

What applications are we going to use  
and what are they used for





Photoshop

It is a raster application which means - pixels





Photoshop is an image creation, graphic design and photo editing software developed by Adobe. The software provides many image editing features for mostly pixel-based images, raster graphics and it also has some vector features.





# Illustrator

It is a vector application which means -  
mathematical formulas rather than pixels





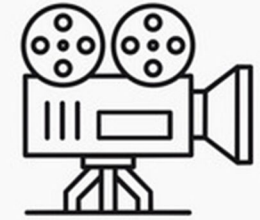
Illustrator is a graphic design application. Graphic designers use Illustrator to create vector graphics. Vector images and graphics are made of points, lines, shapes, and curves based on mathematical formulas rather than a set amount of pixels, and therefore can be scaled up or down while maintaining image quality.



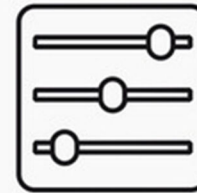
RECORD



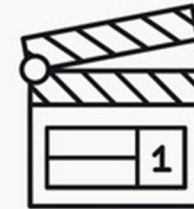
EDITING



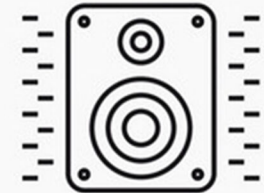
CAMERA



SETTING



DOUBLE



SOUND



TV



TOUCH



FILM



PROMOTION



INVENT



FIND



InDesign

Is a combination of both and is mostly  
used for printed materials

# Id

InDesign is used to create a variety of digital and printed materials such as stationery, resumes, pamphlets, annual reports, catalogs, interactive digital publications, EPUBs, books, magazines, and more.

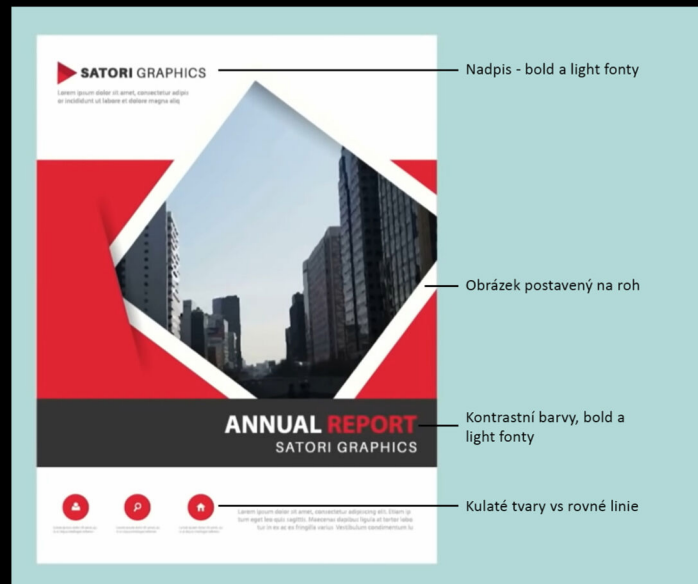
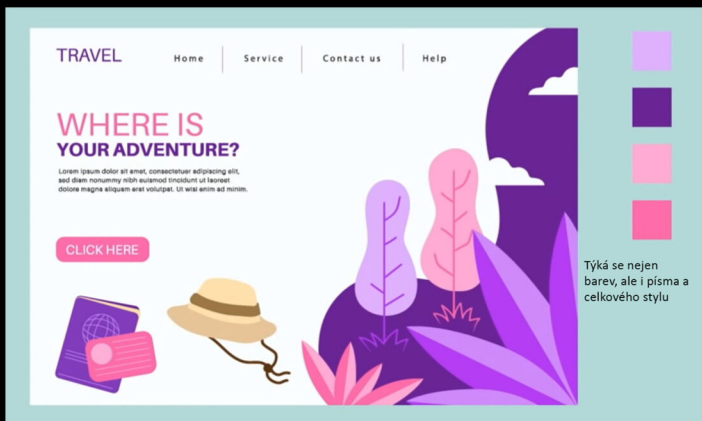
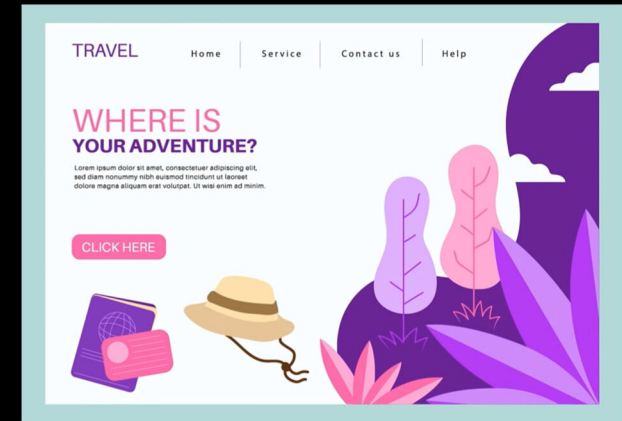


Have you ever used any graphical application?  
Why/Why not?





