COURSE: ESSENTIALS OF GRAPHICS DESIGN

MODULE 4: CREATING SIMPLE GRAPHIC DESIGNS

We will use our knowledge based from module 2 to create a simple, yet a beautiful design using the different tools in Photoshop.

Step 1: Activate the Adobe Photoshop CC18 to open a new document, by clicking on File > New, in the Menu Bar (Figure 1).
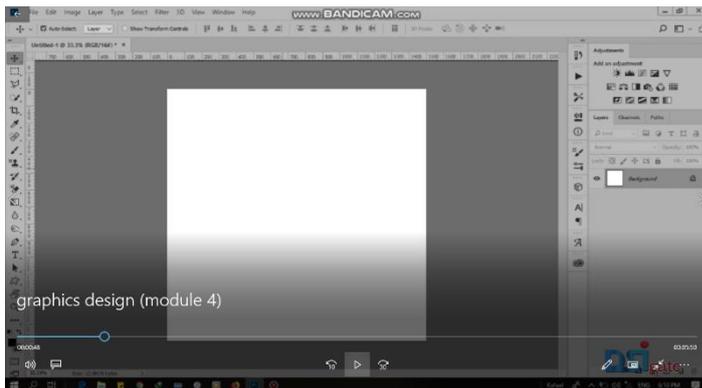

Figure 1.

Step 2: Every time you click the Type Tool on a new portion of the page, a new layer will be created.

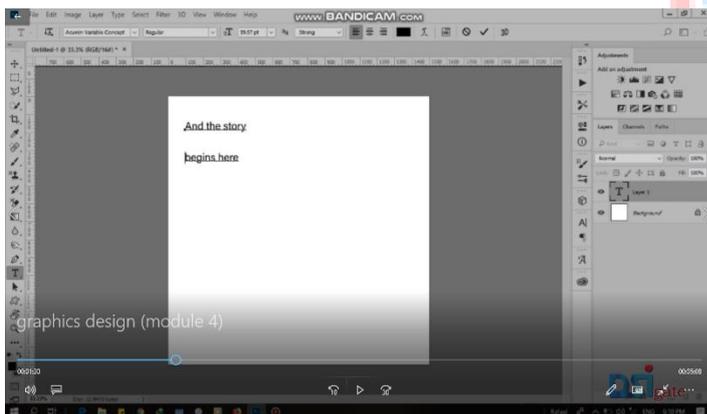Select the type tool, click on the page and begin to type: 'And the story begins here' (Figure 2)

Figure 2

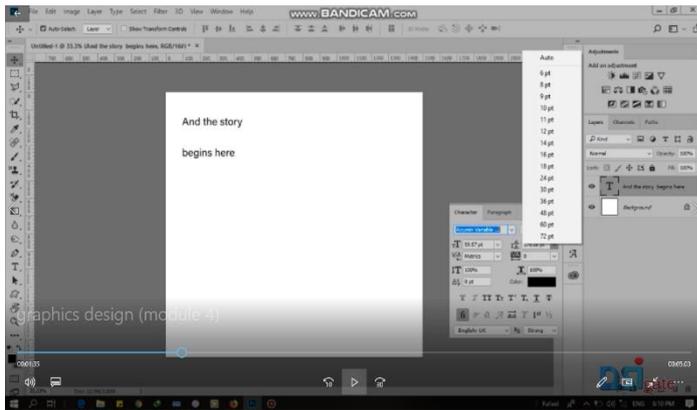**Step 3:** You can specify the font, size and line space in the Options bar (Figure 3).

Figure 3

Step 4: You can also resize and transform the text box by dragging the squares at the sides and corners.

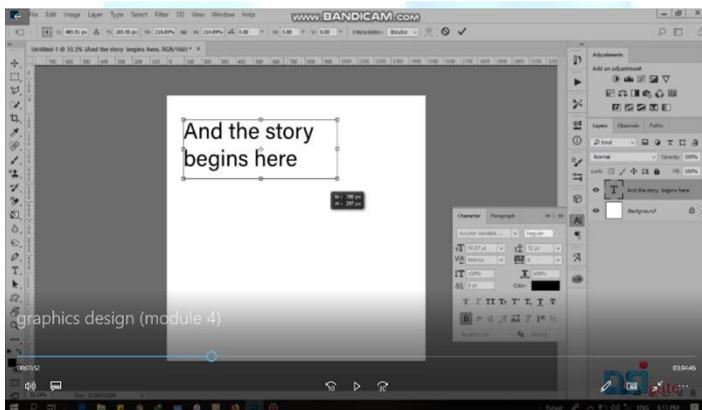Use the Move Tool to move the text on the page (Figure 4).

