. They are commonly used for web graphics, digital artwork, photo editing, digital publications, and printing. However, when it comes to resizing or enlarging bitmap images, care must be taken to maintain image quality, as enlarging beyond the original resolution can result in pixelation and loss of detail.

## 2. Uses of graphic design

Graphic design has a wide range of uses and applications across various industries and disciplines. Here's an interpretation of the uses of graphic design:

**Branding and Identity:** Graphic design plays a crucial role in establishing and enhancing the visual identity of brands and organizations. It involves creating logos, typography, color schemes, and other visual elements that represent the brand's values, personality, and offerings.

**Advertising and Marketing:** Graphic design is essential for creating visually appealing and persuasive advertisements and marketing materials. It involves designing print and digital ads, brochures, posters, packaging, and other promotional materials that effectively communicate messages, capture attention, and engage target audiences.

**User Interface (UI) Design:** Graphic design is integral to creating intuitive and visually appealing user interfaces for websites, applications, and software. UI design focuses on optimizing the user experience by designing interfaces that are easy to navigate, visually consistent, and visually pleasing.

**Web Design and Digital Media:** Graphic design is fundamental to web design and the creation of digital media. It involves designing website layouts, user interfaces, icons, banners, social media graphics, and other digital assets that enhance the online presence and user experience.

**Print Design:** Graphic design has a significant role in print media, including designing layouts for magazines, newspapers, books, brochures, business cards, posters, and other

printed materials. Print design aims to create visually appealing compositions that effectively convey information and engage readers.

**Packaging Design:** Graphic design plays a crucial role in packaging design, as it helps attract attention and communicate the value of a product. Effective packaging design incorporates branding elements, graphics, typography, and imagery to create visually appealing packaging that stands out on store shelves.

**Environmental Design:** Graphic design is utilized in environmental design to create visually immersive and engaging experiences in physical spaces. It involves designing signage, wayfinding systems, exhibitions, museum displays, retail spaces, and event branding to enhance the atmosphere, guide visitors, and convey information.

**Illustration and Artistic Expression:** Graphic design includes illustration and artistic expression, where designers create original drawings, digital illustrations, and artwork for various purposes, such as books, magazines, advertisements, and online platforms. Illustrations can communicate ideas, convey narratives, and evoke emotions.

**Information Design:** Graphic design is instrumental in information design, where designers present complex information in a clear and visually engaging manner. This includes creating infographics, data visualizations, charts, and diagrams that simplify information, enhance understanding, and aid in decision-making.

**Entertainment and Multimedia:** Graphic design is utilized in the entertainment industry, including the creation of movie posters, album covers, video game graphics, and multimedia presentations. It adds visual appeal, captures attention, and conveys the essence of the entertainment content.

### 3. Structure of graphics

#### 3.1 Vector-based graphics

Vector-based graphics are a type of digital image format that represents graphics using mathematical formulas and geometric primitives such as points, lines, curves, and shapes. Here's an interpretation of vector-based graphics:

**Mathematical Representation:** Vector-based graphics are defined by mathematical equations that describe the shapes and properties of the elements in the image. Instead of storing pixel-based information like raster graphics, vector graphics store mathematical instructions to recreate the image at any size or resolution.

**Resolution Independence:** Vector graphics are resolution-independent, meaning they can be scaled up or down without any loss of quality. Since the image is based on mathematical formulas, the shapes and lines remain smooth and sharp regardless of the size. This makes vector graphics ideal for designs that need to be reproduced at various sizes, such as logos or illustrations.

**Scalability:** Vector graphics can be easily scaled to any size, from tiny icons to large billboards, without loss of detail or pixelation. This scalability is achieved by recalculating the mathematical formulas to generate the image at the desired size, ensuring consistent and crisp output.

**Editability and Flexibility:** Vector graphics offer extensive editability and flexibility. Designers can easily modify and manipulate individual elements, such as adjusting the shape, color, size, and position, without compromising the overall quality. This makes vector graphics highly versatile and adaptable to different design requirements.

**Small File Sizes:** Vector graphics typically have smaller file sizes compared to raster graphics. Since the file only contains mathematical instructions rather than storing individual pixel information, vector files tend to be more compact. This is advantageous for web-based applications, where smaller file sizes contribute to faster loading times and optimized performance.

**Precise and Smooth Lines:** Vector graphics are known for their precise and smooth lines, curves, and shapes. As the graphics are defined by mathematical formulas, they can achieve precise control over the placement and curvature of lines and shapes, resulting in clean and visually pleasing designs.

**Ideal for Logos and Typography:** Vector graphics are widely used for creating logos, icons, and typography. The scalability and editability of vector graphics allow for the creation of crisp and professional-looking logos that can be easily resized for different applications. Similarly, vector-based typography maintains its clarity and sharpness regardless of the size or resolution.

**Print and Production:** Vector graphics are commonly used in print and production processes, including commercial printing, vinyl cutting, engraving, and laser etching. Vector files can be easily converted to various formats and used across different printing technologies, ensuring high-quality output with precise details.

### 3.2 Raster-based graphics

Raster-based graphics, also known as bitmap graphics, are digital images composed of a grid of pixels. Each pixel contains color and brightness information, and when combined, they form the overall image. Here's an interpretation of raster-based graphics:

**Pixel-based Representation:** Raster graphics are composed of a fixed number of pixels, each representing a tiny dot of color. The arrangement and combination of these pixels create the visual representation of an image. The more pixels in an image, the higher its resolution and level of detail.

**Resolution Dependency:** Raster graphics are resolution-dependent, meaning they have a fixed number of pixels that determine their level of detail. Higher resolutions result in more pixels per inch (PPI) or dots per inch (DPI), resulting in greater detail, while lower resolutions have fewer pixels and reduced clarity. When resizing raster graphics, it's important to consider the original resolution to maintain image quality.

**Realistic Rendering:** Raster graphics excel at representing complex and realistic visual content. The pixel-based nature of raster graphics allows for the capture of intricate details, textures, and subtle variations in color and shading. This makes raster graphics well-suited for representing photographs, natural scenes, and highly detailed visual elements.

**Photo Editing and Manipulation:** Raster graphics offer extensive editing capabilities using software like Adobe Photoshop. Since each pixel can be individually manipulated, designers have precise control over various aspects, including color adjustments, retouching, special effects, and creative enhancements. Raster graphics are commonly used in photo editing and digital artwork.

**File Size Considerations:** Raster graphics typically have larger file sizes compared to other graphic formats. This is because each pixel in the image requires storage for its color information. Larger file sizes can impact storage requirements, loading times, and bandwidth usage, especially when working with high-resolution images. Compression techniques are often used to reduce file sizes while maintaining acceptable image quality.

**Output Limitations:** Raster graphics have limitations when it comes to scaling and resizing. Enlarging a raster image beyond its original resolution may result in visible pixelation, where individual pixels become noticeable, leading to a loss of image quality. Raster graphics are best suited for applications where the image will be viewed at its intended size or smaller.

**Versatility in Applications:** Raster graphics are widely used in various applications, including web graphics, digital artwork, photo prints, digital publications, and screen displays. They are compatible with a wide range of software and platforms, making them accessible and versatile for different creative and visual communication needs.

**Photorealistic Effects:** Raster graphics are essential for creating photorealistic visual effects, such as textures, shadows, gradients, and complex lighting effects. The ability to render precise pixel-based information allows for the accurate representation of realistic and detailed visual elements.

## 4. Software for graphic design

### 4.1 Adobe Photoshop

Adobe Photoshop is a powerful and widely used software application for graphic design, image editing, and photo manipulation.



Here's an interpretation of Adobe Photoshop:

**Image Editing:** Adobe Photoshop is renowned for its comprehensive image editing capabilities. It provides a wide range of tools and features for adjusting colors, tones, and saturation, as well as cropping, resizing, and retouching images. Designers can enhance and modify images with precision, making Photoshop an essential tool for professional photo editing.

**Layers and Masks:** Photoshop utilizes a layers-based workflow, allowing designers to work with multiple elements and effects independently. Layers can be stacked, rearranged, and adjusted to create complex compositions. Masks enable precise control over areas of an image, allowing for selective editing and blending.

**Graphic Design:** Photoshop offers powerful tools for graphic design, allowing designers to create and manipulate vector and raster-based graphics. It supports the creation of logos, illustrations, typography, and other visual elements used in print and digital design projects. Designers can combine images, text, and effects to craft visually appealing and engaging designs.

**Photo Manipulation:** Photoshop is widely used for advanced photo manipulation and compositing. Designers can remove objects, change backgrounds, merge multiple images, and apply special effects to achieve creative and surreal results. Photoshop's extensive tools and filters provide endless possibilities for transforming and manipulating photographs.

**Retouching and Restoration:** Photoshop includes tools and features specifically designed for retouching and restoring photographs. Designers can remove blemishes, wrinkles, and imperfections, adjust skin tones, and enhance facial features. Additionally, Photoshop enables the restoration of old or damaged photographs by repairing tears, scratches, and color fading.

**Content-Aware Fill:** Photoshop's Content-Aware Fill feature intelligently fills in selected areas of an image with content that matches the surrounding pixels. It is particularly useful for removing unwanted objects or distractions from a photo seamlessly. Content-Aware Fill saves time and effort by automatically generating realistic replacements.

**Filters and Effects:** Photoshop offers a wide array of filters and effects that can be applied to images to create various artistic and stylistic effects. Designers can add blur, distortions, gradients, and lighting effects to enhance the visual impact of their designs. Customizable adjustment layers enable precise control over color corrections and tonal modifications.

#### 4.2 Adobe Illustrator

Adobe Illustrator is a popular software application used for creating vector-based graphics and illustrations.



Here's an interpretation of Adobe Illustrator:

**Vector Graphics:** Adobe Illustrator is primarily used for creating and editing vector graphics. Vector graphics are made up of mathematically defined geometric shapes, allowing them to be scaled to any size without loss of quality. Illustrator provides a wide range of tools and features for creating precise and scalable illustrations, logos, icons, typography, and other graphic elements.

**Pen Tool and Paths:** The Pen tool in Illustrator is a fundamental tool used to create and manipulate paths. Paths are the foundation of vector graphics, and they can be used to create shapes, lines, curves, and complex forms. Illustrator offers precise control over anchor points, curves, and handles, allowing designers to create detailed and intricate artwork.

**Shape Creation and Editing:** Illustrator provides a variety of shape creation and editing tools, such as the Rectangle, Ellipse, and Polygon tools. These tools enable designers to quickly create basic shapes and modify them using anchor points, handles, and path editing techniques. Shapes can be combined, subtracted, or transformed to create complex compositions.

**Typography:** Adobe Illustrator offers robust typographic features, making it a popular choice for creating and manipulating text-based designs. Designers can apply a wide range of fonts, styles, and effects to text, as well as adjust kerning, leading, and tracking. Illustrator allows for precise control over text placement and formatting.

**Color and Gradient Tools:** Illustrator provides a comprehensive set of tools for working with colors and gradients. Designers can select and apply colors from various color models, create custom color palettes, and use gradient tools to apply smooth transitions between colors. Illustrator also supports global color swatches, making it easy to update colors throughout a design.

**Artboards and Multiple Page Layouts:** Illustrator allows designers to work with multiple artboards within a single document. Artboards function as separate workspaces, enabling the creation of multiple designs or variations within a single file. This is particularly useful when working on projects such as multi-page layouts, presentations, or sets of related designs.

**Integration with Adobe Creative Cloud:** Like other Adobe applications, Illustrator seamlessly integrates with Adobe Creative Cloud, enabling efficient collaboration and smooth workflows. Designs created in Illustrator can be easily shared and transferred to other Adobe software, such as Photoshop or InDesign, for further editing or incorporation into larger design projects.

**Export Options:** Illustrator offers a variety of export options to save designs in different formats, such as AI, EPS, PDF, SVG, and more. This flexibility allows designers to output their work for various purposes, including print, web, mobile, and other digital platforms.

### 4.3 Adobe InDesign

Adobe InDesign is a professional desktop publishing software used for creating layouts, typesetting, and designing print and digital publications. Here's an interpretation of Adobe InDesign:



**Layout Design:** Adobe InDesign is primarily used for creating layouts for print and digital media. It provides a wide range of tools and features for arranging text, images, graphics, and other visual elements on pages. Designers can create multiple pages or spreads, set margins, define grid systems, and establish a consistent visual hierarchy.

**Typography and Typesetting:** InDesign offers advanced typographic capabilities, making it a go-to tool for working with text-heavy designs. Designers can apply precise control over font selection, character styles, paragraph formatting, and hyphenation. InDesign supports advanced typesetting features like automatic text flow, linking text frames, and controlling widows and orphans.

**Master Pages and Templates:** InDesign allows designers to create master pages and templates, which serve as a foundation for consistent page layouts. Master pages contain elements that are shared across multiple pages, such as headers, footers, and background images. Templates provide a starting point for new projects, ensuring a consistent design aesthetic throughout.

**Image and Graphic Integration:** InDesign seamlessly integrates with Adobe Photoshop and Illustrator, allowing for easy importing and manipulation of images and graphics. Designers can resize, crop, and position images within frames, apply effects and filters, and maintain high-quality resolution for print. Vector graphics created in Illustrator can be placed and edited directly in InDesign.

**Interactive Digital Publishing:** InDesign offers features for creating interactive digital publications, such as eBooks, interactive PDFs, and digital magazines. Designers can add interactive elements like hyperlinks, buttons, multimedia content, and animations to enhance the reading experience and engage the audience.

**Print Production and Prepress:** InDesign provides tools and features for preparing designs for print production. Designers can set up print specifications, define color profiles, manage color separations, and create print-ready PDF files. InDesign also supports prepress tasks, such as preflighting, packaging files, and collaborating with printers.

**Collaboration and Workflow:** InDesign is designed to facilitate collaboration among designers, writers, and editors. It allows for easy sharing of InDesign files, supports track changes and annotations, and integrates with Adobe Creative Cloud for streamlined workflows. InDesign enables multiple team members to work on different parts of a project simultaneously.

**Cross-Media Publishing:** InDesign enables designers to repurpose their designs for various media formats. With features like liquid layout, alternate layouts, and adaptive design tools, designers can adapt their layouts for different devices and screen sizes, such as tablets, smartphones, and web browsers.

#### 4.4 CorelDRAW

CorelDRAW is a vector-based graphic design software that offers a wide range of tools and features for creating illustrations, designs, and layouts.



Using CorelDRAW we can perform following activities:

**Vector Graphics:** CorelDRAW is primarily focused on working with vector graphics, which are based on mathematical equations to create smooth and scalable artwork. Designers can create and manipulate shapes, curves, and lines using precise control over anchor points, handles, and nodes. This allows for the creation of high-quality artwork that can be scaled to any size without loss of quality.



**Illustration and Design:** CorelDRAW provides a robust set of tools and features for creating illustrations, logos, icons, and other visual elements. Designers can use drawing tools to create and edit vector shapes, apply various artistic effects, and utilize features like blending, transparency, and gradients. CorelDRAW also offers advanced typography tools for working with text and formatting options.

**Layout and Page Design:** CorelDRAW includes features for layout and page design, allowing designers to create multi-page documents such as brochures, magazines, and flyers. It provides tools for arranging and aligning objects, managing layers, and creating grids and guides for precise placement of elements. CorelDRAW's layout capabilities make it suitable for both print and digital design projects.

**Photo Editing:** CorelDRAW integrates photo editing capabilities through its companion software, Corel PHOTO-PAINT. Designers can seamlessly switch between CorelDRAW and Corel PHOTO-PAINT to enhance and edit photos, apply adjustments, retouch images, and add creative effects. This integration allows for a comprehensive design workflow within a single software suite.

**Color Management:** CorelDRAW offers color management tools to ensure accurate color representation in designs. Designers can work with various color models, create custom color palettes, and manage color consistency across different projects. CorelDRAW also supports spot colors and Pantone libraries for precise color matching in print.

**Print and Export Options:** CorelDRAW provides extensive print and export options, allowing designers to prepare their designs for different output formats. Designers can create print-ready files, set up bleeds, manage color separations, and export designs in various file formats such as PDF, EPS, and SVG. CorelDRAW also supports web graphics optimization for online publishing.

**Cross-Platform Compatibility:** CorelDRAW is available for both Windows and macOS, offering cross-platform compatibility. This allows designers to work seamlessly on different operating systems and collaborate with team members using different platforms.

**CorelDRAW Community:** CorelDRAW has a dedicated community of users who share knowledge, resources, and tutorials. Designers can access online forums, user groups, and learning materials to enhance their skills and stay updated with the latest techniques and trends.

## 5. Basic design guidelines

Basic design guidelines involve principles and considerations that help create visually pleasing, functional, and effective designs. Here are some concise basic design guidelines:

1. **Simplicity:** Keep designs simple and avoid unnecessary complexity to enhance clarity and user understanding. A clean and minimalist design reduces cognitive load and makes it easier for users to navigate and comprehend the content.
2. **Consistency:** Maintain consistent visual elements, such as colors, typography, and layout, throughout the design to establish a cohesive and harmonious experience. Consistency promotes familiarity, improves usability, and helps users develop patterns and expectations within the design.
3. **Readability:** Ensure content is legible and easy to read by using appropriate fonts, font sizes, line spacing, and contrast between text and background. Good readability enhances user comprehension and prevents eye strain, ensuring that information can be consumed effortlessly.
4. **Hierarchy:** Use visual cues like size, color, and placement to establish a clear hierarchy of information, guiding users to the most important elements. A well-defined hierarchy helps users quickly scan and locate key information, improving the overall user experience.
5. **Balance:** Distribute visual elements evenly within the design to create a sense of balance and visual harmony. Balanced designs appear more aesthetically pleasing and provide a sense of stability and order.
6. **Contrast:** Utilize contrast between colors, shapes, sizes, and textures to make important elements stand out and improve visual impact. Contrast helps draw attention to specific elements, creating emphasis and enhancing visual hierarchy.
7. **Alignment:** Align elements to a grid or visual guides to create order and improve readability, making it easier for users to navigate the design. Proper alignment creates a sense of structure and organization, promoting a visually pleasing and coherent layout.
8. **White Space:** Incorporate appropriate white space (empty areas) around elements to reduce clutter, enhance focus, and improve overall aesthetics. White space helps separate and distinguish different elements, improving readability and visual clarity.
9. **Visual Feedback:** Provide clear visual cues and feedback, such as hover effects or button states, to guide users and communicate interactivity. Visual feedback enhances user engagement, provides a sense of control, and improves the overall user experience.
10. **Responsiveness:** Design with responsiveness in mind to ensure the layout adapts and functions well across different devices and screen sizes. Responsive design ensures that users can access and interact with the design seamlessly on various devices, enhancing accessibility and usability.

## 6. Design brief

A design brief is a document that outlines the objectives, requirements, and constraints of a design project. It serves as a guideline and reference for designers to understand the project's scope and deliverables. Some key points need to consider for a design brief:

1. Provide a brief description of the project, including its purpose, goals, and target audience. This section sets the context and helps designers understand the project's objectives.
2. Clearly define the scope of the project and specify the deliverables expected from the designer. This may include design assets like logos, website mockups, packaging designs, or other visual materials.
3. If applicable, include existing branding guidelines or provide information about the desired brand image and personality. This ensures that the design aligns with the established brand identity or reflects the desired brand positioning.
4. Describe the intended audience or users of the design. Include relevant demographics, preferences, and behaviors to guide designers in creating designs that resonate with the target audience.
5. Identify any limitations, such as budget, timeline, technical restrictions, or legal considerations. These constraints help designers understand the boundaries within which they must work and make appropriate design decisions.
6. Outline specific design requirements, such as color preferences, typography choices, imagery style, or other visual elements that should be incorporated into the design. This section provides specific instructions to ensure the design aligns with the desired aesthetic and communication goals.
7. Clearly state the key messages or information that the design should convey. Specify any desired emotions, tone, or style that should be reflected in the design to effectively communicate the intended message.
8. Provide information about the competitive landscape and examples of designs or brands that are relevant to the project. This analysis helps designers understand the market context and identify opportunities to create a unique and impactful design.
9. Include the project timeline with key milestones, such as design concept presentation, feedback rounds, and final delivery dates. This ensures that both the client and designer have a shared understanding of the project timeline and can manage expectations accordingly.
10. Specify the communication channels and frequency of meetings or updates throughout the project. Establishing clear lines of communication and expectations helps facilitate effective collaboration between the client and designer.

## Self Check Sheet 1.1

1. What do you mean by the term Graphic Design?
2. What is Typography?
3. What is white space?
4. What is vector graphics?
5. What is Raster graphics?

## Answer Key 1.1

1. What do you mean by the term Graphic Design?

Answer: Graphic design is a creative discipline that involves visually communicating ideas, messages, and information using various design elements. It encompasses the art and skill of combining typography, images, colors, shapes, and layout to create visual compositions that are aesthetically pleasing, effective, and purposeful.

2. What is Typography?

Answer: Typography in graphic design refers to the art and technique of arranging and styling typefaces to communicate a message effectively. It involves selecting appropriate fonts, determining their sizes, spacing, and formatting, and integrating them harmoniously into a design.

3. What is white space?

Answer: White space, also known as negative space, refers to the empty or unmarked areas within a composition in graphic design. It is the absence of visual elements such as text, images, or graphics. Despite its name, white space doesn't have to be white in color and can be any background color or even transparent.

4. What is vector graphics?

Answer: Vector graphics are a type of digital image created using mathematical formulas and geometric shapes. Unlike raster graphics, which are composed of pixels, vector graphics are resolution-independent and can be scaled to any size without losing quality.

5. What is Raster graphics?

Answer: Raster graphics, also known as bitmap graphics, are a type of digital image composed of a grid of pixels. Each pixel contains color and brightness information, collectively forming the overall image.

## **Learning Outcome 2: Work with image**

### **Content:**

1. Image modification software
2. Image sources
3. Importing Images
4. Image separation tools
5. Saving procedure of separated image

### **Assessment Criteria:**

1. Appropriate Image modification software is identified and opened.
2. Image sources are identified.
3. Images are successfully Imported from appropriate source.
4. Image separation tools are identified and applied.
5. Separated image is saved.

### **Resources Required/ Conditions:**

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholdres
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

### **Methodologies**

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

### **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio

## Learning Experience 2: Work with image

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Apply Graphic Design Concepts and Guidelines.	1. Instructor will provide the learning materials <b>“Applying Graphic Design Concepts and Guidelines</b>
2. Read the Information sheet/s	2. Information Sheet No:2 Work with image
3. Complete the Self Checks & Check answer sheets.	3. Self-Check/s Self-Check No: 2 Work with image Answer key No. 2 Work with image
4. Read the Job Sheet and Specification Sheet and perform job	4. Job- Sheet No:2-  Specification Sheet 2 –

## Information Sheet 2: Work with image

### Learning Objectives:

After completion of this information sheet, the learners will be able to:

1. Identify appropriate Image modification software.
2. identify Image sources.
3. Import Images successfully from appropriate source.
4. identify and apply Image separation tools.
5. Save separated image.

### 1. Image modification software

**Adobe Photoshop:** Adobe Photoshop is the industry-standard software for image modification and graphic design. It offers a comprehensive range of tools and features, including advanced layering, masking, retouching, and color correction. Photoshop allows you to manipulate images with precision, create stunning visual effects, and design graphics for both print and digital media. It is widely used by professional designers and photographers due to its powerful capabilities and extensive support.

**GIMP (GNU Image Manipulation Program):** GIMP is a free and open-source software known for its versatility in image modification and graphic design. It offers a wide range of tools and filters for editing and enhancing images, including advanced selection tools, layering, and masking. While GIMP may have a slightly steeper learning curve compared to Photoshop, it provides a cost-effective alternative with a strong community support.



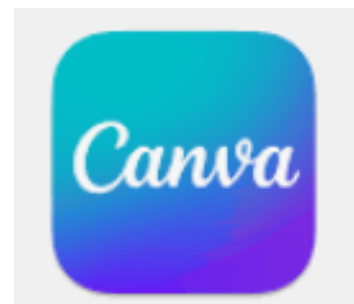
**Affinity Photo:** Affinity Photo is a professional-grade image editing software suitable for graphic design. It offers a wide range of features, including advanced selection tools, retouching capabilities, and non-destructive editing. Affinity Photo supports both raster and vector editing, making it a versatile tool for image



AFFINITY  
PHOTO

modification and design. It provides a modern and intuitive interface and is often considered a viable alternative to Adobe Photoshop.

**Canva:** Canva is an online graphic design platform that simplifies image modification and design for users with little to no design experience. It offers a user-friendly interface and a vast library of templates, graphics, and fonts to create visually appealing designs. Canva allows you to modify images, add text, apply filters, and customize designs for various purposes, including social media posts, presentations, and marketing materials. While it may not





have the advanced capabilities of professional software, Canva is an excellent choice for quick and easy image modifications.

## 2. Image sources

### Scanner



A scanner is a device that captures images from photographic prints, posters, magazine pages, and similar sources for computer editing and display. Scanners come in hand-held, feed-in, and flatbed types and for scanning black-and-white only, or color.

### Digital Camera



A digital camera is a camera that captures photographs in digital memory. Most cameras produced today are digital, and while there are still dedicated digital cameras, many more cameras are now incorporated into mobile devices like smartphones, which can, among many other purposes, use their cameras.

### Internet



The Internet is a global network of billions of computers and other electronic devices. With the Internet, it's possible to access almost any information, communicate with anyone else in the world, and do much more.

Image sources is an essential aspect of graphic design as it helps designers understand the origin, rights, and permissible usage of images. Here are a few common types of image sources and their implications:

**Stock Photos:** Stock photo websites provide a vast collection of licensed images that designers can use for their projects. These images are typically created by professional photographers or artists and are available for purchase or under specific usage licenses. When using stock photos, it is crucial to review the license terms and comply with any restrictions on usage, such as attribution requirements or limitations on commercial use.

**Creative Commons:** Creative Commons licenses offer a flexible way for artists and creators to share their work while specifying the permissions and restrictions. These licenses vary and can range from allowing unrestricted use (including commercial use) to requiring attribution or prohibiting modifications. Designers must carefully review the specific Creative Commons license associated with an image and adhere to its terms.

**Public Domain:** Public domain images are not protected by copyright, either due to their age or because the creator has explicitly dedicated them to the public domain. These images can be freely used, modified, and distributed without permission or attribution. However, it's important to verify the public domain status, especially for older works, as there may be some exceptions or regional variations.

**Client-Supplied Images:** In some cases, clients may provide their own images for use in graphic design projects. It is important to obtain clarity from the client about the source and rights of these images. If the client does not have the necessary permissions or licenses for the images, it is the designer's responsibility to guide the client towards legally sourced alternatives or obtain appropriate rights.

**Self-Created Images:** Designers often create their own images through photography, illustration, or other artistic means. When using self-created images, designers have full control over the rights and usage permissions. However, it's worth noting that certain recognizable elements within the images, such as trademarks or copyrighted artwork, may still have separate restrictions on their usage.

### 3. Importing Images

Interpreting image importing refers to the process of bringing images into a graphic design software or project for use. Here's an **explanation** of image importing in graphic design:

**File Formats:** Images can be imported into graphic design software in various file formats, such as JPEG, PNG, GIF, TIFF, or SVG. Each file format has its own characteristics and best uses. For example, JPEG is commonly used for photographs due to its efficient compression, while PNG is suitable for images with transparency. Understanding the strengths and limitations of different file formats helps designers choose the appropriate format for their specific needs.