# Now let's have a look at the rules of layout or - how to organize our graphic elements



# Rule #1

## Negative space



Keep some distance between the elements, don't be afraid of the empty space. Let the graphics breath.

Which one do you like more?

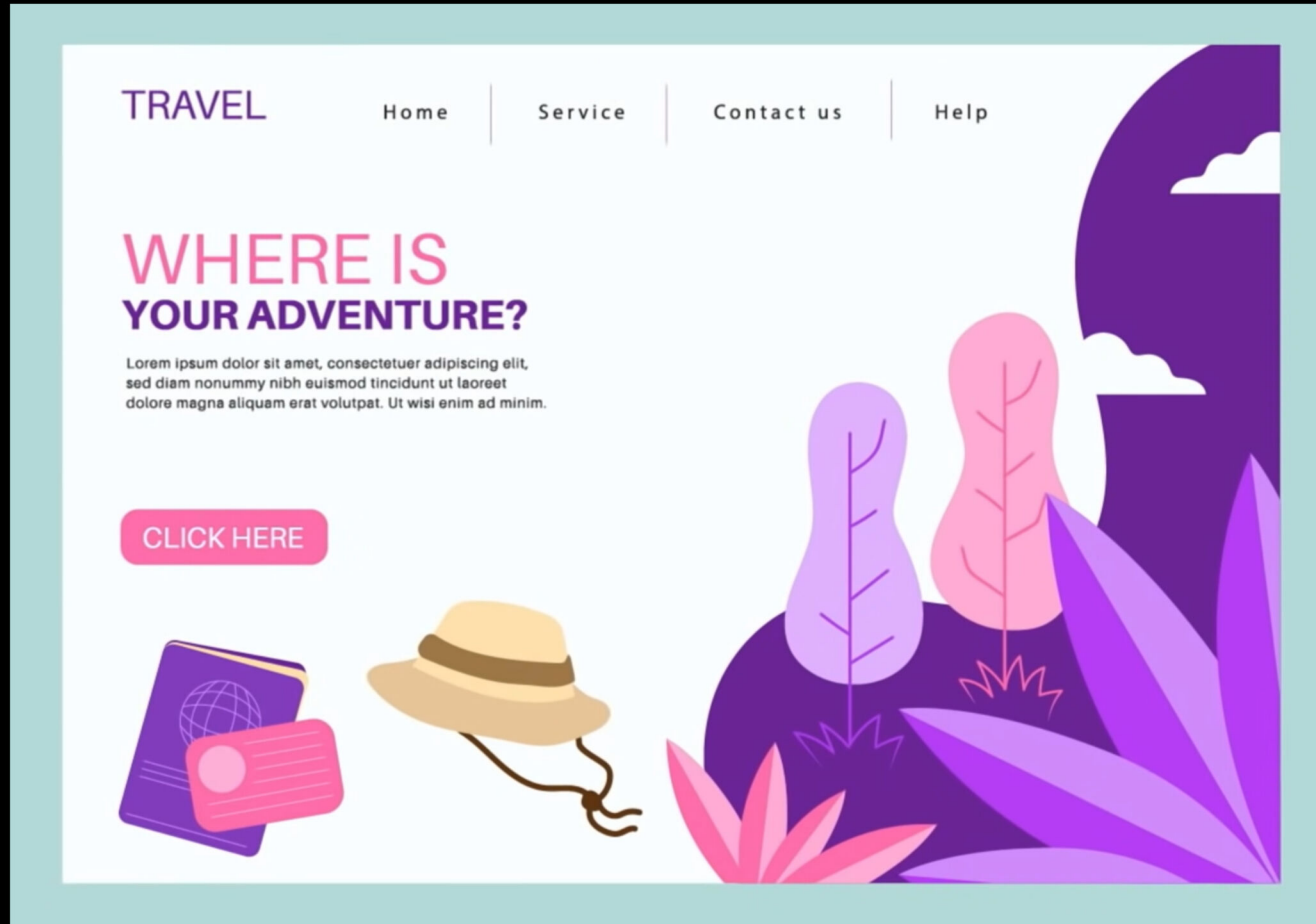
# Rule #2

## Proximity



Proximity suggests that design elements that are linked in some way, or has a relationship, should be grouped together. Aspects of your design that do not have a link or relationship, should not be linked in most cases.

# Rule #3 Repetition



Repetition can be seen in things such as colour palette used throughout a design, or the use of similar shapes or graphics.

What is being repeated here?

# Rule #4 Contrast



Contrast simply refers to 2 design elements or aspects that are different in appearance and nature such as - color, typeface, shape, and size.

# Rule #5 Alignment



In graphic design, we should always be mindful of alignment - if it's for text, image, or design elements in general you should always look to align your work.

# Rule #6

## Focal point



The focal point is used on a design to pinpoint the start of a viewer's journey, and is a hotspot to grab attention and lure the viewer into the design itself.