Figure 4

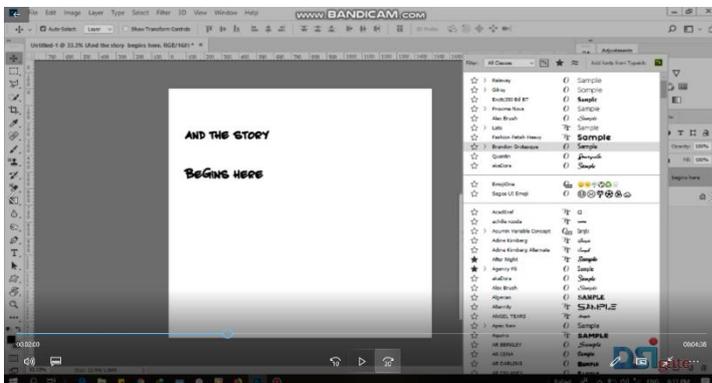**Step 5:** You can specify the Font type in the Options bar (Figure 5).

Figure 5

Step 6: You can specify thickness for Font by choosing 'Heavy' in the Options bar (Figure 6)
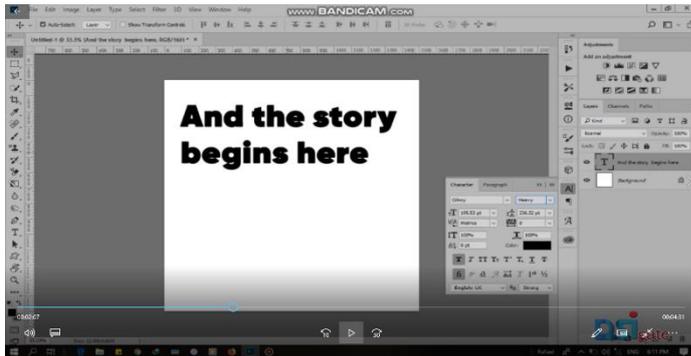

Figure 6

Step 7: Open Grid View by clicking on View > New Guide Layout…, in the Menu Bar (Figure 7).
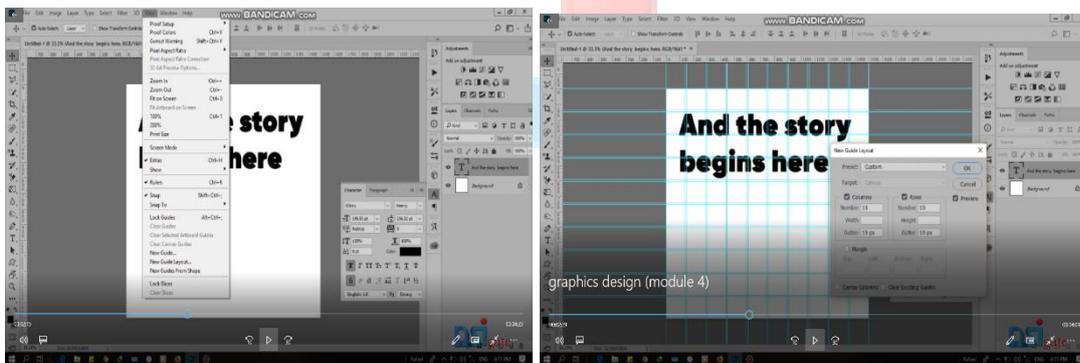

Figure 7

Step 8: You can also resize and transform the text box to fall within the gridlines by dragging the squares at the sides and corners (Figure 8).
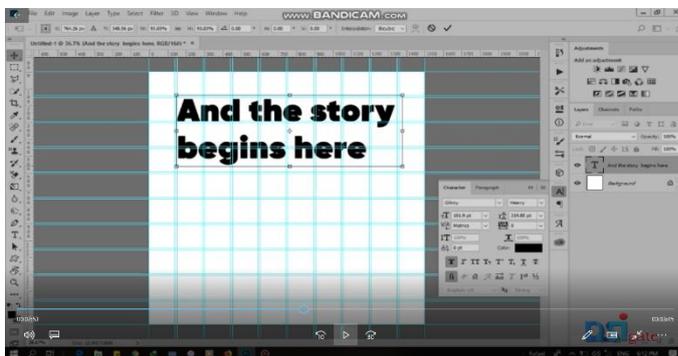

Figure 8

Step 9: Every time you click the Type Tool on a new portion of the page, a new layer will be created.

Select the type tool, click on the page and begin to type: 'Design Class 1.0.'