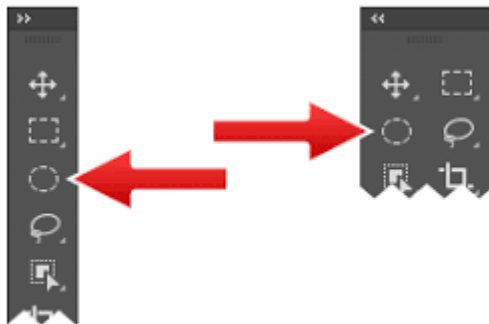
**Resolution and Size:** The resolution and size of an imported image are important considerations. Resolution refers to the number of pixels per inch (PPI) and affects the image's quality and sharpness. Higher-resolution images are typically needed for print projects, while lower-resolution images are acceptable for web or digital use. The size of an image determines its dimensions in pixels or physical measurements. Designers must ensure that the imported image's resolution and size are appropriate for the intended output and won't result in pixelation or loss of quality.

**Color Mode:** Images can be imported in different color modes, such as RGB (Red, Green, Blue) or CMYK (Cyan, Magenta, Yellow, Black). RGB is commonly used for digital design, while CMYK is used for print projects. Designers should import images in the appropriate color mode to maintain color accuracy and consistency across their designs.

**Transparency:** Images with transparency allow for blending or overlaying with other elements without fully obscuring them. Importing images with transparency is particularly useful when creating layered designs or incorporating them into complex compositions. Formats such as PNG and SVG support transparency, while formats like JPEG do not.

**Copyright and Permissions:** When importing images into a graphic design project, it is crucial to consider copyright and permissions. Ensure that you have the necessary rights or licenses to use the images in your design, especially when working with images sourced from third parties. Using copyrighted images without proper authorization can lead to legal issues. Alternatively, using royalty-free or properly licensed images ensures compliance with copyright laws.

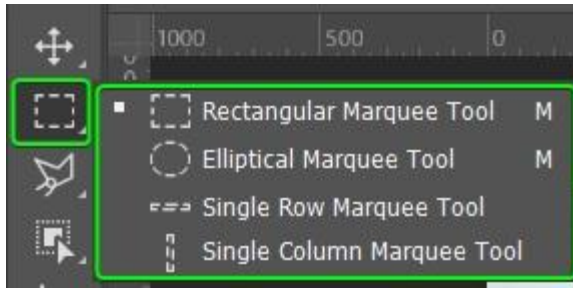
### 4. Image separation tools



#### The Marquee Tool

The Rectangular and Elliptical Marquee Tools in Photoshop are used to create basic selections in rectangular or circular shapes. These tools can be used to crop layers by applying the selection onto a layer mask, to add selection adjustments, align layers, and more.

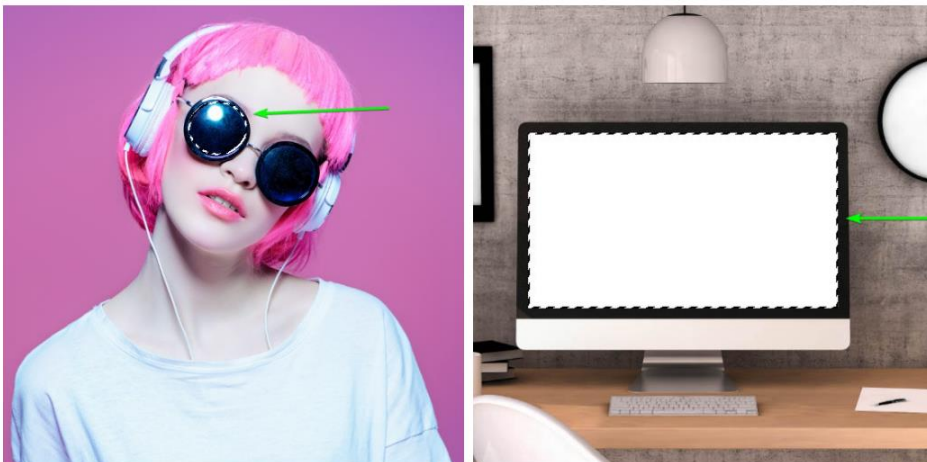
The Marquees Tool is a group of tools found in the Toolbar in Photoshop. The group contains the Rectangular Marquee Tool, the Elliptical Marquee Tool, and the Single Row and Single Column Marquees.



All the Marquee Tools create a selection based on a particular shape, as the name suggests. The single column and single row marquees make either a row or column selection one pixel wide.

The Marquee Tools all provide similar functions, and you can use these tools for various helpful functions, such as:

1. Make a quick selection using one of the available shapes.



2. Quickly crop an image into a circle for a website “About us page.”



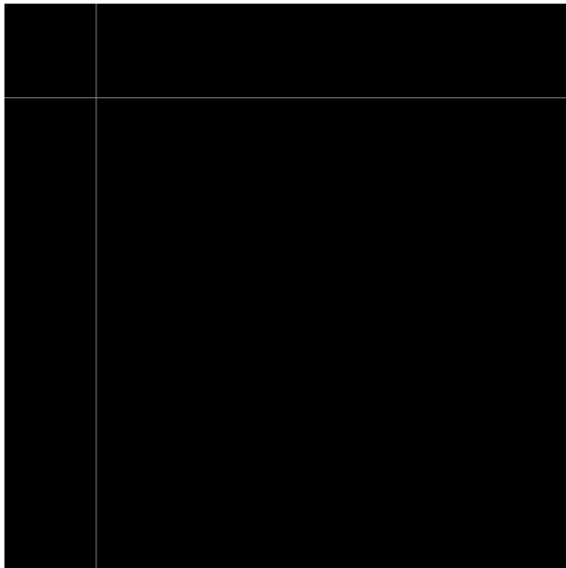
3. Create a quick selection of an object or area to add a fill or adjustment layer to an isolated area.



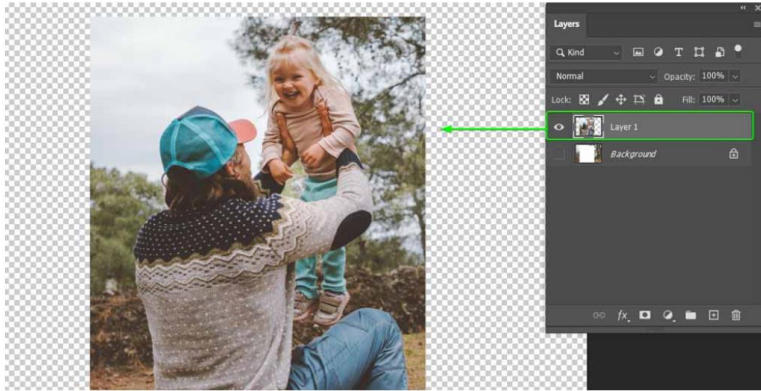
4. Cut and move objects within an image.



5. You can also create straight lines that are one pixel wide or high across the page and increase the width, if necessary.



6. Cut and paste sections of a photo onto a new layer.

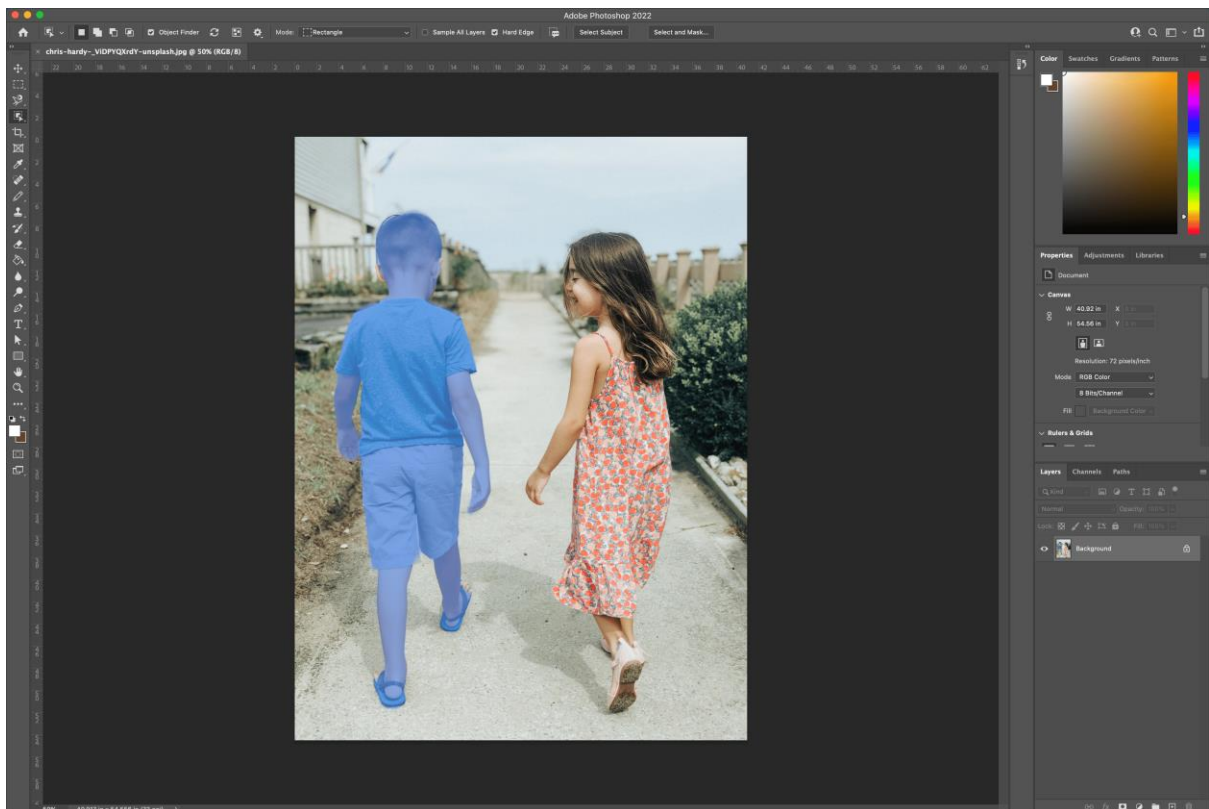


## Object Selection Tool Steps

Open your photo in Photoshop and select the Object Selection tool in the toolbar on the left (in the same menu as Quick Selection Tool).

Now, hover your cursor over your subject and wait for it to turn blue. (Move your cursor in tiny circles if it doesn't immediately turn blue.)

In an instant, your subject is ready to be selected.



## Remove a background in Photoshop using the new Object Selection tool

To erase background material from here, press the shift key while selecting all objects you'd like to keep in the photo. This shortcut will auto-select each object for you (showing you the marching ants around each entity).

Next, go to Select > Inverse to invert the selection (meaning that your background is now selected instead of your objects).



## Remove a background in Photoshop: Object Selection tool selection

Depending on what you want the background to be (in my case, I want it to be transparent), you'll likely need to unlock your image, so it's no longer considered a background.

Next, click the lock on the right side of your image's layer to unlock it. The layer name will change to "Layer 0" if you have no other layers. To remove the background, click the Eraser Tool (making sure your brush is large) and start erasing the background.



## Remove a background in Photoshop: Object Selection tool eraser

You don't have to worry about Photoshop losing the selections. If you ever need to reselect your objects, select the Object Selection tool and hover over your objects again.

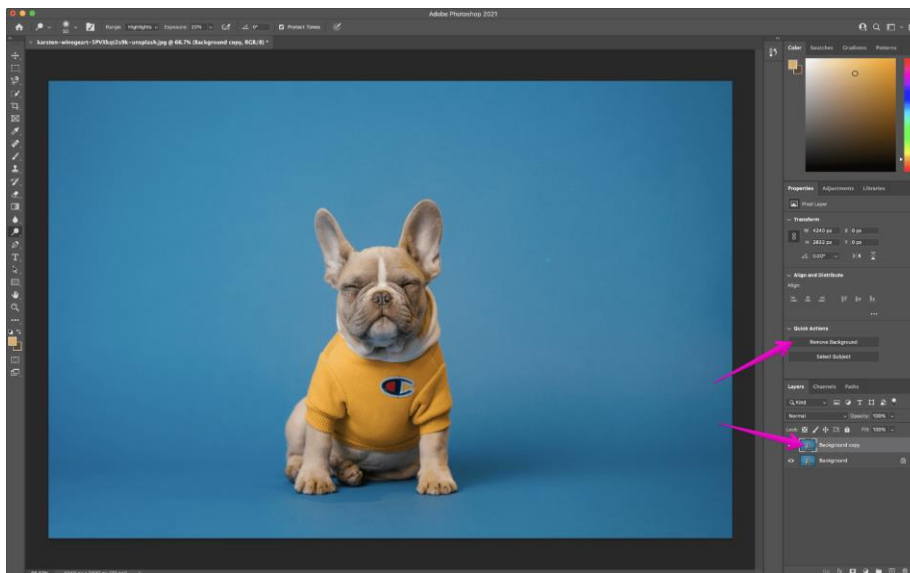
## Remove Background in Photoshop with Quick Action

In Photoshop Quick Action for removing backgrounds. It was introduced in Photoshop 2021 (in the Creative Cloud subscription) and provides an Adobe background remover that's effective and easy to use.

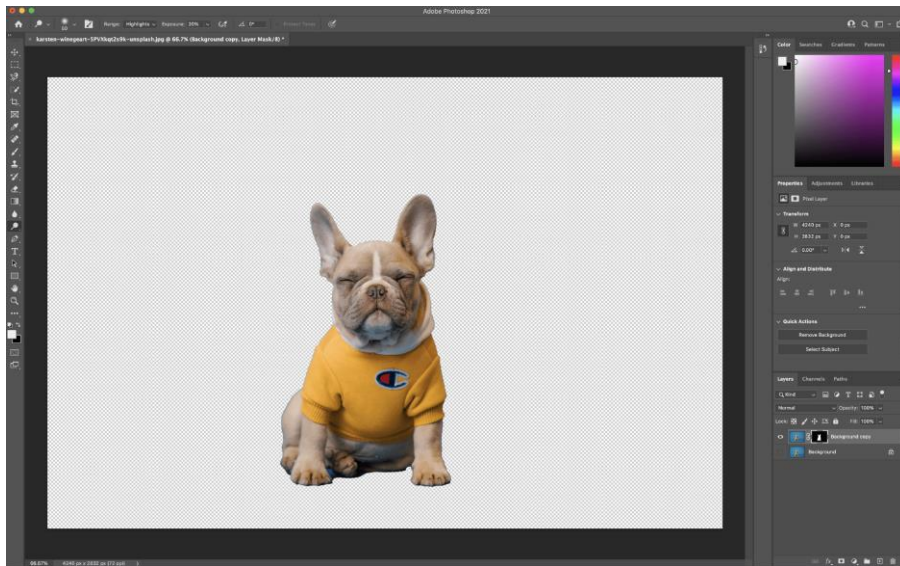
With speed, however, comes less accuracy. Using Photoshop Quick Action will do most of the work for you, but the results may fall short of your expectations, depending on your image. If that's the case, you can use any methods described here to polish up the result.

### Quick Action Steps

1. With your image open in Photoshop, right click your Background layer and click Duplicate Layer. In the dialog box that pops up, name your layer (calling it whatever you like) and click OK. Click the eye icon to the left of the original layer to turn that layer off.
2. Make sure your Properties panel is open by going to Window > Properties. (If it was already checked, there's no need to click it; if it isn't checked, click it to open it up on the right-hand side by default.)
3. In your Layers panel, click your new layer. In the Properties panel (by default this should be above your Layers panel), click the Remove Background button under Quick Action.



4. The quick action has now removed the background, leaving your layer with a mask around the subject.



From here, you can make refinements by going into the mask and adjusting as needed (such as around the dog's feet at the bottom left of the image). While outside the scope of this article, if you need help with working with masks

## **Remove a Background in Photoshop with the Pen Tool**

The Pen tool is one of the most tried and true ways to remove backgrounds from images in Photoshop. It gives you the most control over the outcome. However, because it gives you the most control, it can also be the most time-consuming. The Pen tool requires patience.

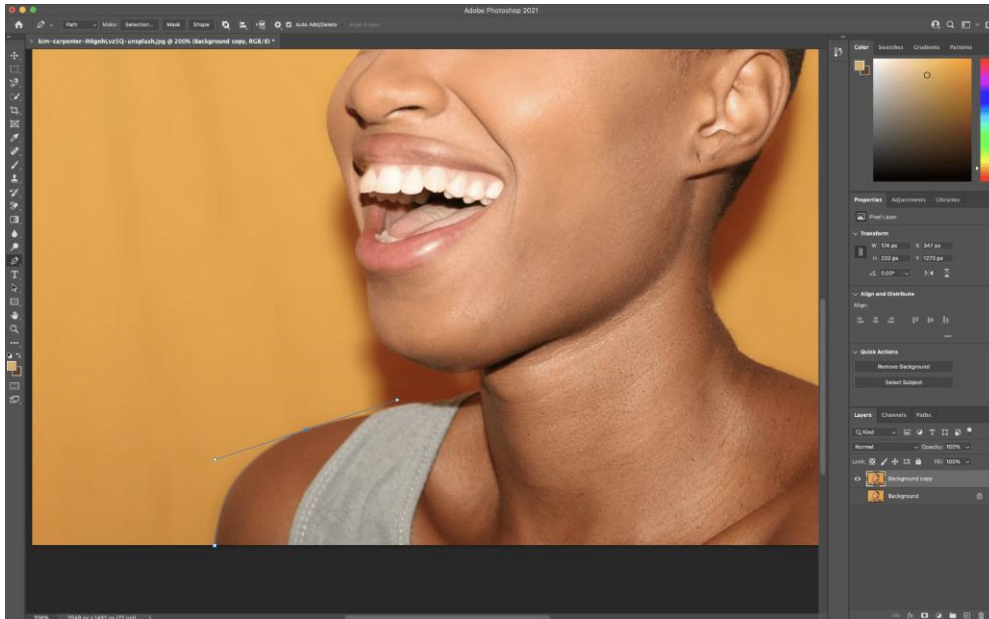
### **Pen Tool Steps**

1. With your image open in Photoshop, right click your Background layer and click Duplicate Layer. In the dialog box that pops up, name your layer (whatever you'd like), and click OK. Click the eye icon to the left of the original layer to turn that layer off.
2. Select the Pen tool from the toolbox on the left-hand side (above the Text tool). Zoom in to an area of your image to start. Start at the edge of your subject (or a suitable starting point) and click to start the first anchor. Then start working your way around your subject, adding additional anchors to start outlining your subject.  
If you need to make a curved line, click-hold-drag to produce a curved line, moving the mouse to adjust the curve as needed.

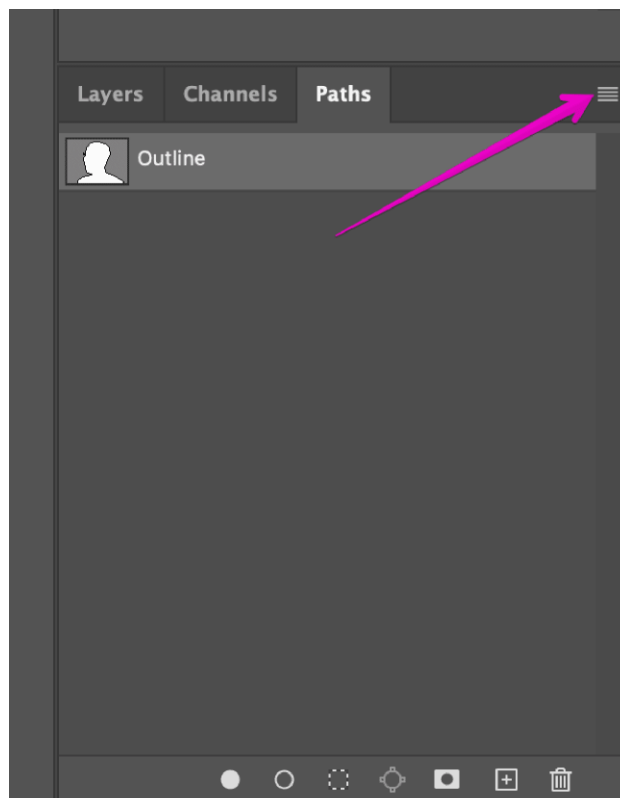
To adjust an anchor point or directional lines for fine tuning, use the Direct Selection tool (hidden under the Path Selection tool) in the toolbox.

To undo an anchor, go to File > Undo or use your keyboard shortcut (Command + Z for macOS, Control + Z for Windows).

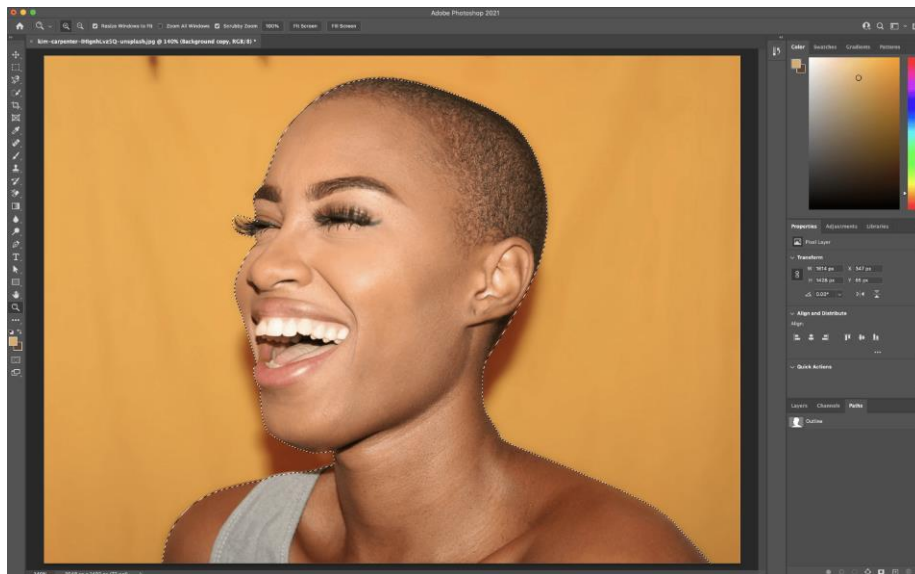




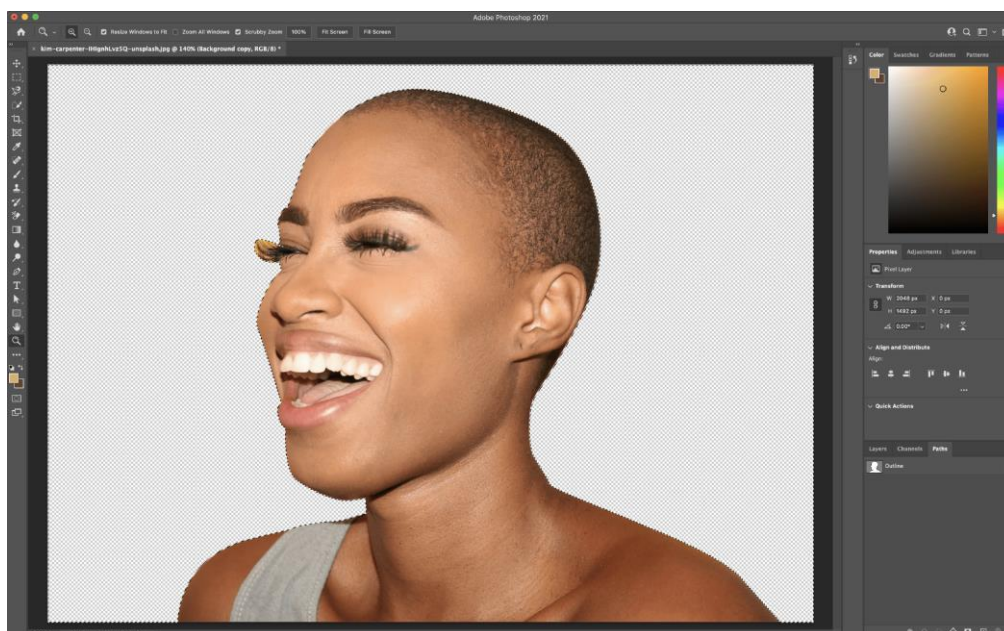
3. Make sure you complete the path once you're done by meeting up with your first point. Once you've completed the path and you're happy with the results, you'll want to save the path. Go to **Window > Paths** to reveal the Paths panel (it should appear on the right-hand side by default). Click the three bar menu at the right and click **New Path**, and name your path. Now your path is saved in the Paths panel.



- Next, right click your new path in the Paths panel and select Make Selection, then click OK in the dialog box (leave all defaults for now). This will give you the marching ants outline where your path was.

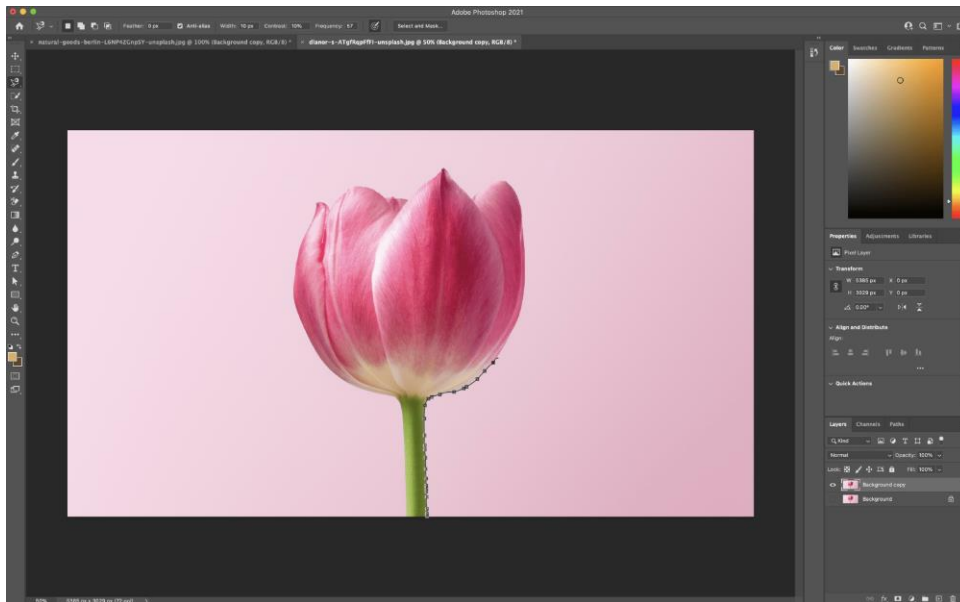


- Since we don't want to delete what's inside the selection, we'll want to change the selection to be everything except the subject. Go to Select > Inverse. You'll see the marching ants are now around the entire image and the subject, essentially selecting the background.
- To delete the background, press Delete. You should now see the white/gray checkered background instead of your previous background.

