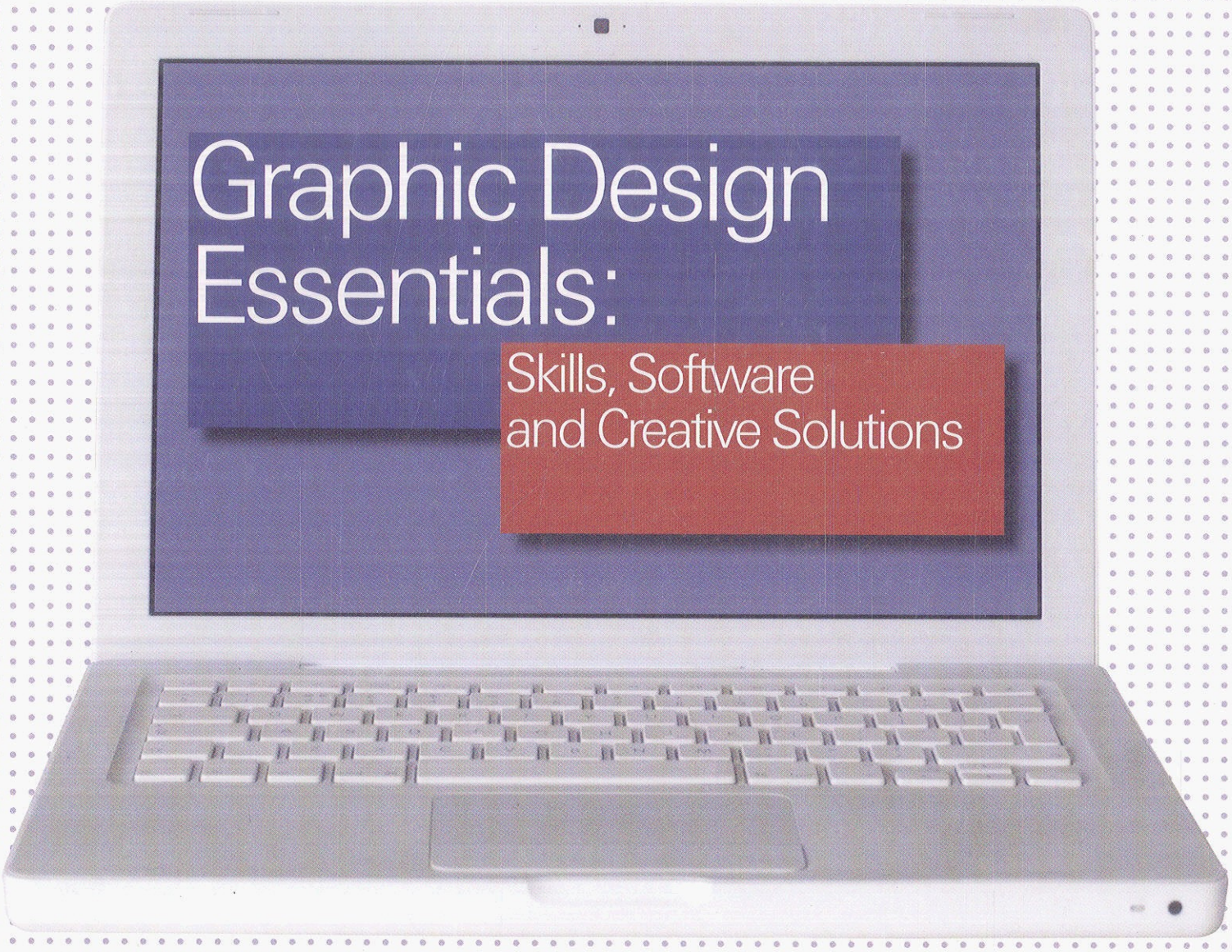
Graphic Design Essentials:

Skills, Software and Creative Solutions



Joyce Walsh Macario

1

Introduction

10 **Introduction**
11 Design Classics: Neville Brody – Graphic Arts Message
13 **Design Concepts + Examples + Analysis + Software Skills + Projects**
18 ***Design Analysis: Environmental Graphics***
19 **Introduction to Adobe Photoshop**
21 **Design + Software Skills 1: Photoshop Lasso, Layers, and Cloning**
29 **Major Points Summary**
29 **Software Skills Summary**
29 **Recommended Readings**