In the Option Bar, you can specify the following: Font type, Thickness for Font (we choose, Heavy).

You can also resize and transform the text box to fall within the gridlines by dragging the squares at the sides and corners (Figure 9).
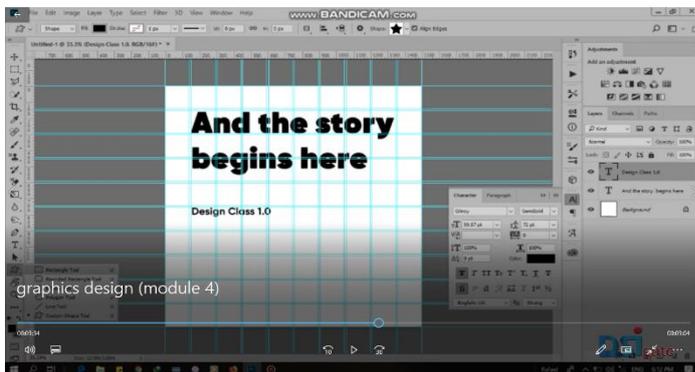

Figure 9

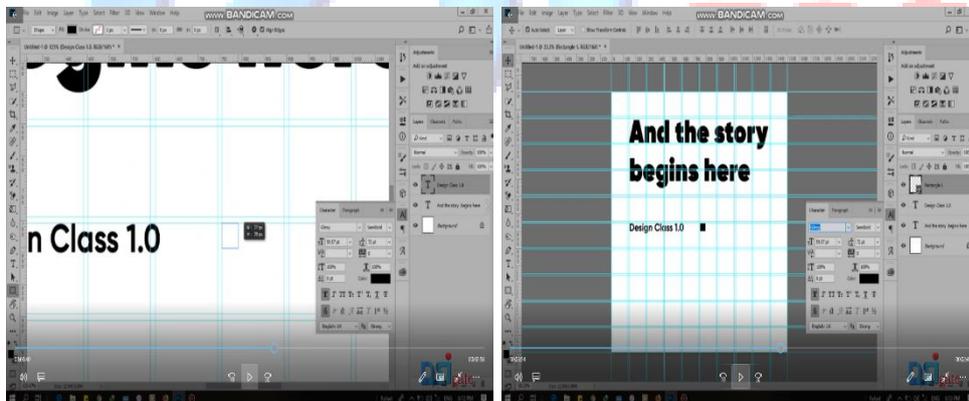**Step 10:** Add a Rectangular shape from the Tool Bar to the design (Figure 10).

Figure 10

Step 11: Click on Colours Tool to use the Colours Palette, to choose a colour (Green chosen) from the spectrum of colours displayed in the colour ramp of the palette displays (Figure 11).

Colour palette displays the current foreground and background colours and RGB values for these colours.

You can use the sliders to change the foreground and background colours in different colour modes.
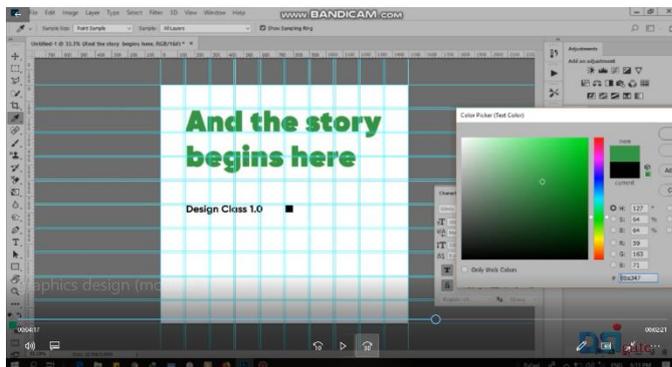

Figure 11

Step 12: You may choose to rearrange your letterings as shown in the Figure 12 below.
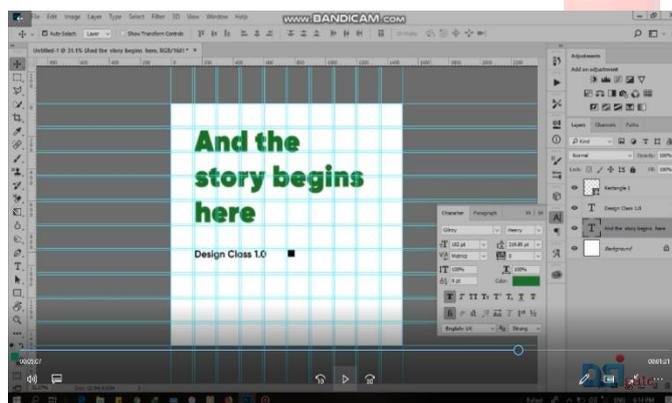

Figure 12

Step 13: A formula called the Golden Ratio, also known as the Golden Section or divine Proportion, when applied to typography (i.e., texts) in graphic design, it makes compositions look natural, balanced and aesthetically pleasing. (Figure 13).