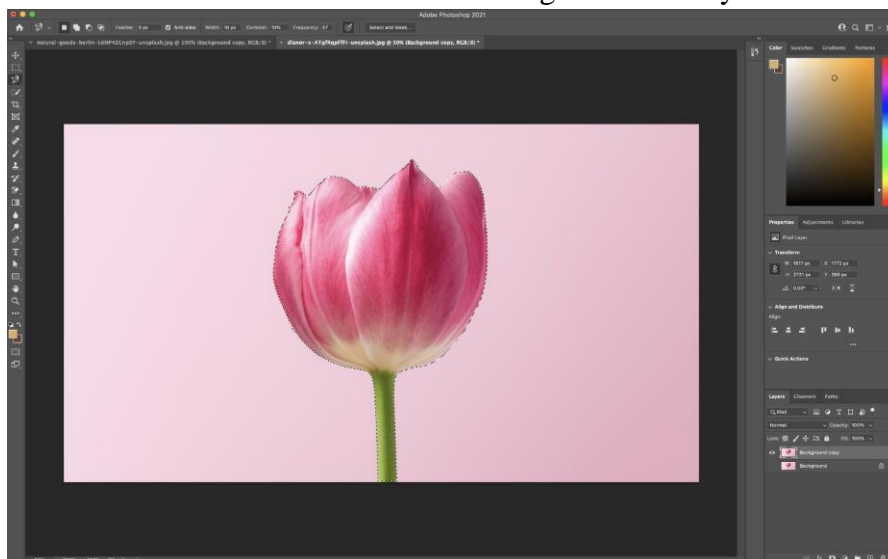


## Magnetic Lasso Tool Steps

1. With your image open in Photoshop, right click your Background layer and click Duplicate Layer. In the dialog box that pops up, name your layer (whatever you'd like), and click OK. Click the eye icon to the left of the original layer to turn that layer off.
2. Select the Magic Lasso tool from the toolbox on the left. Start drawing along the edge of your subject with the tool. You'll see it will start drawing the path for you as you move your cursor. Patience is key here, as you'll want to be slow, steady, and deliberate with your moves.



3. Once you've started the tool, you'll need to go around your subject completely and connect to your starting point. Once you've made it back around to the beginning, click the starting point. The selection will then turn into marching ants around your selection.



4. Save your selection by going to Selection > Save Selection and giving it a name.

5. To delete the background, go to Select > Inverse to invert the marching ants (they should now be running around the edge of the image and your subject). Click delete. You should now see the white/gray checkered background instead of your previous background.

## Quick Selection Tool Steps

1. Steps: Removing a Background Image with the Quick Selection Tool

2. Duplicate the image layer

With your image open in Photoshop, right-click your Background layer and click Duplicate Layer. In the dialog box that pops up, name your layer (whatever you'd like), and click OK. Click the eye icon to the left of the original layer to turn that layer off.

3. Select the Quick Selection tool

Select the Quick Selection tool from the toolbox on the left (may be hidden under the Object Selection tool).

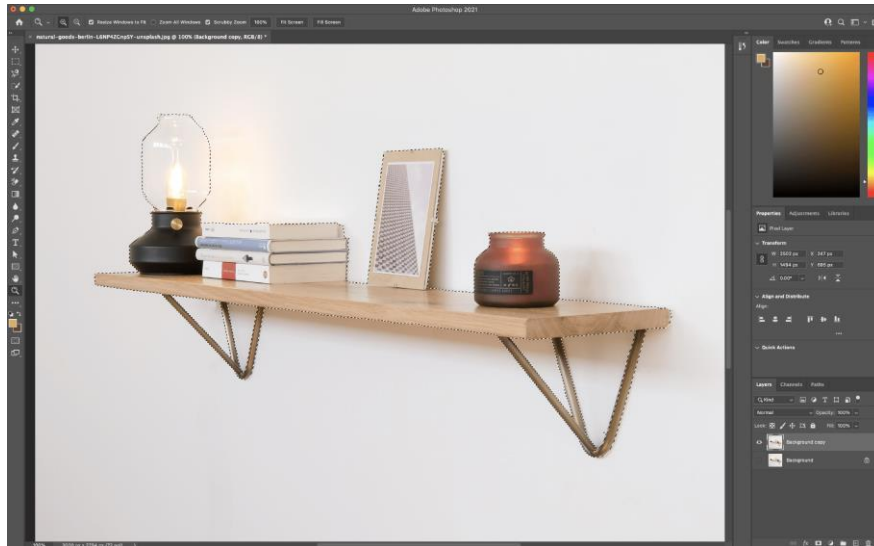
4. Paint the subject of the image

Using the tool, start painting your subject. You'll see the marching ants start appearing while you paint. To adjust your tool size, use the [ or ] keys to decrease or increase the size.



5. Clean up the selection path

If you find you've painted outside of the subject, click and hold the Option key (macOS) or Alt key (Windows) and you'll see the center of the tool turn from a + symbol to a - symbol, indicating it will now take away from the selection. Paint on the part of the selection you want to remove while holding the Option/Alt key.

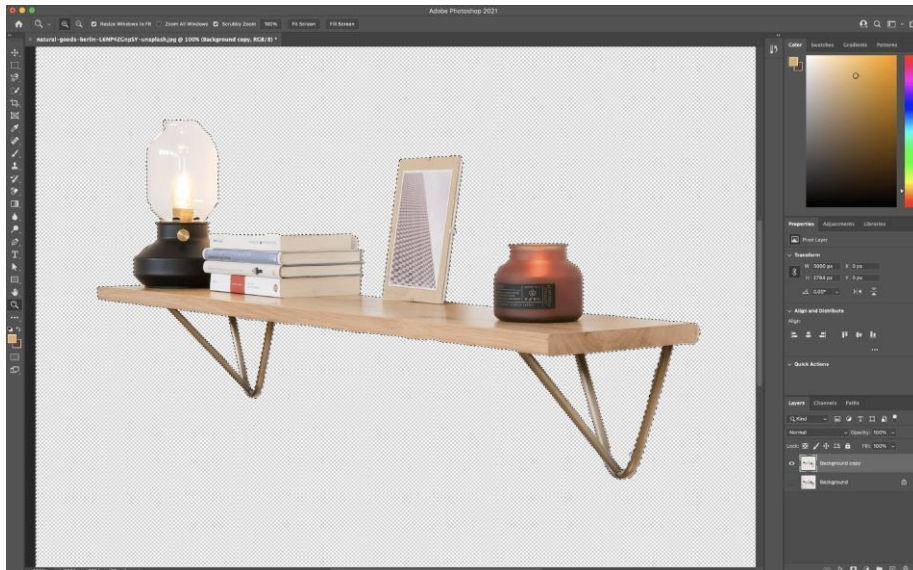


## 6. Save your selection

Save the selection by going to **Select > Save Selection** and giving it a name. This is in case you want to come back and make adjustments.

## 7. Delete the background

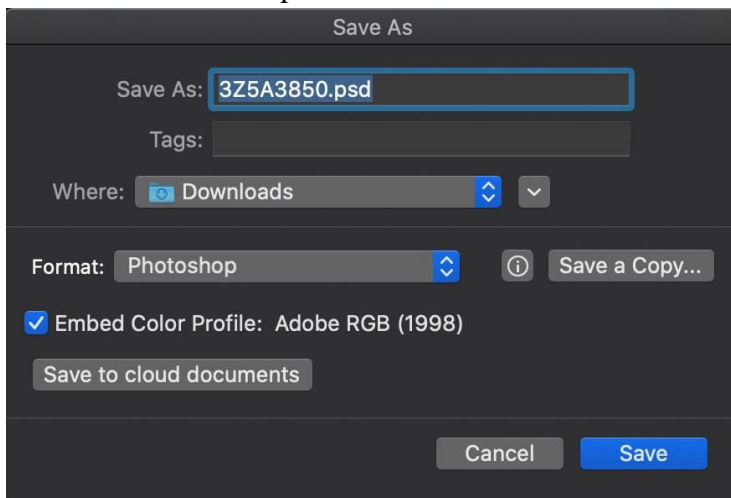
To delete the background, go to **Select > Inverse** to invert the marching ants (they should now be running around the edge of the image and your subject). Click delete.



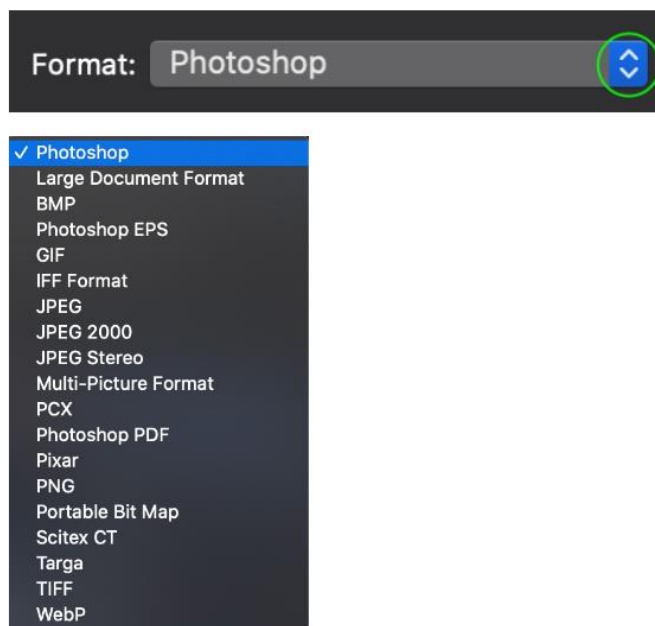
## 5. Saving procedure

The fastest way to save an image is to head to **File > Save**. This menu path automatically saves the file in its current format. If the file hasn't been saved before, this action opens the Save As window. Don't worry about the differences between the save options, such as Save As and Save a Copy, as we will go over the differences further down.

You will find a few options when the Save As window opens.



In this window, you can click the drop-down arrow next to Format to select the file format in which you'd like to save the image.



There are many different options, but no need to get overwhelmed. It helps to know which file format would be best for your situation. Here is a quick list of the most commonly used file formats and what they're best used for.

Photoshop (PSD) is Photoshop's own file format and will keep the layers in your project. And is the best file format if you're planning on reopening your file in Photoshop and continuing to work on it. PSD files save up to 2GB of data.

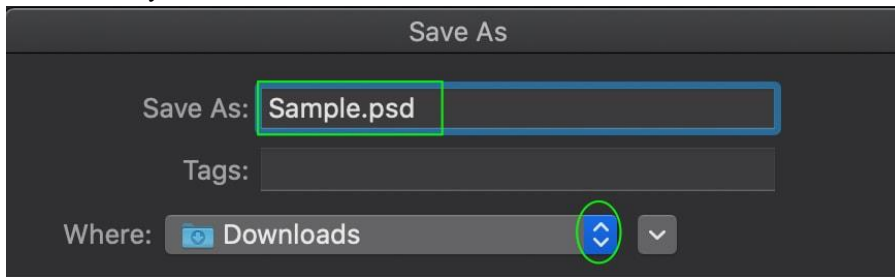
Large Document Format (PSB) is identical to the PSD file format, except that it saves projects that are more than 2GB.

JPEG is the best file format for use online, though it will flatten any layers, so it might be best to utilize the Save as Copy option if you're converting into a Jpeg so that you still maintain a copy of your image with layers.

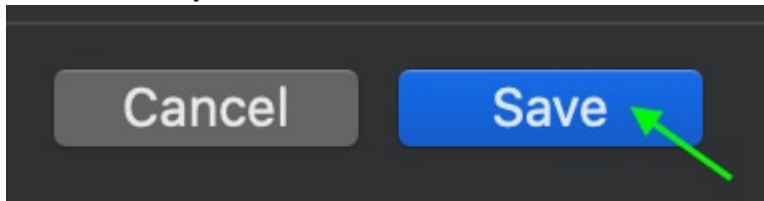
PNG is the best file format for use online if you're trying to keep any transparent areas of your image, like a deleted background. This format will not retain layers.

TIFF is another file format that will retain the layers in your project. It is also a suitable file format to use for commercial printing.

Once you've selected the file format you'd like to use, you can name your file and select a destination folder where you'd like the file to live once saved.



Click Save when you're done.



## **Self Check 2.1**

Answer the following questions:

1. What is Canva?
2. What is scanner?
3. Write down the name of some image modification software.
4. Write down the name of some image source.
5. Write down the name of an image separation tools



## Answer Sheet 2.1

1. What is canva?

**Answer: Canva:** Canva is an online graphic design platform that simplifies image modification and design for users with little to no design experience. It offers a user-friendly interface and a vast library of templates, graphics, and fonts to create visually appealing designs.

2. What is scanner?

**Answer:** A scanner is a device that captures images from photographic prints, posters, magazine pages, and similar sources for computer editing and display. Scanners come in hand-held, feed-in, and flatbed types and for scanning black-and-white only, or color.

3. Write down the name of some image modification software.

**Answer:**

- i Adobe Photoshop
- ii GIMP (GNU Image Manipulation Program)
- iii Affinity Photo
- iv Canva

1. Write down the name of some image source.

**Answer:**

- i Scanner
- ii Digital Camera
- iii Internet
- iv Stock Photos:
- v Public Domain
- vi Self-Created Images

2. Write down the name of an image separation tools

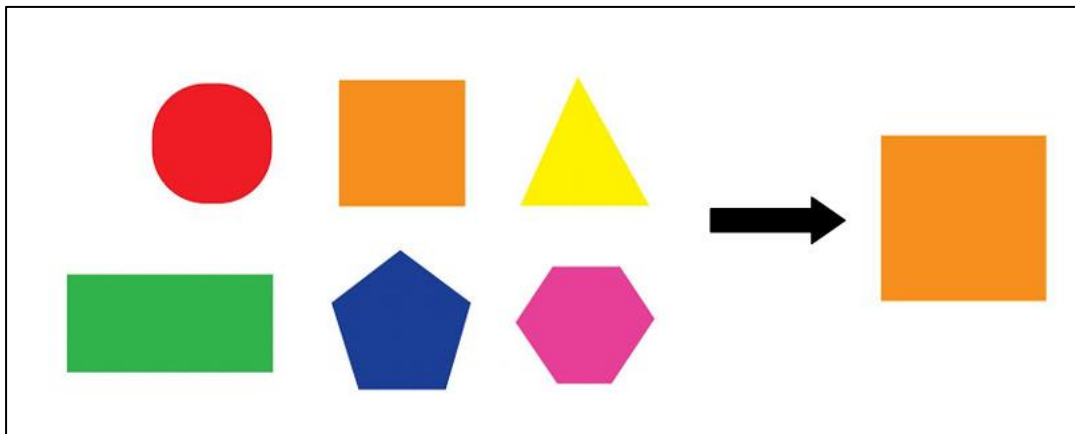
**Answer:** Pen tool

## Job Sheet 2.1

Job Name: Separate Images from background using pen tools.

Working Procedure/ Steps:

1. Maintain OSH and PPE.
2. Read specification sheet collect tools and equipment.
3. Interpret the image to determine which software require for this job
4. Create a folder on your own name.
5. Remove background from the image as per sample.
6. Save the file as your own name.



## Specification Sheet 2.1

**Name of the job:** Separate Images from background using pen tool.

**Condition for the job:**

1. Use the pen tool.
2. Select Color mode RGB.
3. Save the image in png and psd file.
4. Turn off Computer

To complete the above task you will need to following equipment per Trainee.

### Required Tools and equipment

S/N	Name of item	Specification	Unit	Quantity
01	Personal Computer	Latest Configuration	Nos	1
02	Keyboard and Mouse	Standard	Nos	1
03	Monitor	Standard	Nos	1
04	Adobe Photoshop	Latest version	Nos	1

### Raw Materials

- N/A

### Required PPE

- Ergonomic chair
- Eye protective glass
- Rubber shoe

## **Learning Outcome 3: Identify image standards**

### **Content:**

1. Image properties.
2. Image resolution.
3. Image format.

### **Assessment Criteria:**

1. Image properties are identified.
2. Image resolution are identified and interpreted.
3. Image format are identified and selected.

### **Resources Required/ Conditions:**

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholders
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

### **Methodologies**

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

### **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio

## Information Sheet 3

### Learning Objectives

After completion of this information sheet, the learners will be able to:

1. Identify Image properties.
2. Interpret Image resolution.
3. Identify Image format

### 1. Image properties

Image properties in the context of digital images refer to the characteristics and attributes that define an image's visual appearance, technical specifications, and behavior. Here's an interpretation of some common image properties:

**Dimensions:** Dimensions represent the width and height of an image, usually measured in pixels. The dimensions determine the physical size of the image when displayed or printed. For example, an image with dimensions of 1920x1080 pixels would have a width of 1920 pixels and a height of 1080 pixels.

**Pixel:** Pixel refers to a single point of color information within an image. The term "pixel" is derived from "picture element." Each pixel represents the smallest unit of a digital image and is typically represented as a square or a tiny dot on the screen.

**Resolution:** Resolution refers to the level of detail and clarity in an image, expressed as the number of pixels per unit of measurement. It is typically measured in pixels per inch (PPI) or dots per inch (DPI). Higher resolution images have more pixels, resulting in finer detail, while lower resolution images have fewer pixels and may appear pixelated or less sharp.

**File Format:** File format determines how image data is stored and encoded. Different file formats have distinct features, compression methods, and compatibility. Common image file formats include JPEG, PNG, GIF, and TIFF. Each format has specific strengths and limitations, such as support for transparency, animation, or lossless compression.

**Bit Depth:** Bit depth represents the number of bits used to represent the color of each pixel in an image. It determines the number of colors or shades of gray that can be displayed. Higher bit depth allows for more color variation and smoother gradients. Common bit depths include 8-bit (256 colors or shades) and 24-bit (16.7 million colors).

**Compression:** Compression is the process of reducing the file size of an image by removing redundant or unnecessary data. It can be lossless or lossy. Lossless compression reduces file size without sacrificing image quality, while lossy compression achieves higher levels of compression but may result in a slight loss of quality. Compression is commonly used to optimize image file sizes for web delivery or storage.

### 2. Image resolution (pic/high/low)

Image resolution refers to the level of detail or clarity in a digital image. It is typically expressed as the number of pixels contained in an image, usually given as width x height. A higher resolution means a greater number of pixels and therefore more detail in the image. Resolution can be measured in different units such as pixels per inch (PPI) or dots per inch (DPI), which determine the density of pixels in a physical print. Higher resolution

images are generally clearer and sharper, while lower resolution images appear more pixelated or blocky.

### 3. **Image format**

Image format refers to the specific file type or structure used to store and encode digital images. Different image formats have distinct characteristics, such as compression methods, color depth, transparency support, and compatibility with various devices and software.

#### **Here are some commonly used image formats:**

**JPEG (Joint Photographic Experts Group):** JPEG is a widely used format for photographs and complex images. It uses lossy compression, meaning some image quality is sacrificed to reduce file size. JPEG files are suitable for web display and sharing due to their relatively small size.

**PNG (Portable Network Graphics):** PNG is a popular format for images that require transparency support, such as logos and icons. It uses lossless compression, which means it retains all image data without sacrificing quality. PNG files tend to have larger file sizes compared to JPEG.

**GIF (Graphics Interchange Format):** GIF is primarily used for animated images and graphics with limited color palettes. It supports transparency and animation, but its color depth is limited to 8 bits per pixel. GIF files have small file sizes, making them suitable for web animations.

**TIFF (Tagged Image File Format):** TIFF is a versatile format that supports lossless compression and can store high-quality images with multiple layers, transparency, and different color spaces. It is commonly used in professional photography and printing, but its file sizes tend to be larger.

**BMP (Bitmap):** BMP is a basic and uncompressed image format used in Windows environments. It supports various color depths but results in large file sizes. BMP files are not commonly used for web or sharing purposes due to their file size.

**SVG (Scalable Vector Graphics):** SVG is a vector-based image format that uses XML to describe graphics. It is resolution-independent and can be scaled without losing quality. SVG is commonly used for logos, icons, and illustrations on the web.

## Self Check 3.1

Answer the following questions:

1. What are image properties?

Answer: Image properties in the context of digital images refer to the characteristics and attributes that define an image's visual appearance, technical specifications, and behavior.

2. What is Resolution?

Answer: Resolution refers to the level of detail and clarity in an image, expressed as the number of pixels per unit of measurement. It is typically measured in pixels per inch (PPI) or dots per inch (DPI). Higher resolution images have more pixels, resulting in finer detail, while lower resolution images have fewer pixels and may appear pixelated or less sharp.

3. What is File Format?

Answer: File format determines how image data is stored and encoded. Different file formats have distinct features, compression methods, and compatibility. Common image file formats include JPEG, PNG, GIF, and TIFF. Each format has specific strengths and limitations, such as support for transparency, animation, or lossless compression.

4. What is JPEG?

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## Answer Sheet 3.1

1. What are image properties?

Answer: Image properties in the context of digital images refer to the characteristics and attributes that define an image's visual appearance, technical specifications, and behavior.

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## Learning Outcome 4: Create basic designs

### Content:

1. Design requirements.
2. Appropriate shape and size.
3. Content area.
4. Content
  - a. Text
  - b. Image
  - c. Vector
  - d. Logo
5. Modifying Shapes
  - a. Square
  - b. Rectangle
  - c. Ellipses
  - d. Polygon
6. Typographical design.
7. Font attributes.
8. Appropriate file format
9. Saving Design

### Assessment Criteria:

1. Required designs are specified.
2. Appropriate shape and size are identified.
3. Content area is defined.
4. Contents are inserted and composed.
5. Shapes are modified as per requirements.
6. Typographical design is applied as per requirements.
7. Font attributes are applied as per requirements.
8. Design and color are applied as per requirements.
9. Design is saved in appropriate file format.

### Resources Required/ Conditions:

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholders
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

### Methodologies

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

### **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio

# Information Sheet 4

## Learning Objectives

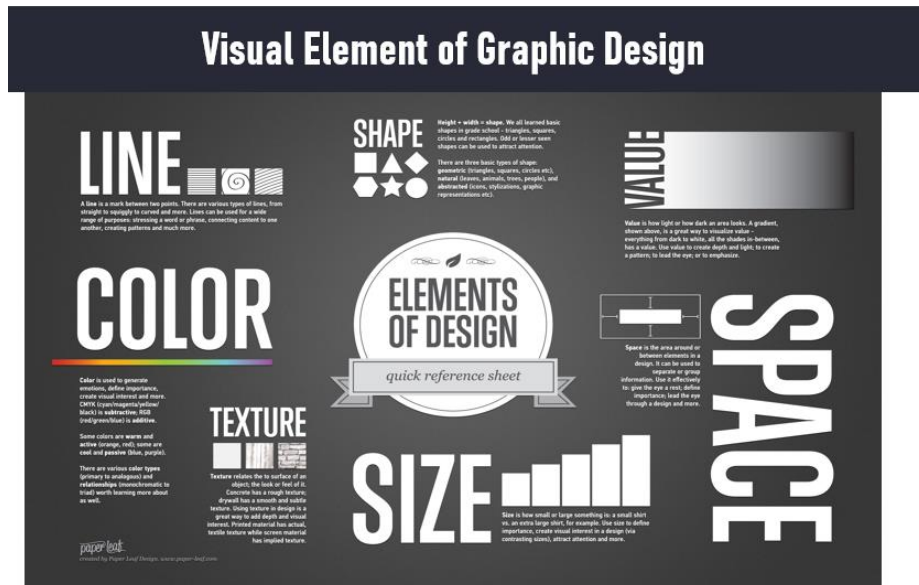
After completion of this information sheet, the learners will be able to:

1. Specify design requirement.
2. Identify appropriate shape and size
3. defineContent area.
4. insert and compose contents
5. Modify shapesas per requirements.
6. Apply typographical design.
7. Apply font attributes.
8. Apply Design and color.
9. save design in appropriate file format.

### 1. Required Design:

#### Element of Design

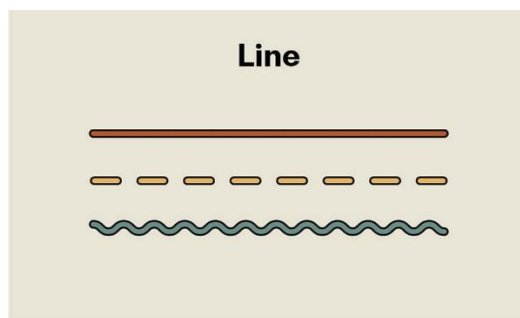
These basic components are essential in art and design and how you can visually construct pieces. Each element of design is a crucial part of a visual message, and the combination of these has an impact on how the design is perceived. You can use these design elements alone or in combination with each other, depending on what you're looking to achieve.



Lines are the most basic elements of design. They come in all shapes, sizes, and colors. Once you start noticing them, you'll see grids all around you. Lines have direction; they can be visible or invisible and can help direct the eye to a specific spot. The thickness of a line can also communicate certain cues. Bold and thick lines can draw attention, while thin lines are the opposite.

Most if not all layouts contain invisible lines. Grids are made of multiple lines and lend structure to a page. Lines can be used to create demarcation on a specific section of a design. Depending on the form of the line, you can convey different moods. A simple line can carry so much—for instance, a squiggly line is perceived as young and fun compared to a straight line.

Lines don't necessarily have to be solid. Dashed and dotted lines can also be used and have a friendlier feel than a solid line. Straight lines usually come across as a steady and static element. On the other hand, curved lines are dynamic and give energy to your design.



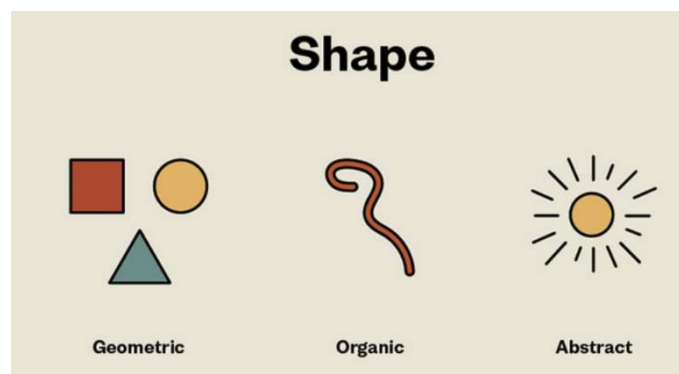
## Shape

A shape in the elements of design is the result of enclosed lines to form a boundary. Shapes are two-dimensional and can be described as geometric, organic, and abstract.

Geometric shapes have structure and are often mathematical and precise (squares, circles, triangles). You'll notice that the Swiss graphic design movement from the 1950s used mostly geometric shapes in their designs. Shapes can add emphasis to a layout.

Organic shapes lack well-defined edges and often feel natural and smooth. Shapes add emphasis to a layout.

Abstract shapes are a minimalist representation of reality. For instance, a stick figure of a person is an abstract shape. Logos are mostly represented by abstract figures to show the type of business. The icon pack below is a great example of abstract shapes conveying real-life objects and situations.





Depending on the color, form, and size of shapes, we can determine particular moods and send messages. For instance, triangles direct the eyes to a specific point and can also represent stability.

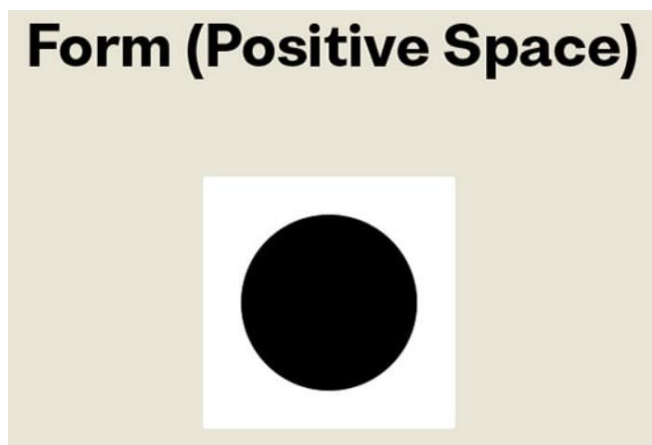
We are surrounded by shapes that we may not think about much; we usually think of shapes as the main geometric structures. For designers, shape is one of the most important elements when it comes to branding development. These figures are at the root of logos and illustrations.