2

The Elements of Design

30 **The Elements of Design**
31 Design Classics: Stefan Sagmeister – Lou Reed
37 ***Design Analysis: Elements in Designs***
38 Design Classics: Lucien Bernhard – Priester matches
39 **Color**
43 **Introduction to Adobe Illustrator**
47 **Design + Software Skills 2.1: Illustrator Drawing**
52 **Design + Software Skills 2.2: Photoshop Bitmaps and Filters**
54 **Bitmap Images**
54 **Vector Graphics**
57 ***Design Analysis: Complementary Color Grids***
58 **Design + Software Skills 2.3: Illustrator Hue Analysis and Drawing**
63 **Major Points Summary**
63 **Software Skills Summary**
63 **Recommended Readings**

3

Typography

64 **Typography**
65 Design Classics: Piet Zwart – Drukkerij Trio
67 **Type Types: Serif Style Categories**
69 Design Classics: Neville Brody – FF Blur
70 **Beyond Serifs**
73 **Formats**
77 **Type Tips**
77 **Adobe Illustrator Type, Drawing, and Advanced Type Tools**
78 **Design + Software Skills 3.1: Illustrator Typography Tools**
83 Design Project 1: Lyrical Layouts
84 **Design + Software Skills 3.2: Illustrator Shape and Type on a Path**
87 **Design + Software Skills 3.3: Illustrator Pen and Area Type Tools**
92 **Design + Software Skills 3.4: Illustrator Pen Tool, Curves, and Type on Paths**
94 **Design + Software Skills 3.5: Illustrator Convert Type to Shapes**
96 Design Project 2: Slang Type
96 Design Project 3: Lyrical Layouts
97 **Major Points Summary**
97 **Software Skills Summary**
97 **Recommended Readings**

4

Images

98 **Images**
99 Design Classics: Milton Glaser – Bob Dylan
100 **Illustration**
104 Design Classics: Herbert Matter – Swiss Tourism
105 **Photography**
106 **Resolution: High, Low, Good, Bad**
107 **TIFF, EPS, JPEG, GIF, PNG, and PDF File Formats**
107 **Acquiring Digital Images**
110 **Design + Software Skills 4.1: Image Banks and Photoshop Good Crop, Bad Crop**
115 **Design + Software Skills 4.2: Photoshop Image Size**
117 **Major Points Summary**
117 **Software Skills Summary**
117 **Recommended Readings**

5 Layout

118 **Layout**
119 Design Classics: Helmut Krone and Julian Koenig Volkswagen advertisement
120 **Path Layouts**
122 ***Design Analysis: Path Layout***
123 **Introduction to Adobe InDesign**
124 **Design + Software Skills 5.1: InDesign Place Image and Path Layout**
129 **Design Project 4: Path Layout Advertisement**
132 Design Classics: Herbert Bayer – Kandinsky poster
133 **Grid Layout**
136 **Design + Software Skills 5.2: InDesign Grid Layout**
141 **Major Points Summary**
141 **Software Skills Summary**
141 **Recommended Readings**

6 Logo Design

142 **Logo Design**
143 Design Classics: Paul Rand – Eye Bee M poster
145 **Types of Logos**
148 ***Design Analysis: Logo Types***
149 **The Creative Process**
152 **Design + Software Skills 6: Illustrator Convert Type to Outlines, Redraw Letters and Symbols**
160 **Design Project 5: Logo Design**
161 **Major Points Summary**
161 **Software Skills Summary**
161 **Recommended Readings**

7

Visual Themes

162 **Visual Themes**
163 Design Classics: Saul Bass
The Man with the Golden Arm
167 **Visual Hierarchy**
167 **Editorial Themes**
169 ***Design Analysis: CD Packaging Design***
170 Design Classics: Jamie Reid – God Save the Queen
171 **Design + Software Skills 7:**
InDesign Advanced Images, Type and Page Layout,
Photoshop Burn Tool
182 **Design Project 6: CD Package Design**
185 **Major Points Summary**
185 **Software Skills Summary**
185 **Recommended Readings**
for Advanced Software Skills
185 **Recommended Readings on Visual Themes**

8

Information

186 **Information**
187 **Keyboard Shortcuts for Mac and PC**
188 **Glossary**
189 **Bibliography and Recommended Readings**
190 **Contributors**
191 **Index**