### Form (Positive Space)

On a page, form is the positive element over the space, the negative element. A dot, line, or shape is a form when placed on a page. Unfortunately, form and shape are mostly used interchangeably. A form can be either two-dimensional or three-dimensional. Many also believe that form is a shape that acquires three-dimensional values, but the correct term is volume.

Form and shape are mutually dependent because changing one would affect the other.

The spatial relationship between form and space can create tension and add 3D qualities to your design. Form and space will lend the design lots of visual activity that can help keep viewers engaged. To create a 3D effect in your design, you can add shadows, stack multiple elements, or play with color.



## Space (Negative Space)

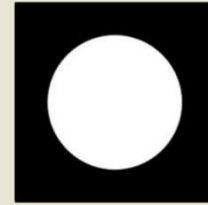
Space is the area that surrounds a shape; it creates a form within the space. Think of it as music: space is the silence between the notes of a song. If all the notes were played together, that would turn into noise.

If you look at a design piece, the negative space is the area that is not occupied by any elements.

In essence, it is the background color that you are able to see. For instance, abundant negative

space in a layout results in an open, airy, and light background. The lack of negative space can result in a cluttered design. Visually speaking, a layout needs space to achieve a level of clarity within the design. Negative space is a very important element to consider as you are designing a piece.

## Space (Negative Space)



## Color

We can apply color to any of the elements we mentioned before this point. Colors create moods and can say something different depending on the connotations of your chosen color scheme. Color can create an emphasis on specific areas of your design layout.

This element contains multiple characteristics:

Hue is the name of a color in its purest form. For instance, cyan, magenta, and green are pure colors.

Shade is the addition of black to a hue in order to make a darker version.

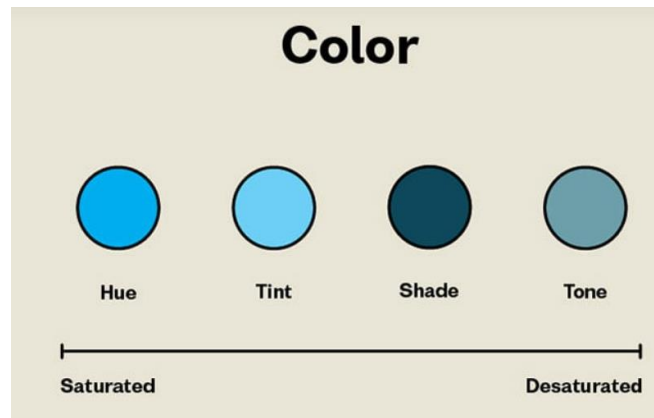
Tint is the addition of white to a color to make a lighter version.

Tone is the addition of grey to make a color muted.

Saturation refers to the purity of a color. A specific color is most intense when it is not mixed with white or black.

In design, there are two color systems, RGB and CMYK. RGB is a system dedicated to digital design. This additive system stands for red, green, and blue. The colors are produced by adding primary colors together to create various combinations. This mode should be used for designs that will only be used on a screen.

If you want to output your design as a printed piece, you need to use the CMYK system. This subtractive system stands for cyan, magenta, yellow, and black (key). CMYK reduces the light that would be reflected on a white background to create color. It is extremely important to start a file using the right color system. Converting colors between the systems can result in muted and inaccurate colors.

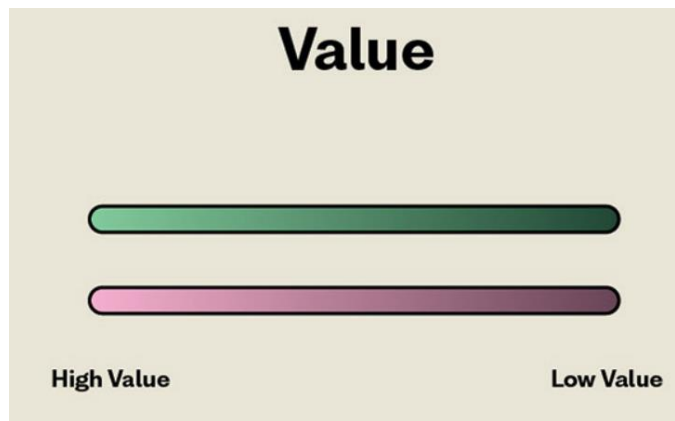


## Value

Value refers to the degree of lightness and darkness of a specific hue. Yellow has a higher value than purple because it is closer to white. Value changes create contrast on a page. The reason you can read this text is that the black content contrasts with the white background.

In design, use different tonal values to create emphasis in your design. Create the illusion of movement by overlapping multiple elements with different values. Value is also important in photography. You'll notice that high-value images have a light and airy feel to them, while dark value images feel heavy and dramatic.

Value also defines the spatial relationship between elements. If color values are close between the elements and space, then the design will look flat. If there is a strong contrast between the elements, then the form will be extremely noticeable. The example below features multiple colors with multiple values, which helps add a sense of depth to the design.



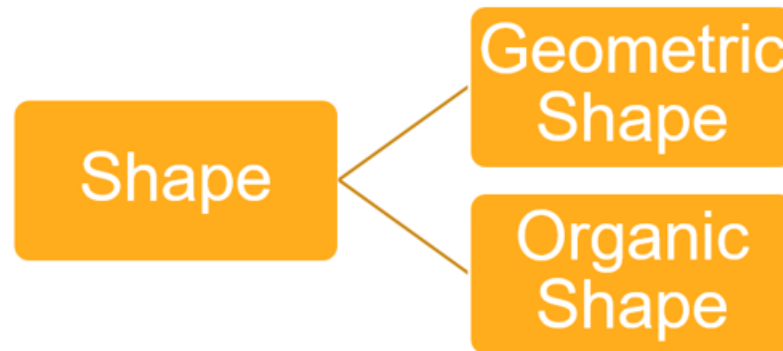
## Texture

Texture adds a tactile appearance to a design layout. Imagine how a design piece would feel if you touched it. The goal of texture is to add depth to a 2D surface. Texture can be applied graphically through patterns, either digitally created or an image mimicking the desired pattern. Below is an example of an abstract geometric pattern made up of basic geometric elements.



## 2. **Appropriate shape and size**

Shapes refer to predefined geometric objects that can be added to your images or designs. They are created using the Shape tools available in the Tools panel. The Shape tools allow you to draw basic shapes such as rectangles, ellipses, polygons, lines, and custom shapes.



### **Geometric shapes**

Geometric shapes refer to predefined basic shapes that have distinct geometric characteristics, such as squares, rectangles, circles, ellipses, polygons, and lines. These shapes are created using the shape tools available in the tools panel.

### **Organic shapes**

Organic shapes refer to irregular, freeform, or naturally occurring shapes that do not have distinct geometric characteristics like squares or circles. Organic shapes are often inspired by elements found in nature, such as plants, animals, or fluid forms. These shapes can add a sense of dynamism, flow, and a more natural feel to your designs.

Adobe Illustrator is an industry-leading tool to create vector graphics. And it all starts with the most basic shapes. The skills to create those geometric shapes Illustrator offers are essential because many complex shapes are built by the basic shapes. In the tutorial below, we will explore shape tools and beyond to ease us in vector illustration. We will start with a single shape and build our way up.

Adobe Illustrator offers options to make basic geometric shapes under the Shape Group or Shape Tool. The Rectangle Tool is located in the tools panel as default. You can click the rectangle icon to draw rectangles and squares. When you click and hold (long click) the rectangle icon, you will see a pop-up menu that shows you a list of built-in shapes and their associated keyboard shortcuts. Once you select, the icon will remain the last used tool within the Shape Tool group.



### 3. Content area

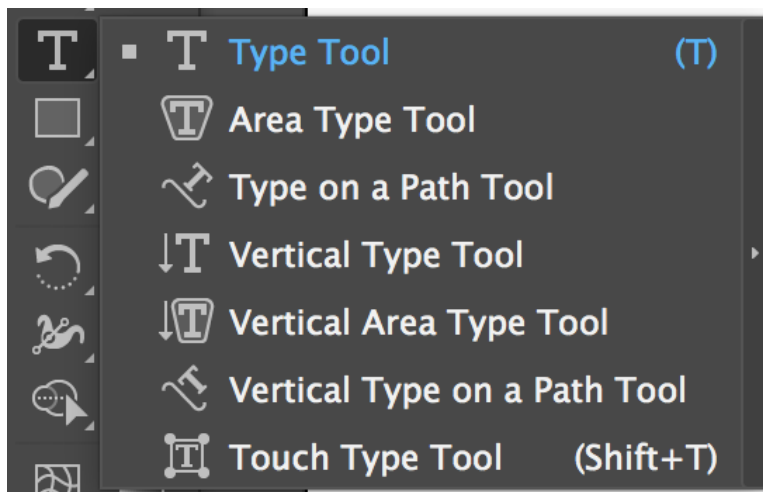
The term "content area" refers to the workspace or canvas where you create and manipulate your artwork. It is the main area where you can draw, design, and arrange your graphical elements. The content area in Illustrator is a rectangular space that represents the size and dimensions of your document.

When you open Adobe Illustrator, the content area is the white or transparent area in the center of the application window. It is within this space that you can create and edit vector graphics, illustrations, logos, icons, and other visual elements. You can use various tools, such as the Pen Tool, Shape Tools, and Brush Tools, to draw and modify objects within the content area.

## 4. Content

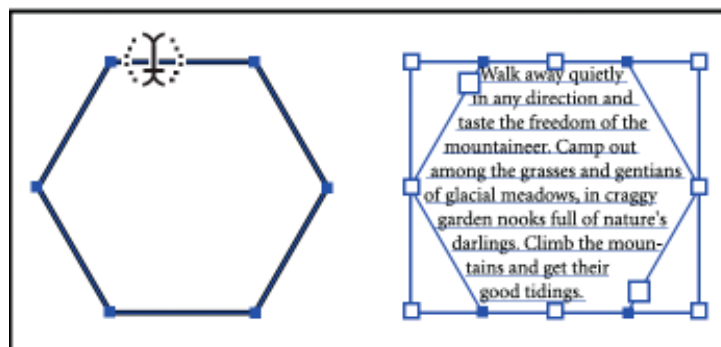
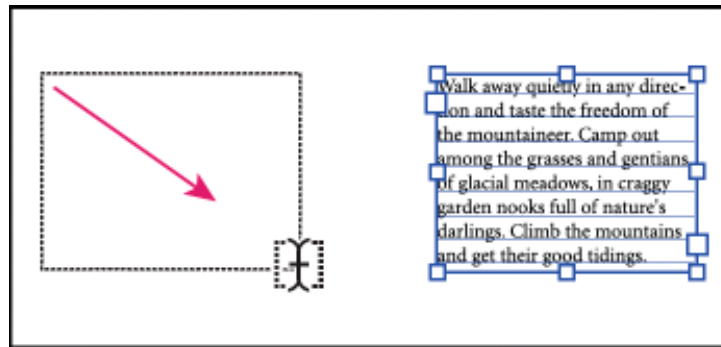
### a. Text as a content

Entering text this way is useful for adding a few words to your artwork.



- Select the Type tool or the Vertical Type tool.
- The pointer changes to an I-beam within a dotted box. The small horizontal line near the bottom of the I-beam marks the position of the baseline, on which the text rests.
- (Optional) Set text-formatting options in the Control panel, Character panel, or Paragraph panel.
- Click where you want the line of text to begin.
- Enter the text. Press Enter or Return to begin a new line of text within the same type object.
- When you finish entering text, click the Selection tool to select the type object. Alternatively, Ctrl-click (Windows) or Command-click (Mac OS) the text.

## Enter text in an area:



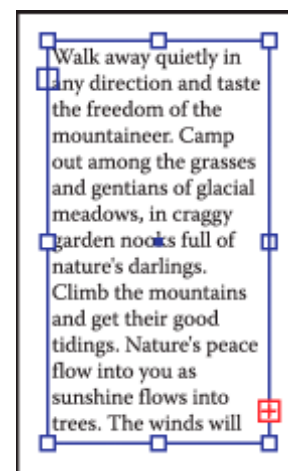
## Define the bounding area:

- Select the Type tool **T** or the Vertical Type tool **↓T** and drag diagonally to define a rectangular bounding area.
- Draw the object you want to use as the bounding area. (It doesn't matter if the object has stroke or fill attributes, because Illustrator automatically removes them.) Then select the Type tool **T**, the Vertical Type tool **↓T**, the Area Type tool **↓T** or the Vertical Area **↓T** tool and click anywhere on the object's path.
- (Optional) Set text-formatting options in the Control panel, Character panel, or Paragraph panel.
- Enter the text. Press Enter or Return to begin a new paragraph.
- When you finish entering text, click the Selection tool **⬚** to select the type object. Alternatively, Ctrl-click (Windows) or Command-click (Mac OS) the text. If you enter more text than can fit within an area, a small box containing a plus symbol (+) appears near the bottom of the bounding area.

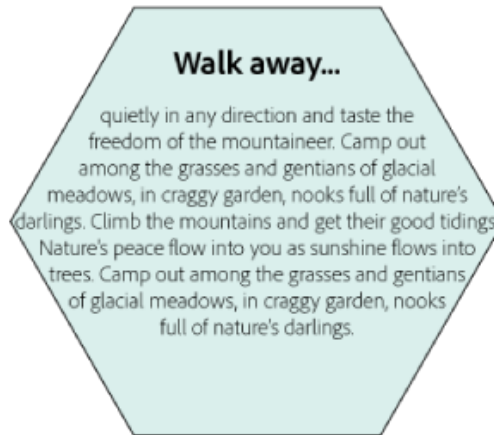
You can resize the text area or extend the path to display the overflow text. You can also thread the text into another object.

## Import text into a path/shape

Place text from a supported file right inside an object, such as a shape. You can place text from files in the .txt or .rtf formats, or files from word-processing applications. For example, you can place text from a .rtf file into a polygonal shape.



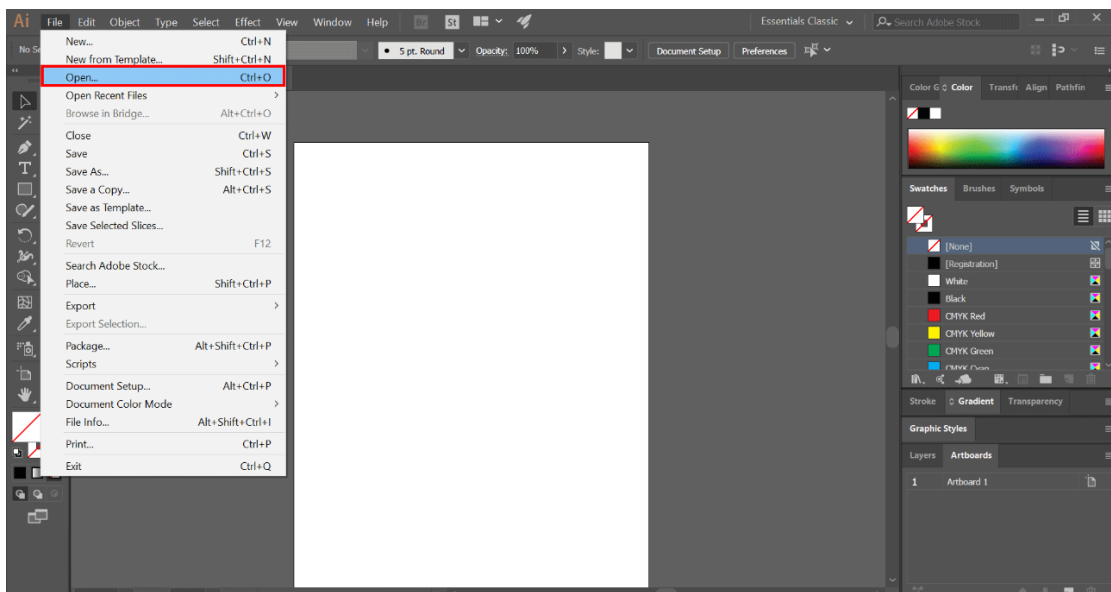
- Create a path/shape using any drawing tool, such as the Rectangle tool, Shaper tool, or the Pen tool. You'll place the text file within this shape.
- Choose **File > Place** and select the text file you want to place.
- Click **Place**.
- After the text file is loaded in the place gun, click the path of the shape.
- The text is placed inside the shape. You can now apply the desired styles and effects to it.



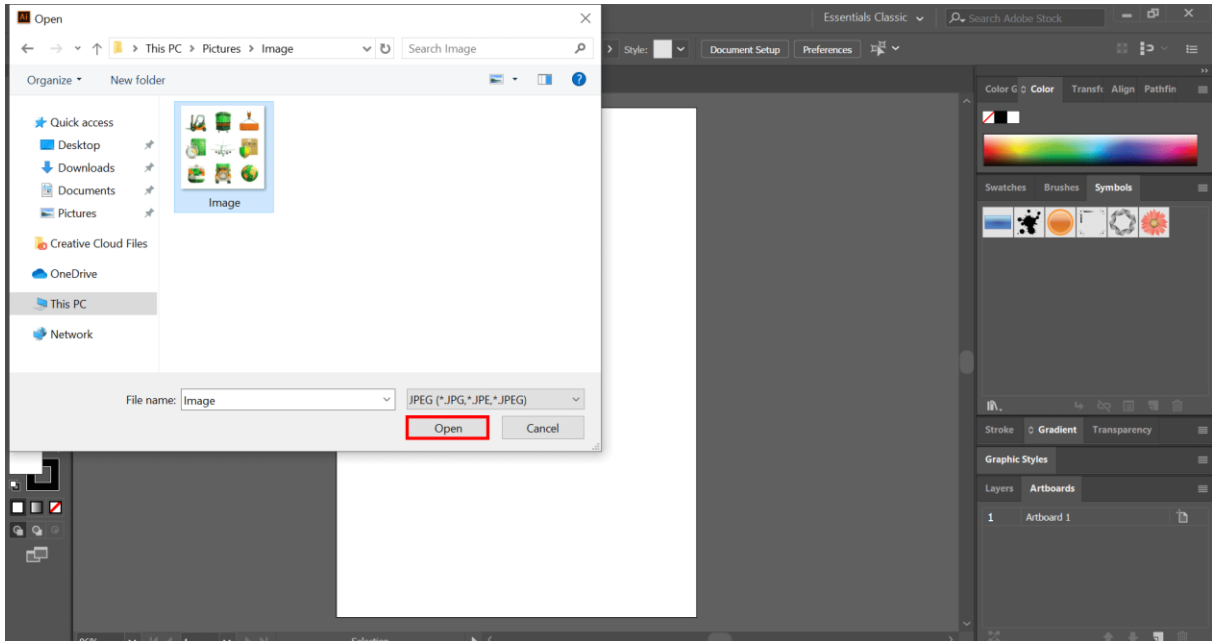
## b. Image as a Content

### Insert Image in Illustrator

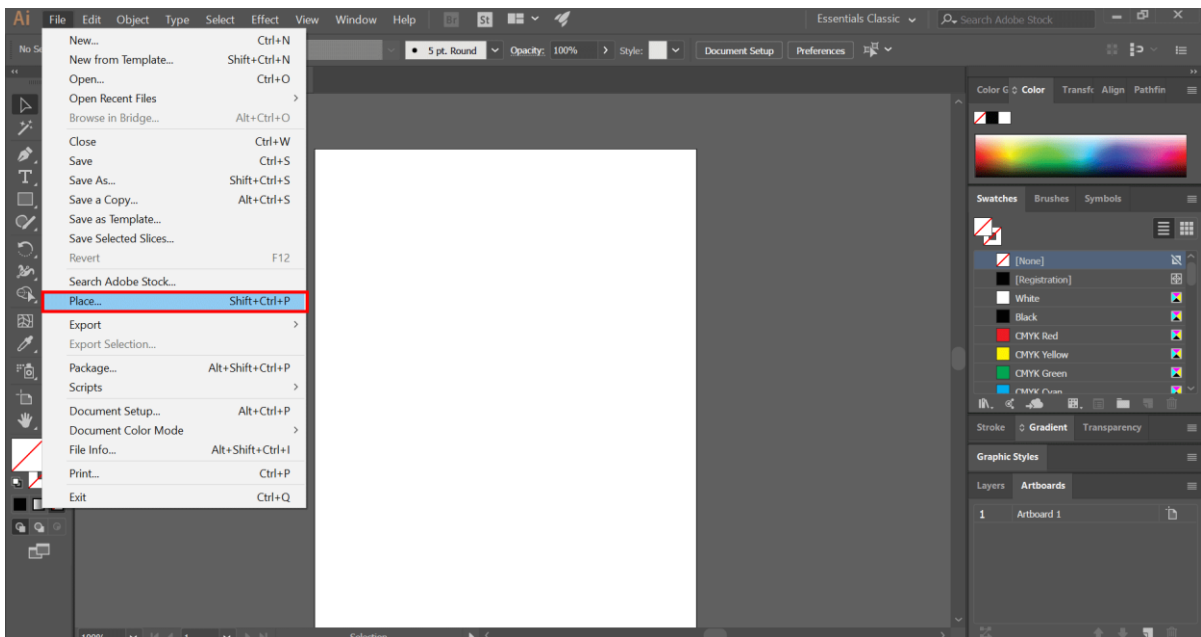
Step 1: Open an Existing or new Adobe Illustrator File. If you have already created a file, you need to add an image to that; then, after opening the saved document, you can proceed ahead with a new image into the document. Else, if you want to try creating a new document and try seeing how adding an image works in Illustrator, then accordingly, you can go for the Illustrator icon on the desktop or open Illustrator directly from the search menu and launch the program.



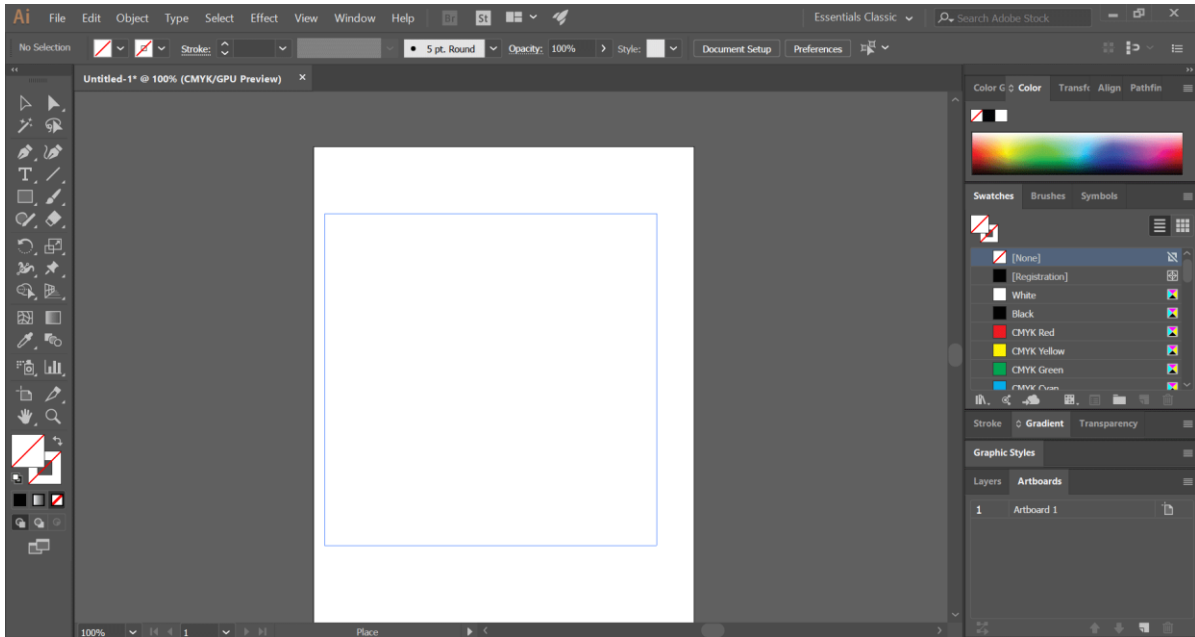
Step 2: If you already have a saved file, you can access it from the File menu. Using the file menu, select Open and pick the file saved on your hard drive. The shortcut for the same is Ctrl+O. If the file is recently opened, you can access it from opening a recent file option as well.



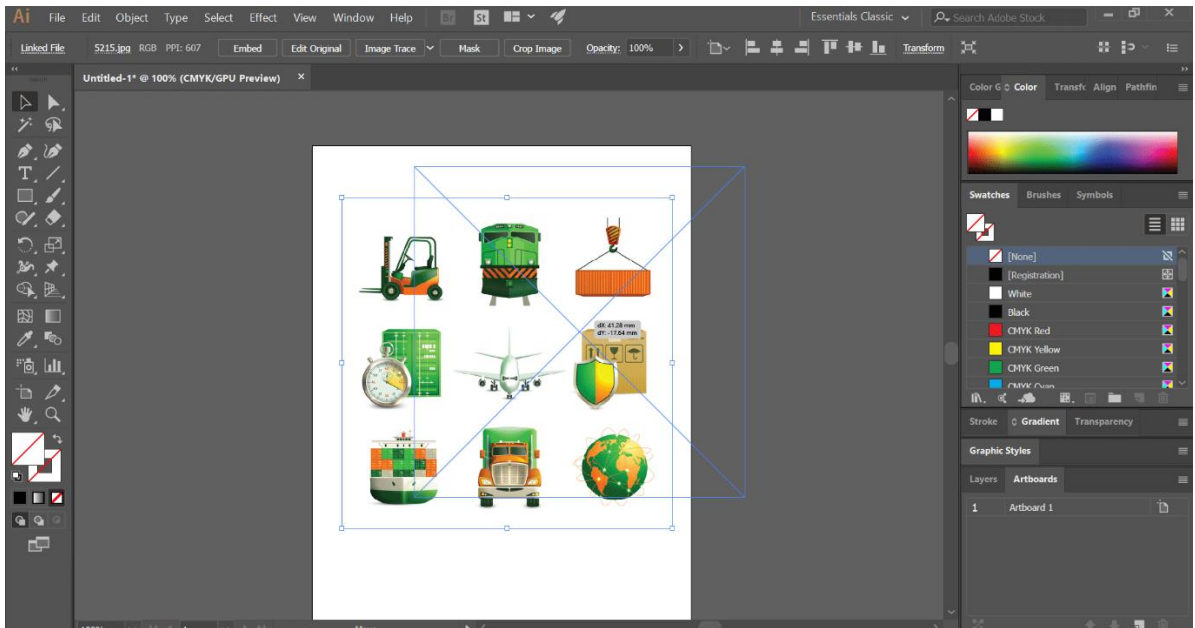
Step 3: Once the document is open, from the file menu, go to the Place option. This shortcut for the place is Shift + Ctrl + P.



Step 4: This opens up a dialog box from where you can choose the image you wish to add to your document. Choose the correct one, and you will have the option to place it anywhere on the document with the help of your mouse cursor. Drag the mouse cursor as per your preference, and the image will be proportionally placed on the path of the mouse cursor.

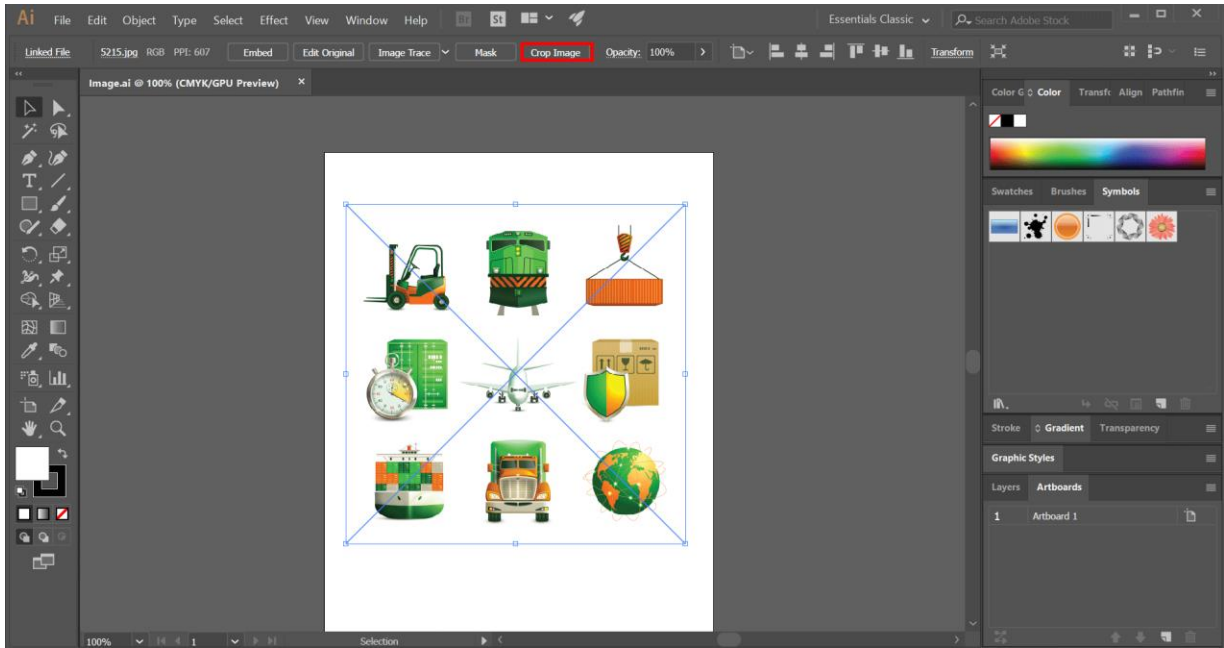


Step 5: Once the image is placed, you can further resize or re-position the image. For that, use the anchor points on the bounding box of the image. Drag on it as you want to resize the image. It is always better to hold the shift key while dragging to get an even result while resizing the image.

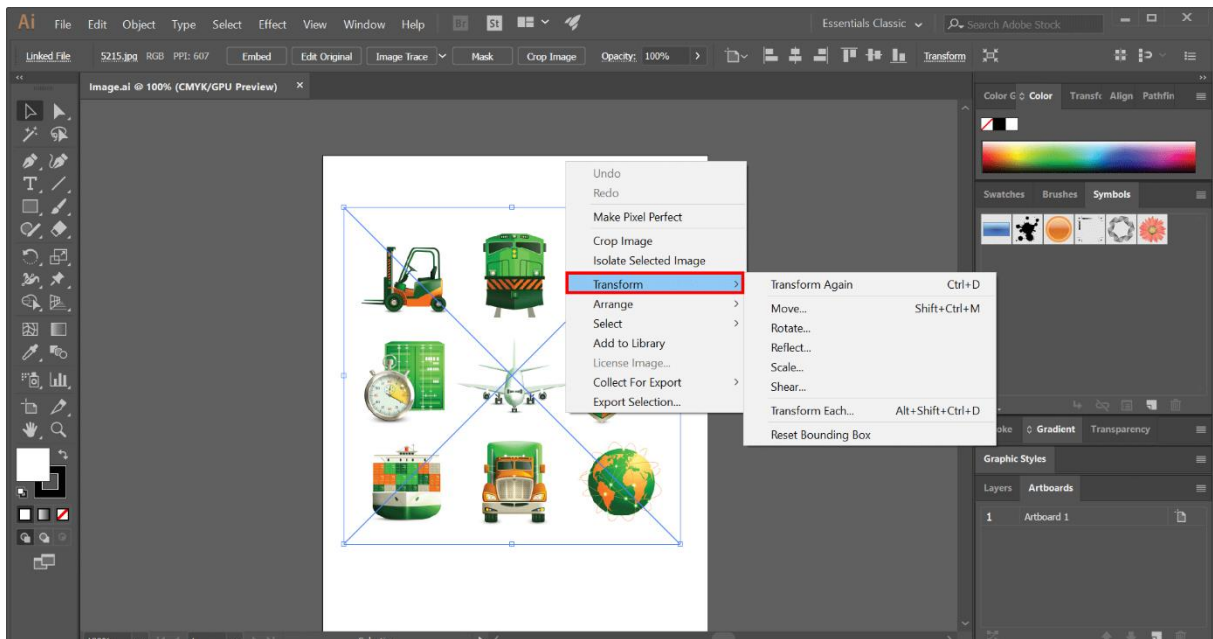


In order to move the image, you can either drag the photo using the mouse cursor or use the keyboard navigation keys. While using the keyboard arrow keys, if you combine the shift key, it will move a longer distance than using the normal arrow key.

Step 6: If you want to crop the image, simply click on the image and go to the crop image option on top of the document. After that, using the mouse, crop the image as you need. Once the cropping is exactly as per your need, press Enter to confirm.



Step 7: For transforming the image for applying various options like move, rotate, reflect, scale, shear, etc., use the transformation tool. For opening the transformation tool, right-click on the image and select transform. Next, hover to the corresponding options panel as shown in the below image. The panel contains all the above options, from rotating to scale.



## 5. Modifying Shapes

### Use of Rectangle Tool



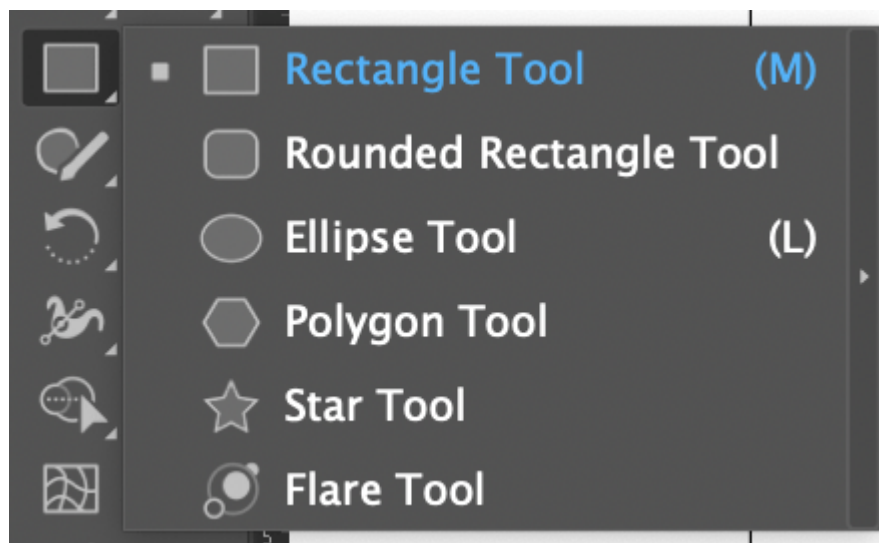
1. Select the Rectangle Tool. Or press L on your keyboard
2. Click and drag on the artboard to define the shape
3. Release the mouse button to finalize the rectangle

### Make a perfect square

If you think about it, a perfect square is just a unique rectangle, where all sides are at the same length.

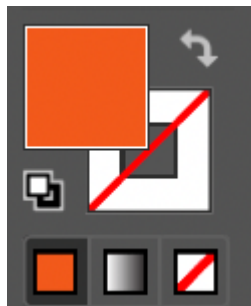
With the Rectangle Tool Selected

You can create a perfect square by holding the Shift key while dragging



apply a fill color and a stroke color

Shapes in Adobe Illustrator have at least two properties: stroke and fill.

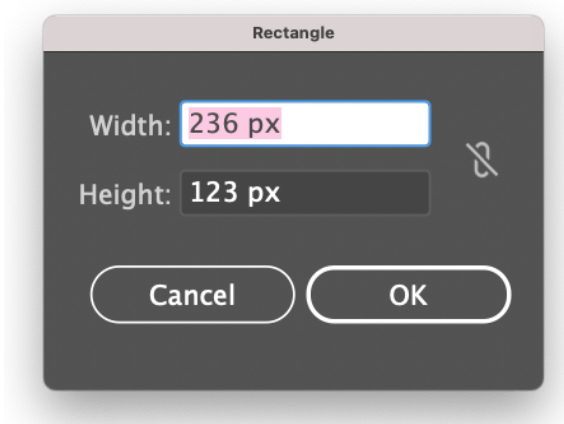




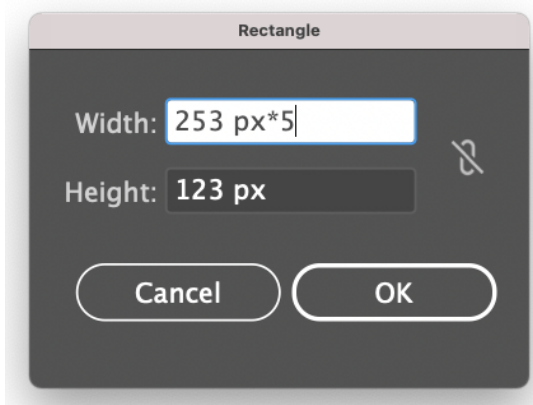
Use the Selection Tool (click on the icon below or press V on your keyboard) to select any shape(s) in view  
double-click the color fill (the solid square) or the stroke (the outline) at the bottom of the Tools panel to select a color with the color picker



Create rectangles with specific dimensions  
Select a shape from the shape group, in this case, rectangle.  
Click once (anywhere) on the artboard (as opposed to click and drag as shown before)  
Type the desired dimension for the shape as well as the unit

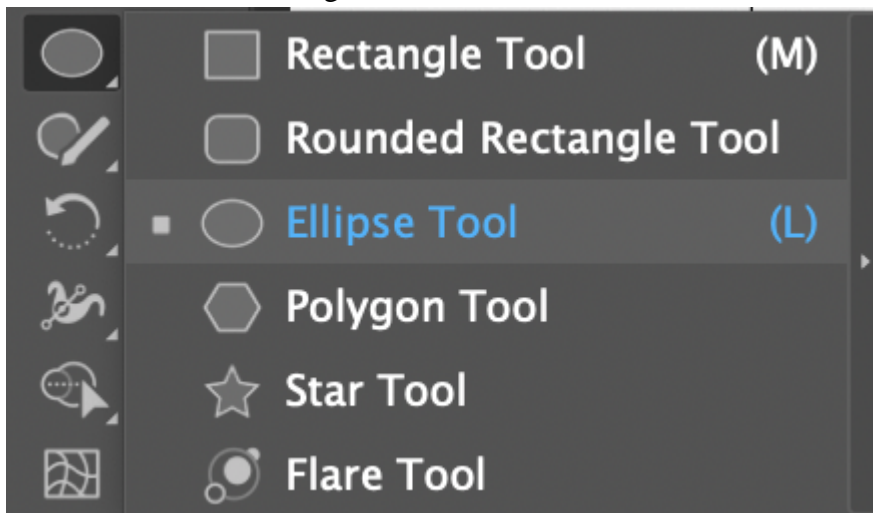


You can save some brainpower by letting Adobe Illustrator do the math as well.



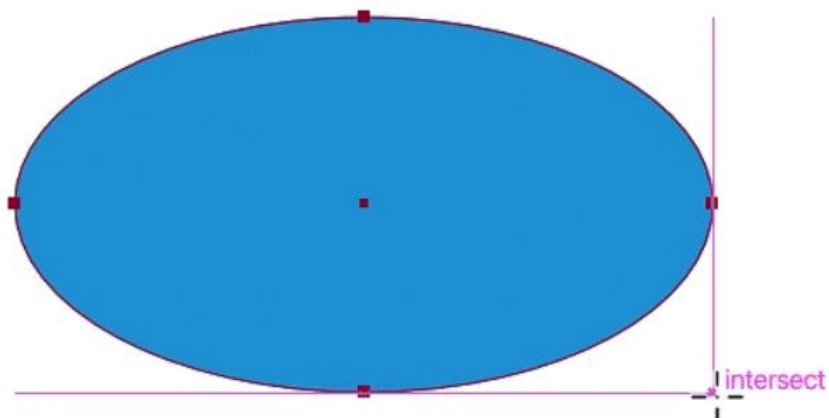
Make an ellipse/oval/circle

Creating ellipse/ovals or circles is very similar to creating rectangles. The Ellipse Tool is tucked under the rounded rectangle tool.

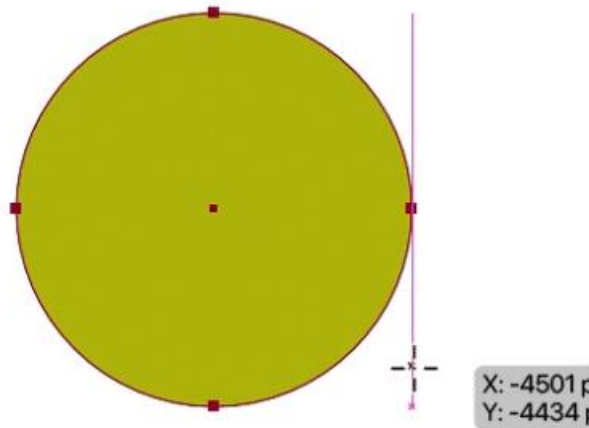


Select Ellipse Tool or Press L

Click and drag on the artboard to the desired dimension



You may create a perfect circle by holding the Shift key while dragging



### *Creating a perfect circle holding Shift key*

Use polygon shapes and triangle shapes

The Polygon Tool is the hexagon icon in the Shape Group. In short, most of the functions are identical to shapes we have covered before:

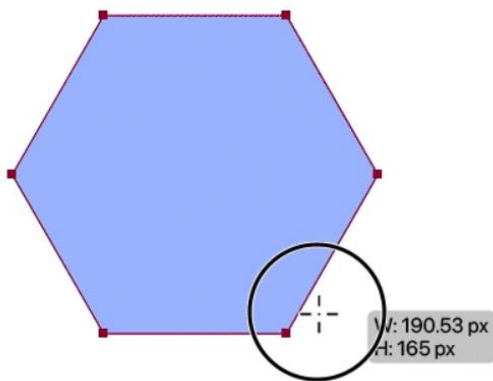
Click and drag to draw

Drawing from the center by holding the Alt key (Windows) or the Option key (Mac OS)

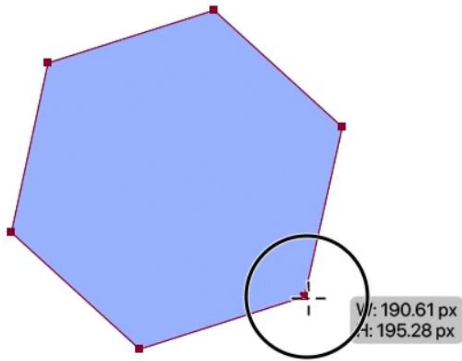
Change Fill and Stroke color

But a few things are unique to the Polygon Tool

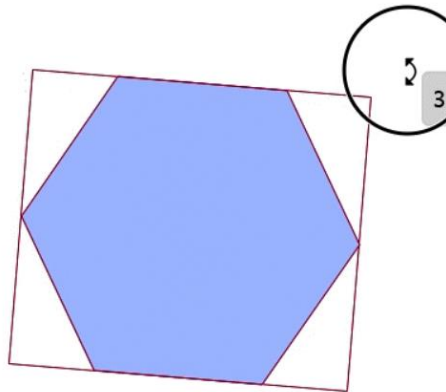
Straighten up the shape orientation by holding the Shift key while dragging



Move the pointer in rotating motion to rotate the shape while creating the polygon.

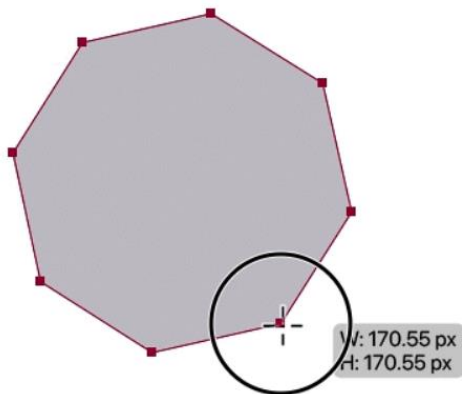


If the polygon shape is already created, you can always cover over a corner and rotate after your pointer turns into a double-headed curve below.



Change the number of sides in two methods

Method 1: Press the up or down arrow key while dragging



Use Line Segment Tool

It will be amiss if we don't cover the essential line drawing tool: Line Segment Tool. This tool is located next to the Text Tool. You can find its icon in the tools panel (/)



The use of the tool is pretty straightforward—the simple click and drag.

Like many shape tools in Adobe Illustrator, you can hold the Shift key while dragging to constrain the angle to multiples of 45 degrees. It's hands-down the quickest way to draw a straight line, esp. horizontal and vertical lines.



*Using the Segment Tool while holding the shift Key*

### Duplicate shapes

There are quite a few ways to duplicate shapes inside the program. I will walk you through 2 of the most common ones.

#### Method 1: The good ole Copy and Paste

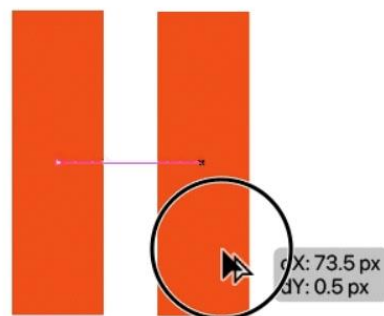
Press command on a Mac (or Ctrl on a PC) + C to copy

Press command on a Mac (or Ctrl on a PC) + P to paste

You can also find the commands in Edit>Copy and Edit>Paste, but hotkeys are always a much-recommended alternative.

You don't control where things go, but this method is intuitive and quick.

#### Method 2: Hold the Alt key (Windows) or the Option key (Mac OS) and drag

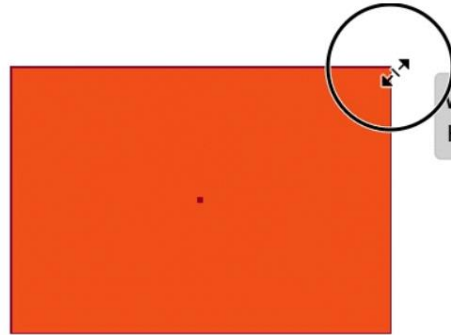


### Edit shapes

Shapes you create in Adobe Illustrators are live, which means you can easily edit them on the fly. Here are a few ways of changing the properties:

Select the shape using the Selection Tool (V), then the pointer turns into a double-arrow and drags to adjust the size

Similarly, hover over the corner, then the pointer turns into a double-headed curve and moves around to rotate



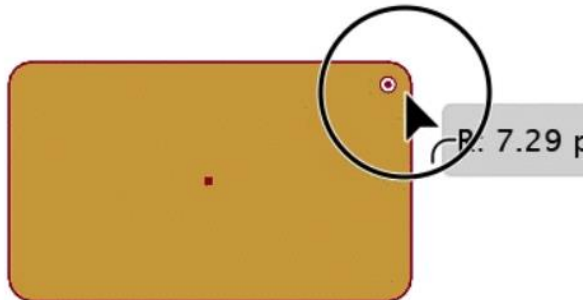
Tip: Hold the Shift key to maintain the original ratio

How to draw rounded corners

You may have noticed the tiny circles inside the corners of a shape. They are your besties when it comes to creating rounded corners.

Select the corner point using the Direct Selection Tool (A)

Drag until you are happy with the size



## 6. Typographical design.

### Text Tool

Access the Text Tool from the tool panel. The icon for the Text tool is an uppercase 'T.'



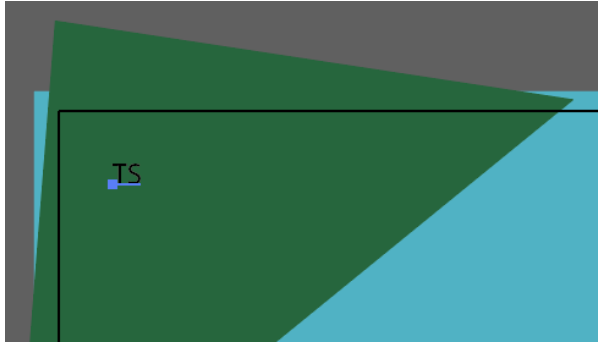
Creating Floating Text

Select the Text Tool.

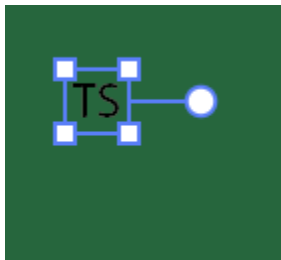
Single click where you'd like to add unbounded text.

Type what you want your text to say.

NOTE: You can also copy text from somewhere else and paste it at this point instead of typing it in.

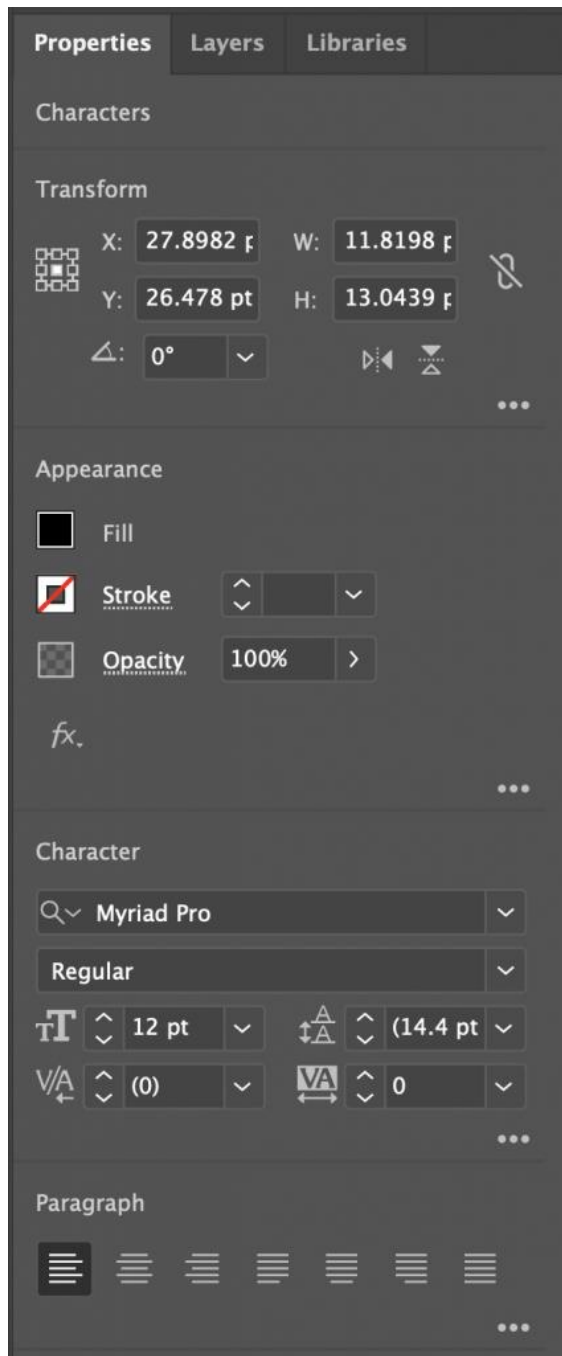


When you're finished entering your text content, hit esc on your keyboard.



Changing Text Settings

Settings for your text are found in the Properties panel.



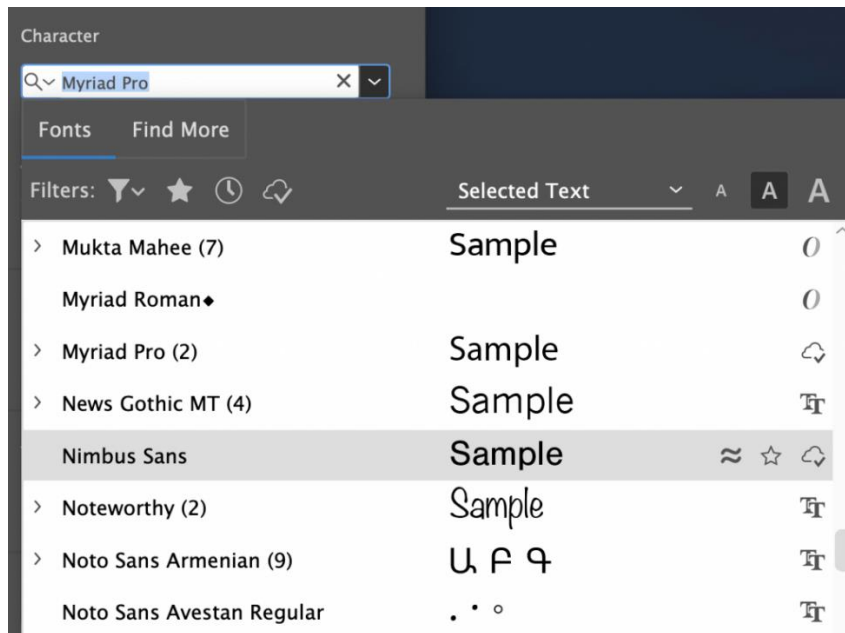
Font and size are changed in the Character panel in the properties panel.

Click the dropdown box where the current font is listed.

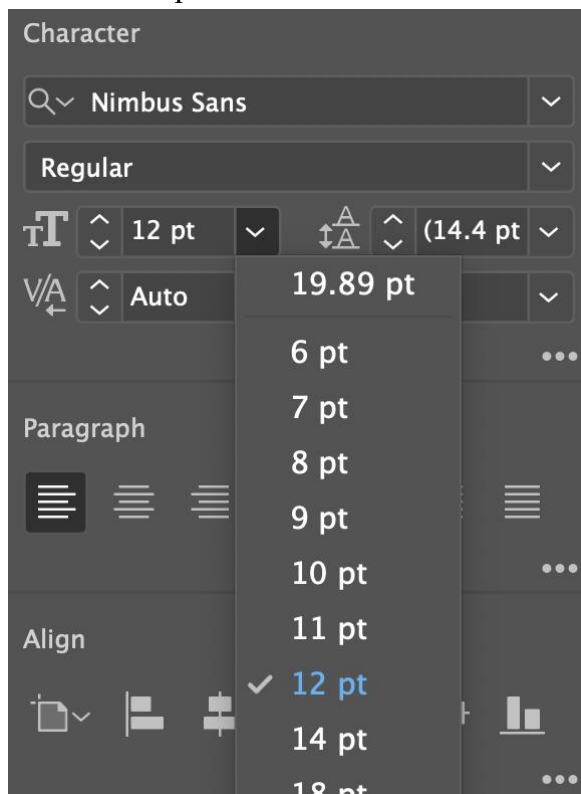
NOTE: Illustrator's Default font is Myriad Pro. It's good practice to pick something other than the default font.

Single-click on the font you want to use.

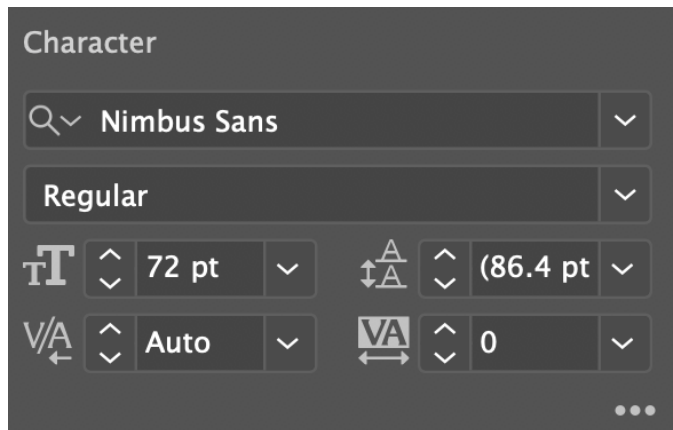




Click the dropdown next to the current font size. The default size is “12 pt.”



Click on the size you want your font to be.

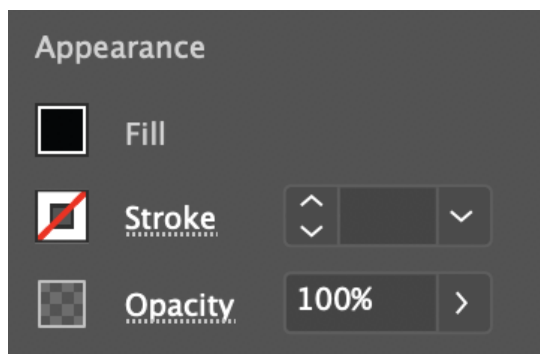


### Change Text Color

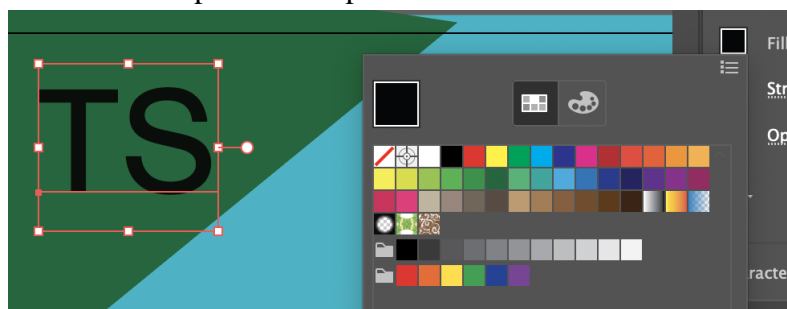
Select the text you want to change using the Selection Tool.



The color settings are in the Appearance panel found in the Properties panel. Click on the color swatch for Fill.



The Swatches panel will open.



Click the color you want to use.

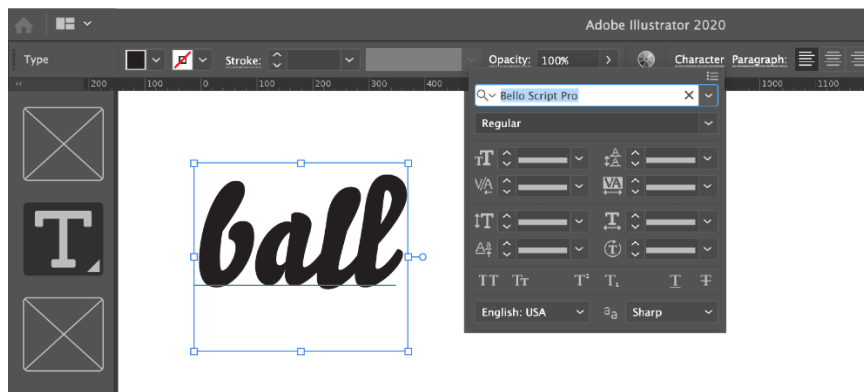


## Typography

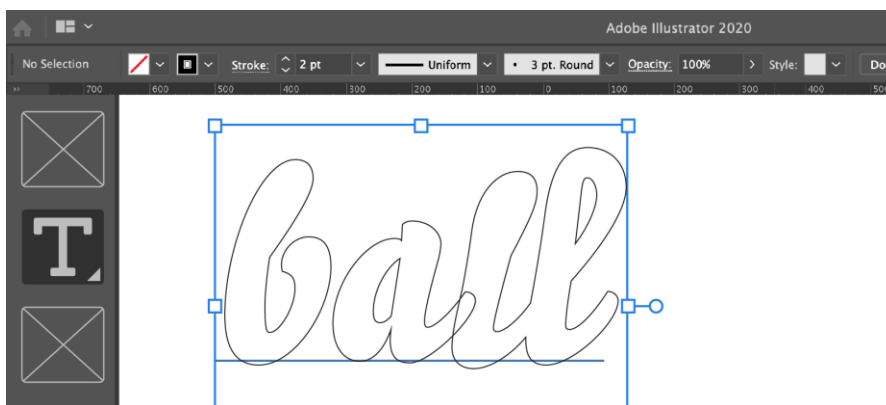
Typography refers to the art and technique of arranging typefaces, fonts, and other visual elements in a visually appealing and effective manner. It is a key component of graphic design and communication, focusing on the creation and arrangement of type to convey meaning, evoke emotions, and enhance readability.

Step 1: Create your text

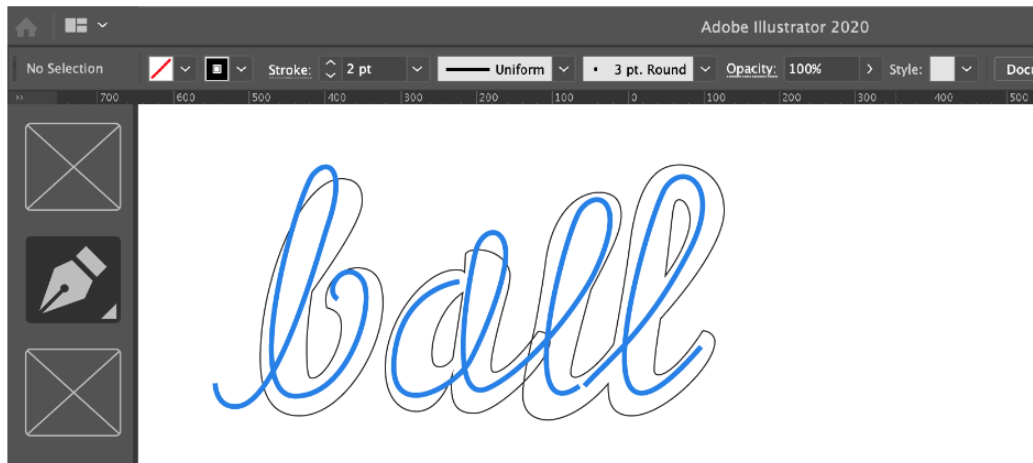
a.) Type your text using the Type tool and apply a font of your choice on the text.



b.) Select the text and assign no fill color. Add the outline color on the text.



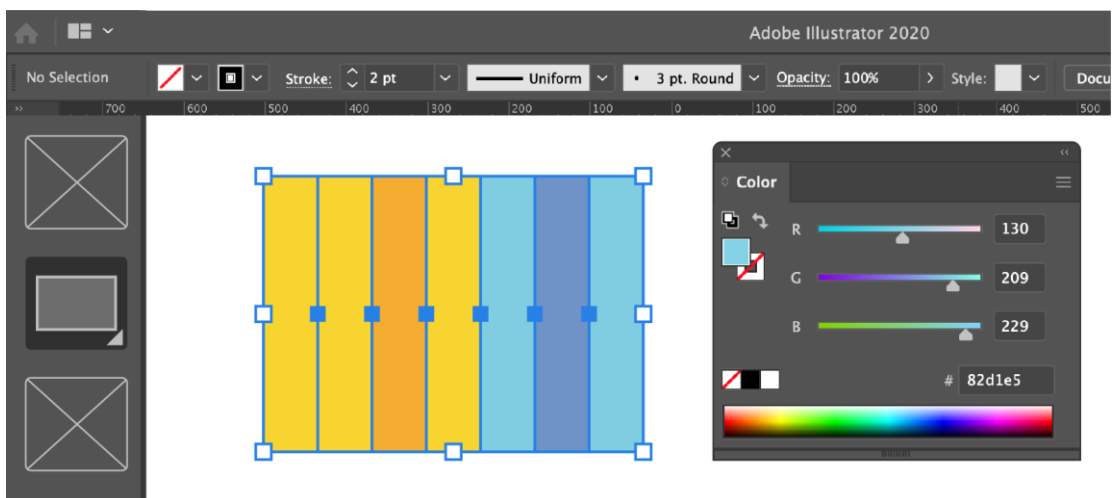
c.) Use Pen tool to draw an object to be used as a spine for the typography. Spine is an outline shape that defines the central area of the text body.



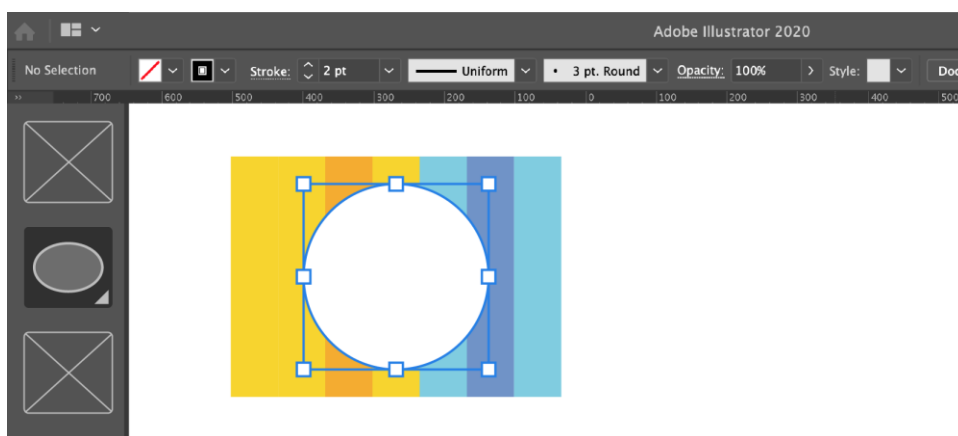
**Step 2: Create a blend object**

In this step, we'll learn how you can combine the shapes and colors between two or more objects to create a blend object.

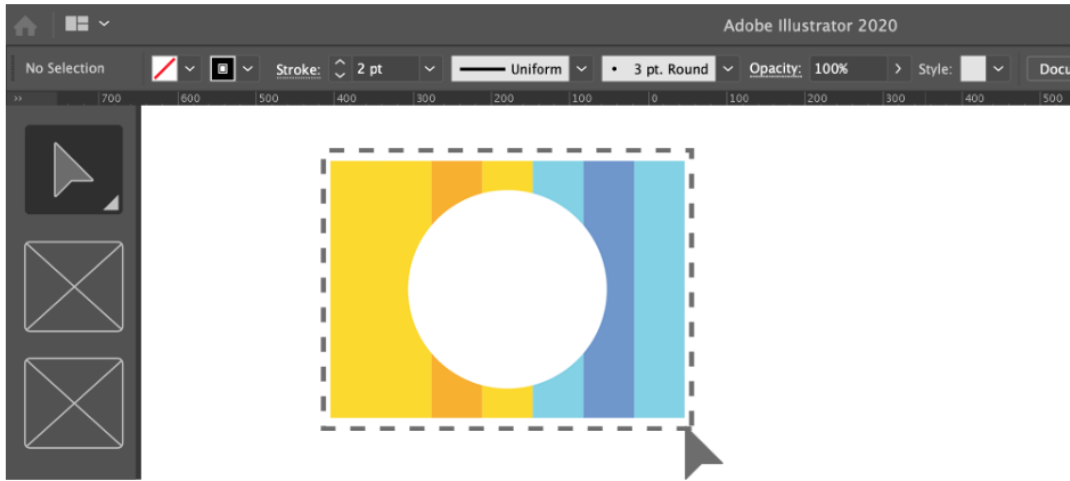
a.) Create rectangles using the Rectangle tool, fill them with different colors and then group them.



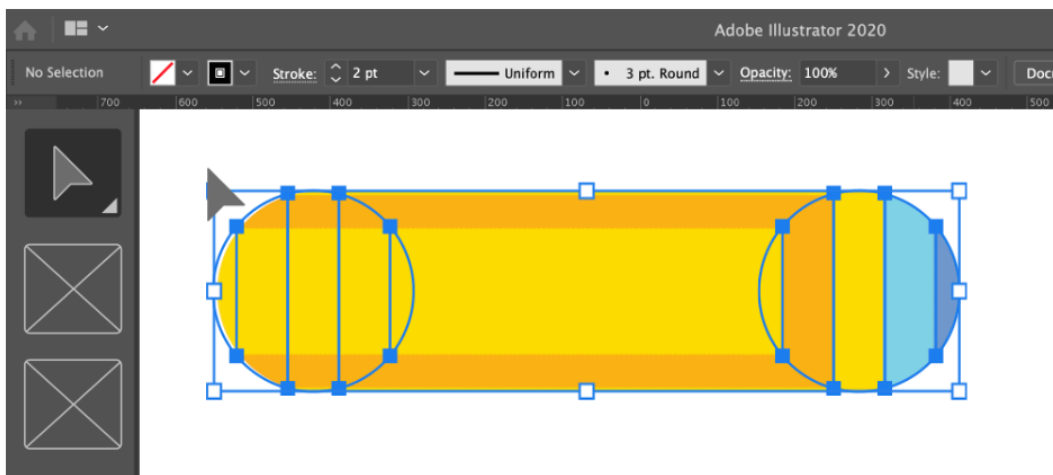
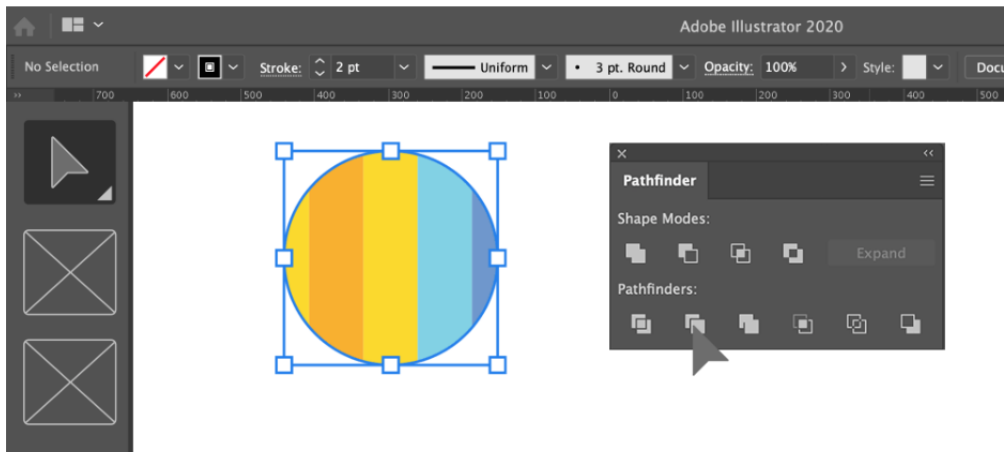
b.) Create a circle in the middle of the rectangles using the Ellipse tool.

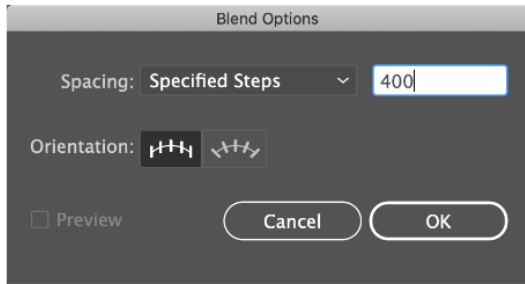


c.) Select the circle and the rectangle group. Use Clipping Mask to clip the rectangle group inside the circle using Object > Clipping Mask > Make.



d.) Use the Pathfinder (Windows > Pathfinder) to trim the clipped shape.



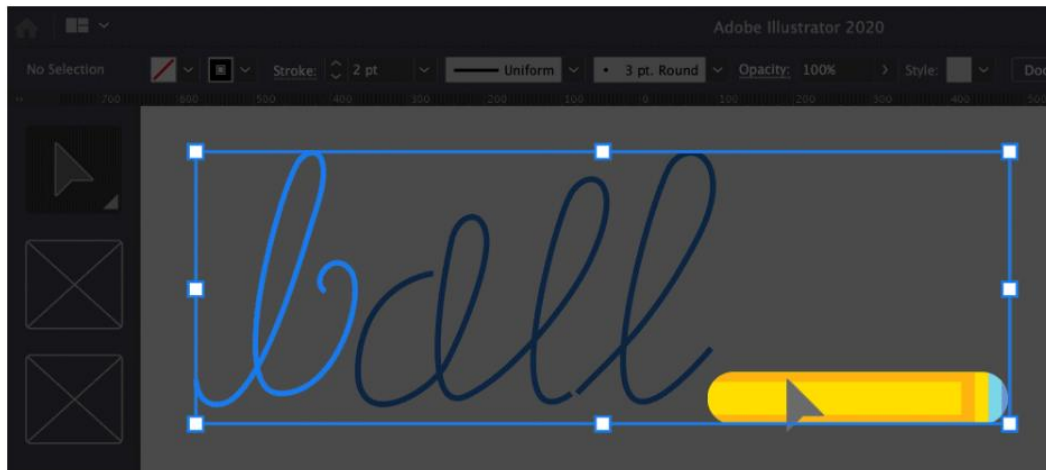
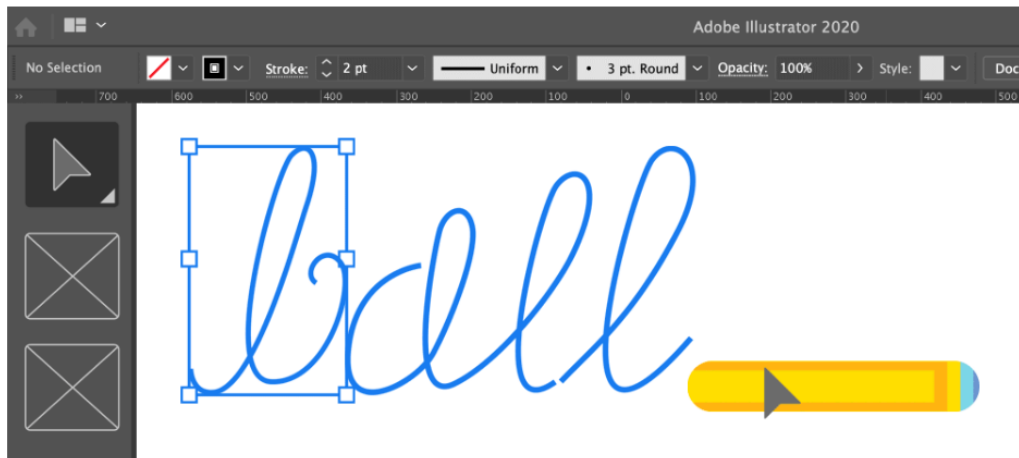


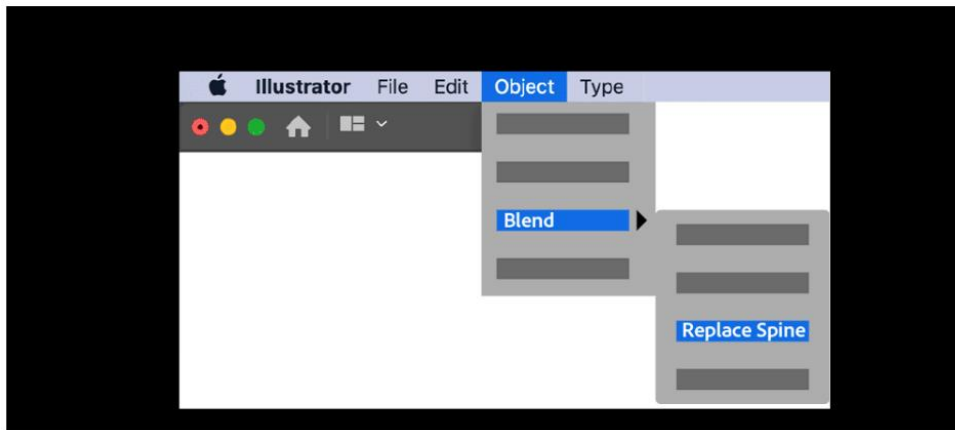
In the Blend Options, select Spacing as Specified Steps and specify the count as 400.

### Step 3: Replace spine on text with the blend

Use this blend to replace spine that was created for the text in step #1 (Object > Blend > Replace Spine). For more details, see Change the spine of a blended object.

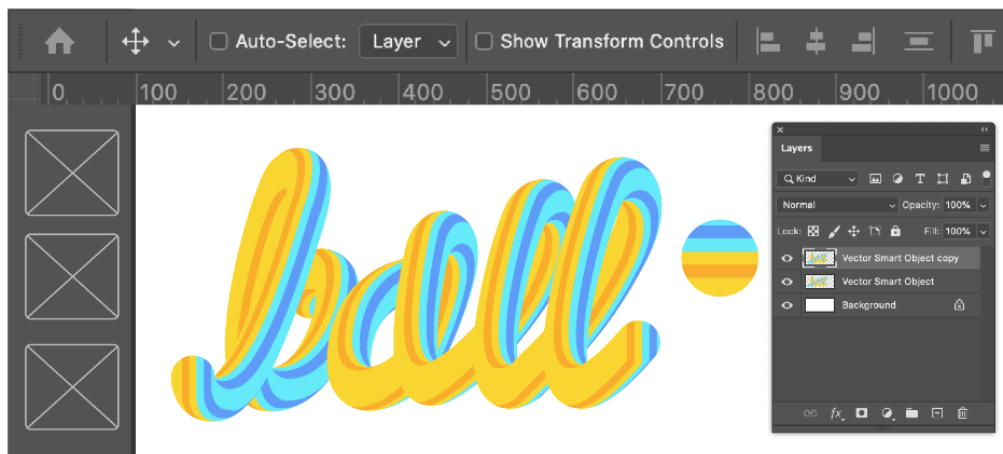
Ensure you create a copy of the blended shape when you assign it to a particular spine.





Repeat this step and complete your typography. Group all letters in the word and then save the design. To open this design in other CC apps for further use, export it to Creative Cloud.

The final artwork



Now, you can use this text on your poster, brochure, flyer, or any other artwork.

## 7. Font attributes

Font attributes refer to the various characteristics and settings that can be applied to text to alter its appearance. These attributes allow you to customize the font style, size, weight, color, spacing, and more. Here are some commonly used font attributes in Photoshop:

**Font Family:** The font family refers to the specific typeface that determines the overall design and style of the characters. Photoshop offers a wide range of font families to choose from, such as Arial, Times New Roman, Helvetica, and many others. You can select the desired font family from the font dropdown menu in the options bar or the Character panel.

**Font Size:** The font size controls the height of the characters. You can adjust the font size using the font size dropdown menu in the options bar or by typing a specific size value. Alternatively, you can use the Character panel to set the font size precisely.

**Font Style:** Font styles include variations such as regular, italic, bold, and bold italic. These variations change the appearance and weight of the characters. You can select the desired

font style from the font style dropdown menu in the options bar or use the Character panel to apply the desired style.

**Font Weight:** Font weight refers to the thickness or heaviness of the characters. It determines how bold or light the text appears. Some fonts offer different weight options, such as light, regular, medium, bold, and extra bold. You can access font weight settings through the font weight dropdown menu in the options bar or the Character panel.

**Text Color:** The text color attribute allows you to change the color of the characters. You can select a color using the color picker in the options bar or the Character panel. Additionally, you can apply gradients, patterns, or special effects to the text using layer styles or blending modes.

**Kerning and Tracking:** Kerning refers to the adjustment of the space between individual characters, while tracking controls the overall spacing between all characters in a block of text. You can adjust kerning and tracking using the Kerning and Tracking options in the Character panel or the options bar.

**Text Alignment:** Text alignment determines the horizontal positioning of the text within a text box or paragraph. Photoshop offers options for left alignment, center alignment, right alignment, and justified alignment. You can adjust the text alignment using the alignment options in the options bar or the Paragraph panel.

## **8. Appropriate file format**

Illustrator is a versatile graphic design software commonly used for creating and editing vector-based artwork. When working with Illustrator, it is essential to choose the appropriate file format to ensure compatibility, maintain the quality of your designs, and meet the requirements of your intended use. Here are some common file formats used in Illustrator:

**AI (Adobe Illustrator):** The native file format of Adobe Illustrator. It supports all Illustrator features, including layers, text, and vector graphics. AI files can be edited, saved, and reopened in Illustrator without losing any data. However, AI files may not be compatible with other software applications.

**EPS (Encapsulated PostScript):** EPS is a widely supported vector file format that can be opened by various design and illustration software. EPS files can contain both vector and raster elements, making them suitable for printing and high-resolution output. They can also preserve transparency and are often used for logos, illustrations, and print-ready artwork.

**PDF (Portable Document Format):** PDF is a popular file format that can contain both vector and raster elements. It is widely compatible across different platforms and applications, making it suitable for sharing and printing artwork. PDF files can retain their quality and maintain vector properties, such as text and scalable graphics. Additionally, they can embed fonts and support interactive features.

**SVG (Scalable Vector Graphics):** SVG is a web-friendly vector format that is widely supported by browsers and web applications. It is primarily used for displaying vector-based graphics on the web and can be scaled without loss of quality. SVG files can be created in Illustrator and easily integrated into websites, animations, and user interfaces.

**PSD (Adobe Photoshop):** While primarily associated with Adobe Photoshop, PSD files can also be imported and edited in Adobe Illustrator. This format is commonly used for designs that incorporate both raster and vector elements. Importing a PSD file into Illustrator allows



for further editing of vector elements and maintaining compatibility with Photoshop.

## 9. Saving design

Save a Logo as Vector File in Adobe Illustrator

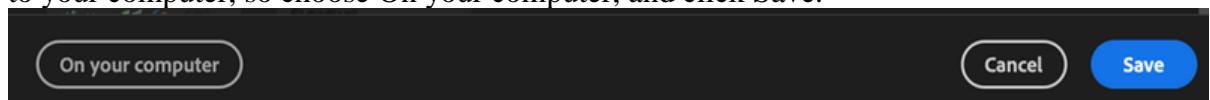
The best way to save a high-quality logo is by saving it as a vector file because as long as you didn't rasterize it, you can scale the logo freely without losing its quality.

When you design and save the logo in Adobe Illustrator, it's already a vector file, because the default format is .ai, and .ai is a vector format file. You can also choose other vector formats such as eps, svg, and pdf. Yes, you can edit a pdf file in Adobe Illustrator too.

There's an important step before you save a logo as a vector file – outline the text. You **MUST** outline your logo text to finalize the logo before you send it to someone else. Otherwise, someone who doesn't have the logo font installed will not see the same logo text as you.

Once you outline the text, go ahead and follow the steps below to save or export it as a vector file.

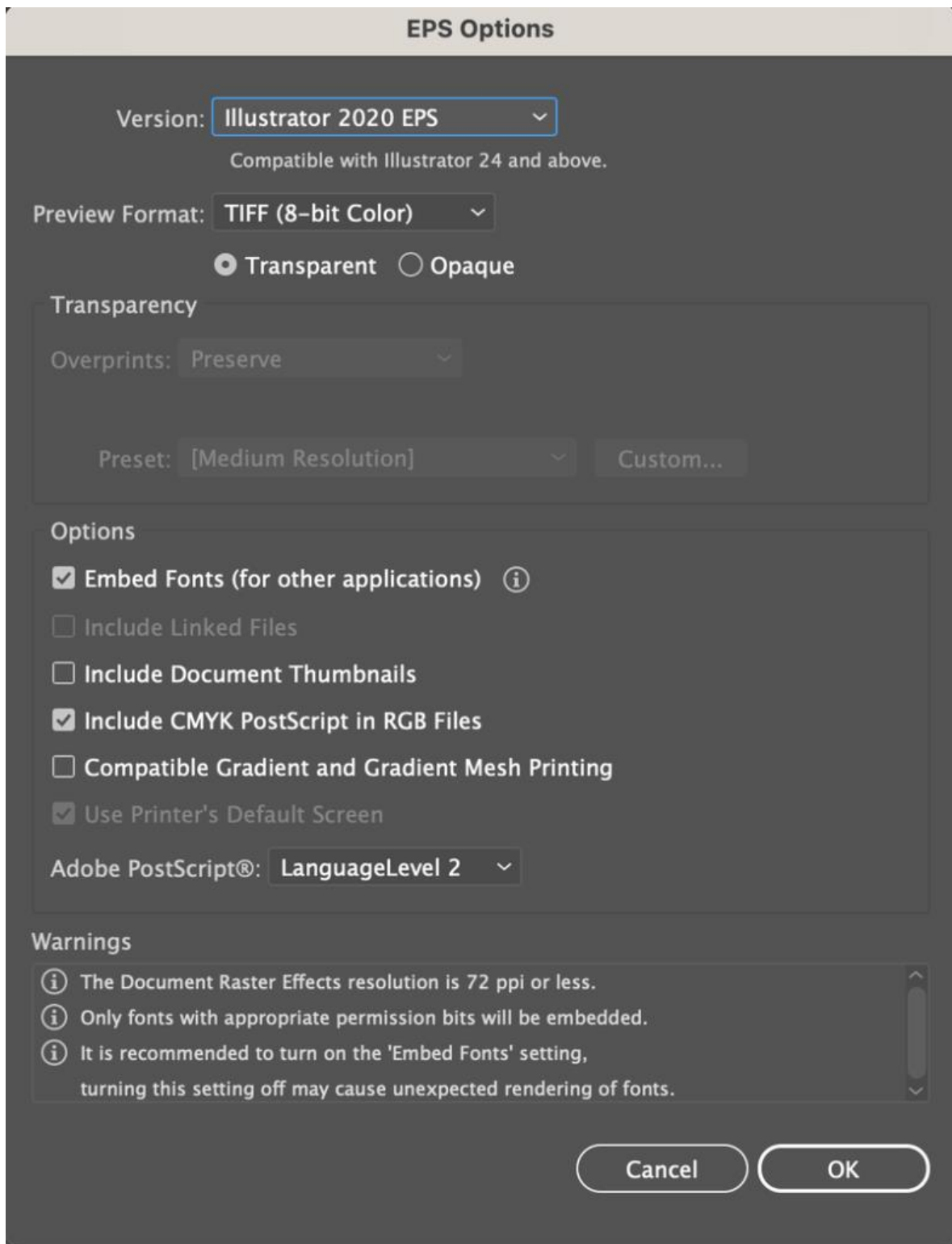
Step 1: go to the overhead menu File > Save As. I'll ask you whether you want to save the file on your computer or Adobe Cloud. You can only choose the format when you save it to your computer, so choose On your computer, and click Save.



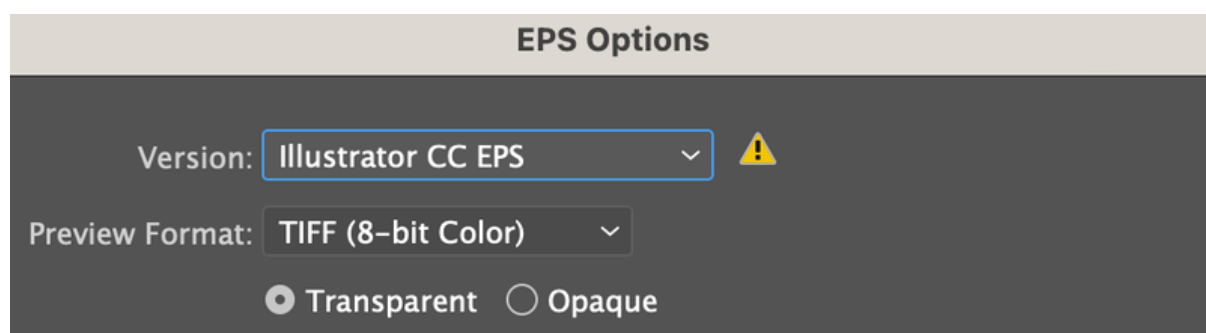
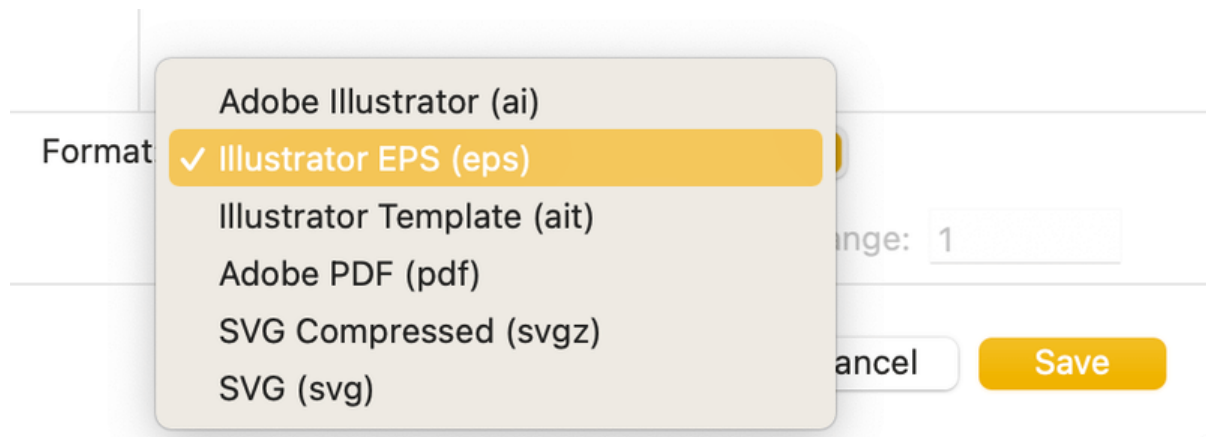
After you click Save, you can choose where to save your file on your computer and change the format of the file.

Step 2: Click the Format options and choose a format. All the options here are vector formats, so you can choose any one that you need and click Save.

Depending on which format you choose, the next setting windows will show different options. For example, I'm going to save it as Illustrator EPS (eps) so the EPS options will appear. You can change the version, preview format, etc.



The default version is Illustrator 2020, but it's a good idea to save the file as a lower version just in case someone with an Illustrator version lower than 2020 cannot open the file. Illustrator CC EPS works for all CC users.



Click OK once you're done with the settings and you've saved your logo as a vector.

## **Self Check 4.1**

Answer the following questions:

- 1 Write down the name of some shape tools
- 2 What is content area?
- 3 What are the uses of shape tool?
- 4 What is typography?
- 5 What is EPS?

## Answer Sheet 4.1

1. Write down the name of some shape tools

Answer:

- i Rectangle Tool
- ii Rounded Rectangle Tool
- iii Ellipse Tool
- iv Polygon Tool
- v Star Tool

2. What is content area?

Answer: The term "content area" refers to the workspace or canvas where you create and manipulate your artwork. It is the main area where you can draw, design, and arrange your graphical elements. The content area in Illustrator is a rectangular space that represents the size and dimensions of your document.

3. What are the uses of shape tool?

Answer: Shape tools in Adobe Illustrator offer a range of uses and functionalities for creating and manipulating geometric shapes and objects in your designs. Some specific uses of shape tools in Illustrator include:

- Creating Basic Shapes
- Designing Logos and Icons
- Creating Custom Shapes

4. What is typography?

Typography refers to the art and technique of arranging typefaces, fonts, and other visual elements in a visually appealing and effective manner.

5. What is EPS?

EPS (Encapsulated PostScript): EPS is a widely supported vector file format that can be opened by various design and illustration software. EPS files can contain both vector and raster elements, making them suitable for printing and high-resolution output.

## Activity Sheet 4-1:

Activity: Create the shapes below on your own

### Working Procedure:

1. Maintain OSH and PPE.
2. Read specification sheet collect tools and equipment.
3. Interpret the image to determine which software require for this job
4. Create a folder on your own name.
5. Create the shapes as per sample.
6. Save the file as your own name.



## Specification Sheet 4-1

### Condition for the job:

1. Use the shape tool.
2. Select Color mode CMYK.
3. Save the image in .ai and .eps file.
4. Turn off Computer

To complete the above task you will need to following equipment per Trainee.

### List of Tools and equipment

S/N	Name of Item	Specificarion	Unit	Quantity
01	Personal Computer	Latest configuration	Nos	1
02	Keyboard and Mouse	Standard	Nos	1
03	Monitor	Standard	Nos	1
04	Adobe Illustrator	Latest version	Nos	1

### Raw Materials

- N/A

### Required PPE

- Ergonomic chair
- Eye protective glass
- Rubber shoe

## **Learning Outcome 5: Identify career opportunities in the graphic design sector**

### **Content:**

1. Graphic design and Desktop Publishing (DTP) houses
2. Positions/jobs in the graphic design sector
3. Hands on graphics arts designer

### **Assessment Criteria:**

1. Local and international graphic design and Desktop Publishing (DTP) houses are identified.
2. Positions/jobs in the graphic design sector are identified.
3. Hands on graphics arts designer are identified.
4. Graphic design and DTP houses are visited on site and through the internet.

### **Resources Required/ Conditions:**

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholdres
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

### **Methodologies**

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

### **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio



## Information Sheet 5

### Learning Objectives

After completion of this information sheet, the learners will be able to:

1. Identify Graphic design and Desktop Publishing (DTP) houses
2. Identify Positions/jobs in the graphic design sector
3. Identify Hands on graphics arts designer

### 1. Graphic design and Desktop Publishing (DTP) houses

Graphic design and Desktop Publishing (DTP) houses refer to companies or agencies that specialize in providing graphic design and desktop publishing services to clients. These houses can be either local, serving clients within a specific geographic area or country, or international, catering to clients from around the world. Here's a breakdown of these terms:

#### **Local Graphic Design and Desktop Publishing (DTP) Houses:**

Local graphic design and DTP houses are companies or agencies that primarily operate within a specific geographic area or country. They provide graphic design and DTP services to clients located in their immediate vicinity or within the same region. These houses typically have a physical presence, such as a studio or office, where designers and DTP professionals work on various design projects. They have a deep understanding of the local culture, language, and design preferences, allowing them to create designs that are tailored to the specific needs and preferences of their local clientele. Local houses often have a strong network within the local business community and may have established relationships with local printers, publishers, or other related service providers.

#### **International Graphic Design and Desktop Publishing (DTP) Houses:**

International graphic design and DTP houses are companies or agencies that have a global reach and cater to clients from different parts of the world. These houses may have offices or remote teams in multiple countries, enabling them to serve a diverse clientele. They possess a broader perspective and experience working with clients from different cultures, industries, and markets. International houses often have a wider range of design styles and capabilities due to their exposure to a global clientele. They may have specialized teams or designers who are knowledgeable about international design trends, cultural nuances, and localization requirements. International houses can offer services to clients located anywhere and are well-equipped to handle projects with an international scope or target audience.

The graphic design sector offers a wide range of positions and job roles that cater to different aspects of the design process. Here are some common positions you can find in the graphic design sector:

## 2. Career opportunities of Graphics Designer

There are many career opportunities for skilled and talented design professionals. For this study, we look some of broad professional categories:

1. **Photo editor** - Photo editors work with real-life images to color-correction, adjust or combine images to create the desired final image. It can be limited into color balance and adjusting the lighting on a photograph or as sharp as changing garment colors or adding banners or logo information to the image.

Careers focusing on editing photography have less of an emphasis on graphic design, but they require a complete knowledge of Photoshop, which is typically covered in a graphic design program. It is often beneficial for companies to employ a designer who can alter images when the product image does not accurately represent the final product, as images may need to be taken before a design is finalized.

2. **Logo/ Corporate designer:** Now a day it become a very important sub sector under Graphics Design. Logo designers develop visually compelling graphics or symbols to represent a company, product, brand or service. They research the target demographic to gain a strong understanding of what symbols they find appealing and memorable. Designer must choose distinct colors and shapes that relate to and establish the brand identity of the company or product. Logo designers must also be aware of not copying or recreating a trademarked logo. A corporate designer has to design verity item for corporate presentation and brand promotion for company or product or service like flyer, brochure, leaflet, ID card, product catalogue, banner, festoon etc.

3. **Packaging designer:** Packaging designers develop the labels, box, carton, container and other packaging materials of a product to protect the product during shipping and communicate important features to the customer. They use Illustrator/ CAD software to write product details in an appropriate style and font, add graphics to explain the functions and show what the product looks like or how to use it. They often design the package as a marketing tool as well to convey the important product feature to the customer.

4. **Web designer:** By creating individual web pages, developing graphical content and designing page layouts, designing the navigation menus, drop-down options and the website's structure a web designers assist to develop websites. They may have coding and programming skills, which would allow them to completely develop the website on their own. Web designers' associate with the website's brand or marketing team to determine what content is included on each page and where to place graphics, as well as to ensure continuity as consumers browse the website.

5. **Multimedia designer:** Multimedia designers create animated images and videos using art and computerized animation programs. They are responsible for plan out the animation by sketching, creating scale models and developing the graphics for the story's characters, background scenes and props. Multimedia designers can work in a variety of fields including television, set design or film production and video game development. In film

work or set design, they may also be responsible for directing set assistants and lighting crew in the execution of their design intent.

**6. Advertising designer:** Advertising designers use graphic design, sketching and photography to create visually compelling marketing materials for a brand or company. They create billboards, magazine advertisements, website advertisements, digital marketing materials and any other requested promotional materials. They sketch or use design software to develop an initial concept based on marketing and public relations strategies. They may create a few variations of a concept to present to the advertising leadership or art director, and they listen to the leadership's feedback to perfect the final design.

**7. Publication designer:** Publication designers develop the layout, visual appearance and graphics for a range of printed publications. Companies that create annual reports, research papers, books, catalogs and user manuals use internal or freelance publication designers to add images and graphics to the written information. These images help make the data easier to read and can elaborate on written topics by showing a graph or step-by-step instructions to complete a task in a manual. The designer is responsible for developing the images and graphs and incorporating them into the publication in a visually appealing manner.

**8. User interface (UI) designer:** The user interface designer is responsible for ensuring every webpage or operational step of the final product follows the user experience (UX) designer's intent. They typically have basic coding skills and can develop the designer's vision by working with software programming experts. UI designers make webpages, advertisements and electronic programming easy for the consumer to interact with. They must ensure that the UX design is feasible and well-executed.

**9. User experience (UX) designer:** To make products, services and websites enjoyable and smooth accessible for users are main responsibility of UX designers. They consider the intended end-use of the product and how the product feels to the consumer to ensure it is a user-friendly product or service. UX designers most commonly work in web design or apps development to make them visually pleasing and easy for customers to navigate. They also work with other technology-based products, including software, gaming systems, computers and automobiles to develop visual aesthetics and graphics. They test the product under normal usage and resolve any inconsistencies in the appearance or flow. UX designers ensure the product has a logical flow from one step to the next.

**10. Art director:** The art director is a higher level executive responsible for guiding the design team's vision, directing the theme concept and overseeing all design artwork. They can work in a variety of industries including fashion, print publications, advertising, television, video games, software development and consumer products developments. The director may be employed by the brand or as a freelancer, but they always work closely with the client or marketing and sales team to understand their artistic vision.

The art director is responsible for reviewing and approving designs completed by the art and graphics teams. As an executive, the art director also works closely with the marketing,

financial, creative and customer service directors to coordinate projects and maintain a consistent brand image.

### **Hierarchy of a Graphic Designer**

Graphic designing is such a huge expanding field in the market today. This field offers enormously broad array of service opportunities crafted amorously by the media and technology sector. These professionals fulfill numerous diverse positions requiring visual designs, solutions and also materials. These professionals work for MNCs, organizations, magazine, newspaper along with small scale companies means in every sector of the market.

These professionals are majorly responsible for the planning layout, designing and production of the graphic publications. They create website pages, multimedia and interactive displays. These career levels can be classified broadly in three levels. Graphic Design career hierarchy is described as below in this article in a mode of downhill order means the highest career level of the Graphic Design career hierarchy is placed at the pinnacle and the lowest one is placed at the end.

#### **Senior Level**

These are the uppermost level Graphic Design Job profiles that a graphic design professional can grow to during the course of his career. These professionals are more associated with the organization's decision making successions and administrative functions. Following are the profiles that get hold of the highest levels in the graphic design career hierarchy:

1. Chief Graphic Technology Officer
2. Graphic Art Managers
3. Creative Director
4. Senior Art Director
5. Art Production Manager
6. Hands on Graphic Designer
7. Brand Identity Developer
8. Print Production manager

#### **Middle Level**

This career level incorporates professionals from the middle level of the hierarchy who have crucial experience of the field and work for the development of the company. These professionals are answerable for the outcomes of the lower level officials who work under the supervision of these officials.

The job profiles are:

1. Assistant Art Director
2. Assistant Art Production Associate

3. Broadcast Designer
4. Logo Designer
5. Senior Illustrator Manager
6. Associate Broadcast Designer
7. Senior Multimedia Developer
8. Head of Photography Department
9. Visual Image Developer
10. Head Content Developer

### **Junior Level**

This is the lowest level in the graphic design career hierarchy. The officials at this level are those personnel who are experts of their respective field. This level incorporates numerous job profiles related to field of graphic designing but are equally important. Some of the lower level job profiles of this level of the graphic design career hierarchy are even fresher who have just finished their study and work to gain experience. These professionals handle the work provided to them by their respective seniors of the middle level. These career ranks are described as below:

1. Illustrator Assistant Manager
2. Visual Journalist
3. Senior Layout Artist
4. Interface Designer
5. Layout Designer
6. Head Web Designer / Developer
7. Associate Web Designer
8. Associate Content Developer
9. Assistant Layout Artist
10. Graphic Design Analyst
11. Graphic Package Designer
12. Photographer
13. Junior Multimedia Developer
14. Graphic Design Associate
15. Graphic Design Trainee

These are just a few examples of positions in the graphic design sector. Depending on the company and industry, there may be additional specialized roles, such as motion graphic designer, illustration artist, typographer, or multimedia designer.

1. **Graphic Designer:** Creates visual designs for various projects such as logos, advertisements, brochures, websites, and more.
2. **Art Director:** Oversees the artistic and visual direction of projects, working closely with clients and creative teams to ensure the overall visual concept is executed effectively.

3. **UI/UX Designer:** Designs user interfaces and user experiences for digital platforms, ensuring they are visually appealing, user-friendly, and functional.
4. **Web Designer:** Creates visually engaging and functional website designs, utilizing skills in web design principles, HTML, CSS, and sometimes JavaScript.
5. **Branding Specialist:** Develops and maintains consistent brand identities for companies or products, including logos, brand guidelines, and marketing collateral.
6. **Packaging Designer:** Designs attractive and functional packaging solutions for various products, considering factors such as product positioning and manufacturing requirements.
7. **Motion Graphic Designer:** Specializes in creating animated visual content, combining graphic design elements with motion to convey messages and engage viewers.
8. **Illustrator:** Creates hand-drawn or digital illustrations for various purposes, such as book illustrations, editorial illustrations, character design, and infographics.
9. **Print Production Specialist:** Prepares design files for printing, ensuring they meet technical requirements and handling tasks such as color calibration and file setup.
10. **Creative Director:** Oversees the overall creative direction of projects or organizations, providing guidance and making strategic decisions to align the creative vision with business goals.
11. **Visual Designer:** Focuses on creating visually appealing designs for both digital and print media, including websites, social media graphics, and marketing materials.
12. **UX Researcher:** Conducts user research to understand user behavior and preferences, applying findings to improve the user experience and inform design decisions.
13. **Prepress Technician:** Prepares digital files for printing, ensuring they are correctly formatted, color-corrected, and properly prepared for the printing process.
14. **Production Artist:** Works on the technical aspects of design, preparing files for print or digital production, and ensuring consistency and accuracy in design implementation.
15. **Information Designer:** Specializes in presenting complex information and data in a visually clear and engaging manner, using infographics, data visualizations, and interactive media.
16. **Social Media Designer:** Creates graphics and visuals specifically tailored for social media platforms, including posts, banners, and advertisements.
17. **User Interface Designer:** Focuses on designing intuitive and visually appealing user interfaces for software applications, considering usability and user interaction.
18. **Typeface Designer:** Designs fonts and typefaces, creating unique and visually appealing letterforms for various applications.
19. **Environmental Graphic Designer:** Creates designs for physical spaces, such as signage, wayfinding systems, and environmental branding, to enhance the user experience in the built environment.
20. **Creative Illustrator:** Specializes in creating imaginative and visually striking illustrations for books, magazines, advertising campaigns, and other creative projects.

### 3. Hands on graphics arts designer

**Calligrapher:** A calligrapher specializes in the art of beautiful and decorative handwriting. They use various tools such as pens, brushes, and ink to create intricate and stylized letterforms. Calligraphers may design custom lettering for invitations, certificates, signage, and other projects that require an elegant and personalized touch.

**Bookbinder:** A bookbinder is skilled in the craft of creating and binding books by hand. They work with materials such as paper, leather, fabric, and thread to assemble pages, cover materials, and decorative elements into finished books. Bookbinders ensure that the design and structure of the book align with its content and purpose.

**Paper Sculptor:** A paper sculptor creates three-dimensional artwork using paper as the primary medium. They manipulate and shape paper through techniques such as cutting, folding, and layering to create intricate and detailed sculptures. Paper sculptors may create artwork for displays, installations, or product packaging, showcasing their ability to transform a flat material into dynamic and visually striking forms.

**Silk Screen Printer:** A silk screen printer employs the technique of screen printing to create designs on various surfaces such as fabric, paper, or even wood. They use a stencil and a mesh screen to transfer ink onto the desired medium, layering colors and textures to achieve unique visual effects. Silk screen printers may produce limited edition prints, apparel designs, posters, or other printed materials with a distinct handmade quality.

**Collage Artist:** A collage artist creates artworks by combining and layering different materials such as photographs, papers, fabrics, and found objects. They assemble these materials to form a cohesive composition, often exploring themes of juxtaposition, texture, and storytelling. Collage artists employ their hands-on skills to cut, tear, arrange, and adhere various elements to create visually captivating and thought-provoking artworks.

These hands-on graphic arts designers demonstrate the fusion of traditional artistic techniques and graphic design principles, showcasing the artistry, craftsmanship, and tactile nature of their work. They contribute to the diverse and rich landscape of graphic design by exploring alternative mediums and bringing a unique aesthetic to their designs.

## Self Check 5.1

Answer the following questions:

1. What is graphics design?

Answer:

2. Local Employment Market of graphics design?

Answer:     A. Supper Shop                    B. Software firm  
                  C. School & College         D. Shopping mall

3. Photoshop is a editor software.

Answer:

4. Illustrator is a vector graphics creator. Y / N

Answer:

5. Personal Qualification of graphics designer-

Answer:     A. Analytical Skill                B. Honesty  
                  C. Sinsiarity                    C. Photography



## Answer Sheet 5.1

1. **Graphic design** is the process of visual communication through the use of typography, photography, iconography and illustration.
2. B. Software firm
3. **Photoshop** is a raster graphics editor software.
4. **Illustrator** is a vector graphics creator. Y.
5. Personal Qualification of graphics designer-  
Answer: A. Analytical Skill

## **Learning Outcome 6: Interpret Online Market places**

### **Content:**

- 1 Source of carrier opportunities.
- 2 Account opening procedure
- 3 Standard profile structure
- 4 Bidding procedure for the jobs
- 5 Design submission procedure
- 6 Payment collection methods

### **Assessment Criteria:**

- 1 Source of carrier opportunities are identified.
- 2 Account opening procedure is interpreted.
- 3 Standard profile structure is outlined.
- 4 Bidding procedure for the jobs are interpreted.
- 5 Design submission procedure is interpreted.
- 6 Payment collection methods are identified.

### **Resources Required/ Conditions:**

The trainees must be provided with the following:

- Training resources
  - References
  - Audio/video materials
  - Modules
  - Target stakeholdres
  - Competency standard
- Training facilities / area
  - Computer and peripherals
  - Multimedia projector

### **Methodologies**

- Lecture/discussion
- Demonstration/application
- Presentation
- Self-pace instruction
- Blended delivery methods

### **Assessment Methods**

- Written test
- Demonstration
- Observation with checklist
- Oral questioning
- Portfolio

## Information Sheet 6

### Learning Objectives

After completion of this information sheet, the learners will be able to

1. Identify Source of carrier opportunities.
2. Interpret Account opening procedure
3. Outline Standard profile structure
4. Interpret Bidding procedure for the jobs
5. Interpret Design submission procedure
6. Identify Payment collection methods

#### 1. Source of carrier opportunities

There are several online marketplaces where graphic designers can find carrier opportunities. These platforms connect designers with clients who are looking for design services. Some popular online marketplaces for graphic design include:

**Upwork ([www.upwork.com](http://www.upwork.com)):** Upwork is one of the largest freelancing platforms, offering a wide range of creative and professional services. Graphic designers can create a profile, showcase their portfolio, and bid on design projects posted by clients.

**Fiverr ([www.fiverr.com](http://www.fiverr.com)):** Fiverr is a popular platform where freelancers can offer their services at various price points starting from \$5. Graphic designers can create "Gigs" specifying their design services, packages, and pricing, making it easy for clients to find and hire them.

**99designs ([www.99designs.com](http://www.99designs.com)):** 99designs specializes in connecting designers with clients for various design projects, including logos, branding, web design, and more. Designers can participate in design contests or create their portfolio to attract clients.

**Freelancer ([www.freelancer.com](http://www.freelancer.com)):** Freelancer is a global freelancing platform that offers a wide range of job categories, including graphic design. Designers can create a profile, bid on design projects, and showcase their work to attract clients.

**Dribbble ([www.dribbble.com](http://www.dribbble.com)):** Dribbble is a community-driven platform where designers can showcase their work and connect with potential clients. It allows designers to create a portfolio, browse job listings, and apply for design opportunities.

**Toptal ([www.toptal.com](http://www.toptal.com)):** Toptal is a selective freelancing platform that connects top-tier designers with clients. It has a rigorous screening process to ensure high-quality talent. Designers can apply to join the platform and access exclusive design projects.

**Creative Market ([www.creativemarket.com](http://www.creativemarket.com)):** Creative Market is a platform for buying and selling design assets, including graphics, templates, fonts, and more. Designers can create their own shops to sell their digital products or contribute as authors.

**Behance:** Behance is a platform for creative professionals to showcase their portfolios, gain exposure, and potentially connect with clients and employers seeking talented graphic designers.

**DesignCrowd:** DesignCrowd allows designers to participate in design contests, providing an avenue for showcasing their skills and winning projects for various graphic design needs.

**Guru:** Guru is a freelancing platform where graphic designers can showcase their portfolios, bid on projects, and collaborate with clients to complete graphic design tasks.

**Envato Studio:** Envato Studio is a marketplace where designers can offer their graphic design services, such as logo design, website design, and more, attracting clients who visit the platform for their design needs.

**Creative Market:** Creative Market is a platform where designers can sell their design assets, such as graphics, templates, fonts, and more, and potentially attract clients who are in search of unique and customizable design elements.

**Designhill:** Designhill is a platform that connects designers with clients seeking various graphic design services, allowing designers to showcase their work and win projects.

**PeoplePerHour:** PeoplePerHour is a freelancing platform that offers graphic designers opportunities to find projects, collaborate with clients, and build their freelance careers.

**Crowdspring:** Crowdspring is a platform that hosts design contests for various graphic design needs, enabling designers to showcase their skills and win projects through competitive entries.

**SimplyHired:** SimplyHired is a job search platform that aggregates graphic design job listings from various sources, providing designers with opportunities to find full-time or part-time employment in the graphic design field.

### **Online Marketplace**

An online marketplace is a type of e-commerce website where product or service information is provided by multiple third parties. Online marketplaces are the primary type of multichannel ecommerce and can be a way to streamline the production process.

**Graphic** design marketplaces are platforms which specialize in showcasing the work of talented graphic designers and connecting creatives with new clients. If you're on the lookout for a creative prodigy for your next project, chances are you'll find them on one of such marketplaces.

Some of leading online marketplace for graphic design-

1. GraphicRiver
2. Sutterstock

3. Hatchwise
4. DesignCrowd
5. ArtWeb
6. DesignHill
7. UpWork
8. Fiverr
9. 99design
10. Behance



### **Freelance Graphic Design:**

Becoming a freelance graphic designer is no easy task—but it’s completely worth the effort. Being a freelance designer can be freeing. Working on projects you care about; determining your own schedule; being your own boss.

### **The pros and cons of a freelance career.**

You’ll have more freedom and flexibility, but also more responsibility. With the ability to set your own schedule you’ll be free to listen to your muse, which doesn’t always speak up during normal work hours. But this freedom can also be a burden, as you are the only person who can take responsibility for your work and your business as a whole.

You get to choose who you work for, but that also means managing who you work for. Instead of having clients built into your work, you’ll have the chance to select and screen them (depending on how desperate you are for work). Once you choose them, however, you also have to manage them. This means running point on all communications, keeping them happy, and eventually chasing down payment, which isn’t always a walk in the park.

You’ll learn new skills, but it’s pretty much required that you do. Freelancing is a bootstrapping endeavor. While you have the opportunity to pick up new design skills, you’ll also have to invest time to develop less glamorous skills like bookkeeping and time management.

Your lifestyle could improve, or it could be consumed. The flexibility of freelance means you have more time for the things you truly want to do. But if you don’t work towards an appropriate work-life balance, it can easily consume your life – sometimes more than a full-time job.

## **2. Account opening procedure**

The account opening procedure may vary slightly depending on the specific online marketplace or platform you choose. However, here is a general outline of the steps involved in opening an account for graphic design in an online marketplace:

**Choose a Platform:** Select an online marketplace that aligns with your goals and preferences. Consider factors such as the platform's reputation, user base, fee structure, and available opportunities for graphic designers.

**Sign Up:** Visit the chosen online marketplace's website and look for the sign-up or create an account option. Click on it to begin the registration process.

**Provide Basic Information:** Fill out the required fields with your basic information, such as your name, email address, and password. Some platforms may also ask for additional details like your location or contact information.

**Create a Profile:** Once registered, you'll typically be prompted to create a profile. This is an important step as it allows you to showcase your skills, portfolio, and expertise to potential clients. Fill in all relevant sections of your profile, including a bio, professional background, and portfolio samples.

**Verify Your Account:** In some cases, the platform may require you to verify your account. This could involve confirming your email address through a verification link sent to your email or following other identity verification procedures.

**Set Your Services and Rates:** Determine the graphic design services you want to offer and set your rates or pricing structure. Be clear and transparent about what clients can expect when they hire you.

**Review Platform Guidelines and Policies:** Familiarize yourself with the platform's terms of service, guidelines, and policies to ensure you understand the rules and expectations for using the marketplace. This includes any payment terms, communication protocols, dispute resolution procedures, or code of conduct.

**Customize Your Profile:** Take the time to customize your profile to make it visually appealing and professional. Use high-quality images, showcase your best work, and write a compelling bio that highlights your skills and experience.

**Explore Opportunities:** Once your profile is set up, you can start exploring the available opportunities on the platform. Browse through job listings, project postings, or contests to find suitable projects or clients.

**Submit Proposals or Bids:** For platforms that require bidding or proposals, carefully read the project requirements and submit your proposals accordingly. Tailor your proposals to showcase how your skills and expertise align with the client's needs.

**Communication and Collaboration:** Once you've secured a project or client, engage in clear and timely communication. Understand the client's requirements, ask clarifying questions if needed, and maintain professionalism throughout the collaboration.

### 3. Standard profile structure

When creating a profile as a graphic designer in an online marketplace, it's important to make it compelling and professional to attract potential clients. While the specific structure may vary based on the platform and personal preferences, here's a standard profile structure that can help you showcase your skills effectively:

**Profile Picture:** Upload a professional profile picture that represents you as a graphic designer. Choose an image that presents you in a friendly and approachable manner while maintaining a level of professionalism.

**Introduction/Bio:** Write a concise and engaging introduction that highlights your experience, expertise, and what sets you apart as a graphic designer. This section should give clients an overview of who you are and what you can offer.

**Skills and Specializations:** List your core graphic design skills and any specialized areas you excel in. This could include logo design, branding, illustration, web design, print design, etc. Be specific about your abilities to help clients understand your expertise.

**Experience and Education:** Provide information about your relevant experience and education in the field of graphic design. Include any degrees, certifications, or courses you have completed, as well as details of past projects or clients you have worked with.

**Portfolio:** Showcase your best work through a well-curated portfolio section. Include a variety of samples that demonstrate your range of skills and styles. Aim for a diverse selection that represents different types of projects and industries.

**Testimonials/Reviews:** If you have received positive feedback or testimonials from previous clients, consider including them in this section. Testimonials can help build trust and credibility with potential clients.

**Services Offered:** Clearly outline the specific graphic design services you offer. This could include logo design, brand identity, packaging design, social media graphics, etc. Specify what clients can expect when they hire you for each service.

**Pricing and Packages:** Provide information about your pricing structure and any packages you offer. Be transparent about your rates, whether it's an hourly rate or a fixed price for specific services. If you offer different packages, outline what each package includes.

**Software and Tools:** List the graphic design software, tools, and technologies you are proficient in. This could include Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma, or any other relevant software.

**Contact Information:** Make it easy for potential clients to get in touch with you. Include your professional email address, website (if applicable), and any other preferred methods of communication.

**Call to Action:** Conclude your profile with a clear call to action, inviting clients to contact you for their graphic design needs. Encourage them to reach out for more information, project inquiries, or collaborations.

## Starting your freelance graphic design career

### Signing Up for Behance

When signing up for Behance, you'll need an Adobe ID to create a profile. You can create an Adobe ID and sign up for Behance by:

1. Navigating to Behance.net
2. Click **Sign Up With Email** or select the Social Network login option (Apple, Facebook, Google) to create your Adobe ID
3. You'll be asked to fill out a few fields - including your name, email address, and other basic information.
4. Select your Behance URL and location

Because your Adobe ID credentials are managed within your Adobe account, you can make changes to these details from the Adobe site. These credentials are important and allow you to access the breadth of Adobe applications and platforms that you might use.

### Logging into Behance

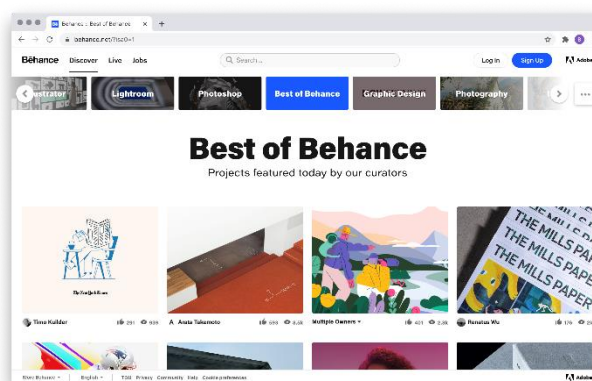
To login to your Behance profile, navigate to Behance.net and click **Sign In** in the top right corner of the page:

- If you signed up with an Adobe ID and password, enter them and click **Sign In**
- If you signed up using Facebook or Google, select that account and follow the prompts

Unless you've changed your login method, you'll log in the same way you signed up. For example, if you signed up with a Google account, you'll log in using your Google account.

Remember to use the same Adobe ID to keep all your Adobe memberships, subscriptions, and products associated with a single account.

**\*Note:** If you don't yet have a Behance profile but do have an Adobe ID, simply login to Behance.net with your Adobe ID to create a profile. If you've already logged into your Adobe ID via another site, you can simply visit behance.net and click **Activate**.



### Common Sign-In Issues

- **Caps and Num lock:** Make sure that caps lock and num lock are off, then enter your email and password.
- **Multiple emails or changed email?** If you have multiple email accounts or have changed emails since signing up, try using your other or previous email address(es). If



you think you have Adobe IDs associated with different email addresses, or are unclear which email address is associated with your Behance profile, please contact us.

Be ready to send us the Behance URL you're hoping to access. For security reasons, we can only reveal account information to users with access to the registered email address, so if you don't have the password or email access, the support team will need to verify your identity before helping you regain access to your account.

- **I tried to login but ended up in an empty or new profile:** If you login to Behance with an Adobe ID that isn't the Adobe ID connected to your Behance account, you'll end up creating an additional account rather than logging into your existing Behance account.
- **Browser conflict?** Confirm you are using the latest version of your browser. Try signing in using a different internet browser. If cookies are disabled, enable cookies, and clear your browser's existing cookies and cache. (See your browser's guidelines for instructions.)
- **Signing in with Facebook or Google?** To resolve errors that occur when you sign in with your social (Facebook or Google) account, click here for more help.

## Verifying your Adobe ID

### An Adobe ID

Your Adobe ID is your email address. Use the same Adobe ID to keep all your Adobe plans and products associated with a single account. An Adobe ID is essential for a secure and personalized experience with Adobe apps and services, and is required when you want to buy Adobe products.

To have access to all features of Behance (including uploading projects, messaging users, and more), you'll need to verify your email address. If you signed up for Behance but didn't receive a verification email, visit your [Adobe Account Settings](#) and click **resend verification email** under the Adobe ID section.

**Still didn't receive your verification email?** Click here for troubleshooting tips.

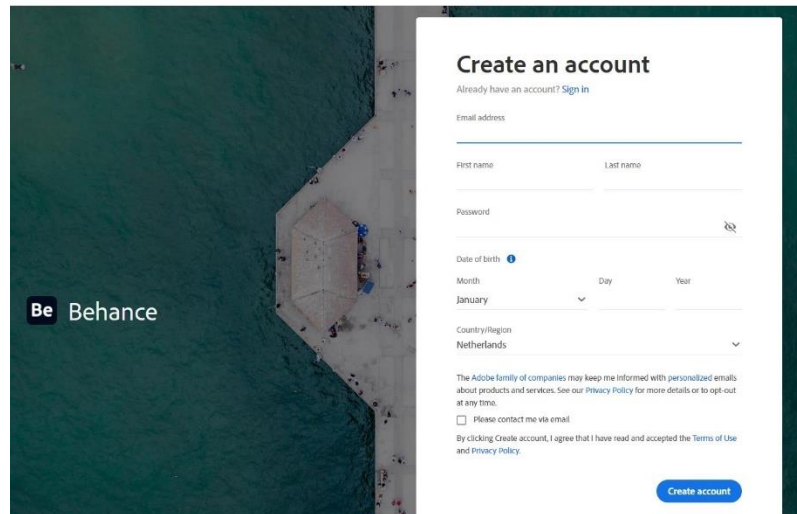
### Reset or Change Your Password

Since you login to Behance with your Adobe ID, you'll **reset** a forgotten password or **change** an existing password by making changes to your Adobe ID password. For instructions on how to reset or change your password, click [here](#).

When logged into Behance, please visit your [Account Settings](#) to manage your email address and password setting.

## Staying Logged In

Behance does not support browsers that have third-party cookies disabled. Some advertisers use these types of cookies to track your visits to the various websites on which they advertise. Disabling third-party cookies will block this kind of tracking. Unfortunately, this feature interferes with the way login works on Behance. Please re-enable third-party cookies in your browser settings in order to use Behance.



## Key points to required to sustain in marketplace.

### 1 – Be Passionate About Graphic Design

Graphic design is one of the fields that you will not survive unless you are passionate about the work. Freelance designers require much creativity. You must be attentive to details and think like the consumers of your graphics. You should see errors in posters and find solutions to poorly done work. You must also have the capacity to appreciate an excellent piece of design.

In the freelancing industry, you need the desire to help you grow a reliable brand.

### 2 – Learn the Software Necessary For Graphic Design

Graphic design is highly reliant on software. The features you add to your projects will depend on the finesse of the tools at your disposal. Designing graphics and visuals is also a matter of mastery. One designer could possess the most sophisticated software yet fail to deliver on a project because he or she has not mastered it. The best graphic design software helps you to produce advanced images and posters as well as meet customer expectations.

### 3 – Invest in The Tools Required By Graphic Designers

Buy the essential graphic design tools that will enable you to meet the needs of your target customers. The tools include computers or laptops, software, printers, and the internet, among others. Some projects can be completed using phones and tablets because they are not as sophisticated. However, some projects require the best computer for design with a fantastic monitor that will give you the advantage of viewing details. A freelance graphics designer needs discipline to meet customer deadlines.

Prepare a work station with the necessary equipment and amenities to work on the projects at hand.

The best freelancer work station should meet the following conditions.

- Spacious enough to accommodate all your apparatus and gadgets
- Comfortable to allow you to work long hours
- Well lit to avoid straining your eyes
- Warm and aerated
- Quiet so that you can concentrate on your project

It takes time to buy all the equipment you need to run a successful freelance graphics design profession.

Improve your equipment and work station gradually until you can meet the standards of the most lucrative clients in the market.

#### **4 – Work Under A Mentor**

A freelance graphic designer comes with much learning on the job because you will not be working under any organisation or boss. It can lead to numerous mistakes that slow down your progress. The best step is to identify a mentor who will guide you through the steps. A mentor ensures that you do not make obvious or costly mistakes. Choose a mentor who has been in the industry for a while. He or she understands what it takes to succeed.

The mentor will also introduce you to amateur gigs and show you the fastest path through freelancing. A mentor should have a proven track record so that the tips provided have been tested. A mentor will give you confidence that your work meets the standards required in the industry.

#### **5 – Expose Your Talent**

If people have never seen your work or do not know about your existence, they will never order services from you. Expose your work and skills by talking to friends, using social media, and marketing your business. Freelancer does not have a strong brand behind their name or work. It is, therefore, upon you to work towards exposing the skills for potential clients to notice.

Create a design portfolio and share it with potential customers. Have a strong social media presence, and promote the page for business.

Participate in competitions and exhibitions so that people can see your work. The exposure will result in customers ordering your services.

#### **6 – Enroll on Websites That Provide Graphic Design Gigs**

Look for websites that provide gigs to a freelance graphic designer. The sites have such jobs as designing a logo, creating posters, brochures, and such other tasks that graphic designers are known to do. The websites will allow you to work on commission since clients will come to the platform looking for your skills.

Create the best profile on the website or platform such that you attract high profile clients.

Bid for jobs and deliver high quality so that the clients can give you favourable ratings.

Use these platforms to establish yourself as a highly-skilled and experienced freelance graphic designer. Such a platform forms part of your sources of gigs. You will still look for clients on other platforms.



## **7 – Create an Online Portfolio**

Clients will not always look for you on freelancing websites. Some will do independent searches to capture graphic designers offering their services independently. Others are looking for designers in a particular area. An online portfolio for a graphic designer helps the clients to find you. Create a portfolio that captures your work, skills, and reviews from the clients you have already served.

Promote the profile on social networks. Request the clients you serve to leave positive reviews on your profile to give confidence to others who land on your page. The profile will increase your visibility online so that you can capitalise on traffic looking for services similar to what you offer.

## **8 – Request for Referrals**

Take advantage of the networks that your clients and friends have to get referrals. Referrals will only come when you deliver quality services to the existing clients. They are happy to recommend professionals if they get the best services. If you fail to deliver quality services, referrals will not be forthcoming.

## **4. Building Your Graphic Design Career on Fiverr**

Being a freelance graphic designer is a dream job for many people with creative and artistic know-how. But how can you make the leap from dreaming to doing and join the ranks of successful graphic designers? Here's some good news: You can launch and grow your graphic design career on Fiverr.

A leading global marketplace that connects freelancers with buyers, Fiverr is always a hub of activity. Many companies—from start-ups to major global brands—rely on Fiverr as their go-to source to find freelance graphic design professionals.

Sign up and learn why Fiverr is considered one of the best freelance graphic design sites in the world.

Not sure how to begin? Just follow these seven success tips to make your mark in the thriving Fiverr graphic design community.

### **Step 1: Optimize Your Fiverr Profile**

Every freelancer who signs up for Fiverr receives a personal seller profile. Your profile includes personal and professional information, along with links to social accounts. Your profile also lets you provide a profile description and a photo.

Keep in mind that your profile description is one of the first glimpses potential buyers have of you. Your profile characters are limited, so you'll need to be succinct, but sell yourself too. Why should buyers choose you for freelance graphic design services? Describe your core focus areas, too. Are you a freelance flyer designer, freelance magazine designer, or have other specialties? Tell buyers in your profile description.

And don't neglect the value of a great picture! If you have a professional headshot, that's great—but no worries if you don't. A smartphone photo of yourself against a neutral background can work well. Smiling and exuding confidence in your photo is going to capture the attention of prospective buyers, so feel free.

## **Step 2: Create Winning Fiverr Gigs**

Each service you sell on Fiverr is called a “Gig” Although originally Fiverr Gigs started at \$5, nowadays you can command higher pricing. Your experience, the complexity of the service you provide, and add-on services can net you hundreds to thousands of dollars per Gig.

Here are a few things to focus on to create Fiverr gigs that get noticed:

**Title:** Start with a clever, descriptive gig title. Your title is what buyers see in search, so you want to make it grab their attention. Find relevant keywords that accurately describe the services you're offering and add them to your title to give yourself the best chance of being found in search.

**Tags:** Find the most common and relevant keywords for your service category and put them to use. Add them to your gig to help buyers find you.

**Description:** Tell potential buyers exactly what services you're offering and why they should choose you. Do you have specialized skills or talents? What makes you different from other designers? Remember to be super clear about exactly what you're offering, any upsells, and other custom service packages you can provide.

**Price:** Make sure you have a good idea of current freelance graphic design rates when pricing your project. Search the Fiverr marketplace to understand what other designers charge. Use these average rates as a baseline, then consider factors like your experience and job complexity and duration to set fair graphic design rates. It pays to do your homework on pricing before you set up a new gig!

## **Step 3: Showcase Your Best Work**

On Fiverr, you also have an opportunity to create a “Gig Gallery” for each gig. Your gallery can house a portfolio to highlight your talents. As a designer, you should make the most of these visuals! If you're a Photoshop designer, add some pictures that you've edited and enhanced. Brand-focused designers may want to add samples of freelance brochure design, advertisements, or web graphics. Choose your best, most relevant pieces to show off your skills.

Make sure each image in your gallery is high resolution. Pick original images that highlight your creativity and design capabilities. Have more images you want to share? You can upload a showreel video to feature your work samples.

#### **Step 4: Use Videos to Make Your Talents and Personality Shine**

Here's an insider success tip every Fiverr seller needs to know: Gigs with videos outperform gigs with images alone.

Buyers often appreciate it when freelancers use videos to showcase their personality. You can create a short, friendly video to introduce yourself and share more about your experience and skills. All you need is your computer and free video recording software. Be sure to record yourself in front of an uncluttered background and use good lighting. Write a five to ten sentence script in advance and memorize it before you record. Look directly at the camera and smile.

As mentioned above, a showreel can let you highlight multiple design pieces in one video. Not sure how to create your own showreel? You can hire a freelancer to create a showreel right on Fiverr.

And if you're a motion graphic designer, adding videos to every gig is a must!

#### **Step 5: Clarify Project Expectations Up Front**

As a freelance creative designer, you know what you need to make each project a success. Clarify these needs by adding FAQs to your gig. This lets potential buyers know what to expect when they hire you.

Fiverr provides options for you to include buyer requirements for each gig. You can think of buyer requirements as a data-collection tool. Use them to get the information you need for your gig. As a designer, you may need access to any standard colors or fonts and insight on buyer's design likes and dislikes, along with any files to incorporate into your design.

Be as specific as possible with your requirements. For example, you may need to tell buyers to upload a file, but it can help to provide instructions on how to upload to help buyers out. Remember, it could be the first time your new client has ever sought to hire freelance graphic design talent online. Put yourself in their shoes and make the gig start-up process easy on them.

Also, tell buyers to be as specific as possible in their instructions to you. Clear, upfront communications help every project get off to a great start.

#### **Step 6: Build Positive Relationships with Buyers**

Delivering high-quality work on time is always going to make buyers happy. But there are other steps you can take to build good working relationships with Fiverr buyers.

First, be responsive. Answer promptly when buyers reach out to hire you or if they ask any questions. You'll make your customers feel appreciated and think of you the next time they want to find a graphic designer online.

And you've probably heard the phrase "under-promise, over-deliver." That is an excellent strategy for all of your freelance graphic design projects. Can you wrap the project up a day

early? Buyers are sure to be impressed. How about adding in something extra—maybe multiple sizes of the same image to save buyers time? Those little touches can have a significant impact.

### **Step 7: Keep Learning New Skills**

Every graphic artist and designer knows that the field is evolving all the time. You need to keep up with trends and expand your software know-how. Cutting-edge skills will help you stand out to buyers looking to hire graphic designers online.

Through education, you can take your career in any direction. As a new seller, you may want to focus on a narrow niche like Fiver flyer design. Often, creating flyers is a great path to start out as a freelance print designer. Over time, you can look to take on more complex and strategic projects. You can transform yourself into a freelance digital designer focused on websites, apps, or videos. Or you could become a freelance branding designer who helps companies create their visual identity.

While every gig can help you learn, taking courses can help you level up your skills quickly. Through Learn from Fiverr, you can access on-demand courses taught by knowledgeable professionals. Fiverr offers a suite of Design and Branding courses, along with courses on popular Adobe Creative Cloud software. You can even take courses in complementary fields—such as digital marketing and storytelling—to make yourself even more valuable to buyers.

#### **Accelerate Your Freelance Graphic Design Career on Fiverr**

Whether you're a new designer or a seasoned veteran, you can give your freelance career a boost on Fiverr. New companies and buyers sign on to Fiverr every day to hire freelance graphic designers.

What are these buyers seeking from the Fiverr community? Anything you can imagine — brochure design, game design, menu design—and much more.

If you've ever dreamed of finding success as a freelance graphic artist Fiver is the go-to freelance marketplace for companies of all sizes who need a freelance graphic design project completed. By following our seven steps for success, you can use Fiverr as the springboard to a successful freelance graphic design career.

### **7 Steps for Freelance Graphic Design Success on Fiverr**

1. Optimize Your Profile
2. Create Winning Fiverr Gigs
3. Showcase Your Best Work
4. Use Video to Make Your Talents and Personality Shine
5. Clarify Project Expectations Up Front
6. Build Positive Relationships with Buyers
7. Keep Learning New Skills

## Self Check 6.1

Answer the following questions:

1 What is Online Marketplace?

Ans:

2 Write Some of leading online marketplace for graphic design?

Ans:

3 What required to sustain in marketplace?

Ans:



## Answer Sheet 6.1

1. What is Online Marketplace?

Ans: An online marketplace is a type of e-commerce website where product or service information is provided by multiple third parties.

2. Write Some of leading online marketplace for graphic design?

Ans: Some of leading online marketplace for graphic design-

- GraphicRiver
- Sutterstock
- UpWork
- Fiverr
- 99design
- Behance

3. What required to sustain in marketplace?

Ans: 1 – Be Passionate About Graphic Design

2 – Learn the Software Necessary for Graphic Design

3 – Invest in The Tools Required by Graphic Designers

4 – Work Under a Mentor

5 – Expose Your Talent

6 – Enroll on Websites That Provide Graphic Design Gigs

7 – Create an Online Portfolio

8 – Request for Referrals

## Review of Competency

Below is yourself assessment rating for module “**Applying Graphic Design Concepts and Guidelines**”

S/N	Assessment of performance Criteria	Yes	No
1.	<b>Types of graphic design</b> are comprehended.		
2.	Uses of graphic design are identified.		
3.	<b>Structure of graphics</b> are interpreted.		
4.	<b>Software for graphic design</b> is identified.		
5.	Basic design guidelines are Interpreted.		
6.	Design brief is interpreted.		
7.	Appropriate Image modification software is identified and opened.		
8.	Image sources are identified.		
9.	Images are successfully Imported from appropriate source.		
10.	Image separation tools are identified and applied.		
11.	Separated image is saved.		
12.	Image properties are identified.		
13.	Image resolution are identified and interpreted.		
14.	Image format are identified and selected.		
15.	<b>Required designs</b> are specified.		
16.	Appropriate shape and size are identified.		
17.	Content area is defined.		
18.	<b>Contents</b> are inserted and composed.		
19.	<b>Shapes</b> are modified as per requirements.		
20.	Typographical design is applied as per requirements.		
21.	Font attributes are applied as per requirements.		
22.	Design and color are applied as per requirements.		
23.	Design is saved in appropriate <b>file format</b> .		
24.	Local and international graphic design and Desktop Publishing (DTP) houses are identified.		
25.	Positions/jobs in the graphic design sector are identified.		
26.	Hands on graphics arts designer are identified.		
27.	Graphic design and DTP houses are visited on site and through the internet.		
28.	Source of carrier opportunities are identified.		
29.	Account opening procedure is interpreted.		
30.	Standard profile structure is outlined.		
31.	Bidding procedure for the jobs are interpreted.		
32.	Design submission procedure is interpreted.		
33.	Payment collection methods are identified.		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

## Development of CBLM:

The Competency Based Learning Material (CBLM) of ‘**Apply graphic design concepts and guidelines**’ (Occupation: Graphic Design, Level-3) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07<sup>th</sup> May 2023.

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