For instance, the size of font used for the texts in the first layout: 'And the story begins here,' is about 182px. To calculate the font size for the texts in the second layout: 'Design Class 1.0,' you divide 182px by 1.618 (being the mathematical or fixed ratio), which gives approximately 113px.

Again, divide 113px by 3, that is, bring it down thrice, gives about 43. This value of 43 is inputted for the font size of the text in the second layout.
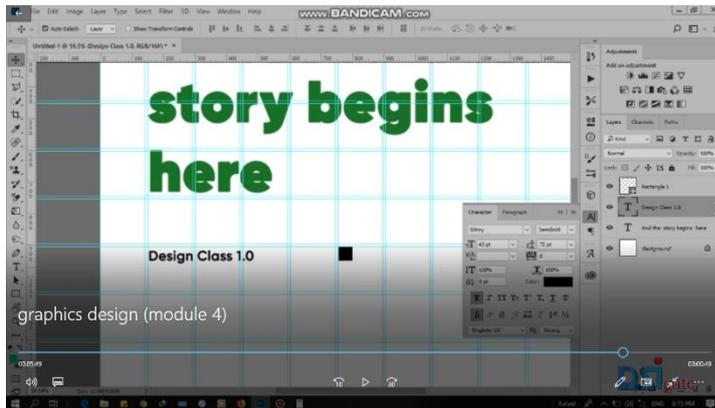

Figure 13

Step 14: Remove gridlines by deactivating the New Guide Layout, through the View menu > New Guide Layout…, in the Menu Bar (Figure 14).
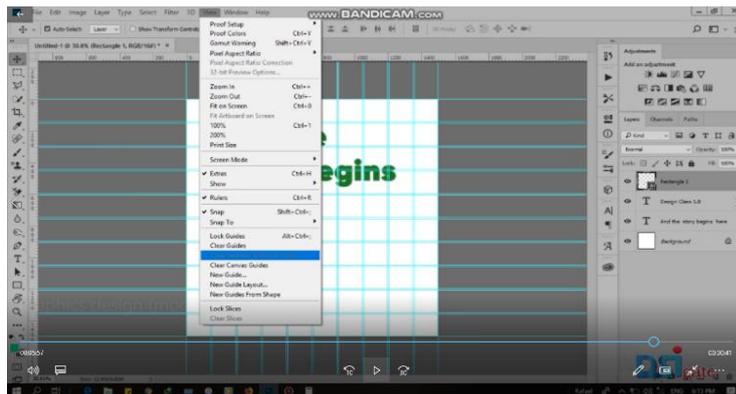

Figure 14

Step 15: If you have a logo to add to your design or presentation, pick the filled and solid Rectangular shape, from the Tool bar, and cut it down, at the exact position where you want the logo in the page. See Figure 15 below.
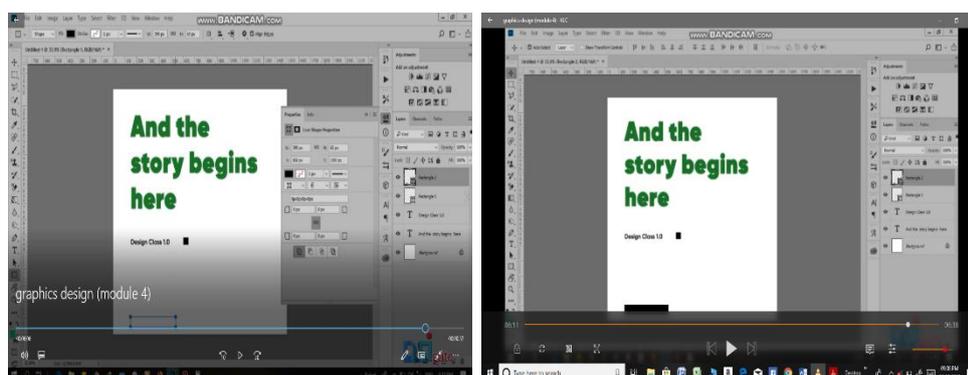

Figure 15

Step 16: At this point, you may want to save your design under a different name so that you can always have the original copy to fall back on in case of a mistake:

1. To save your file, select File > Save As
2. And type in the new name of the file in the dialogue box.
3. Choose a format to save your project in from the Format drop-down menu (Figure 16)
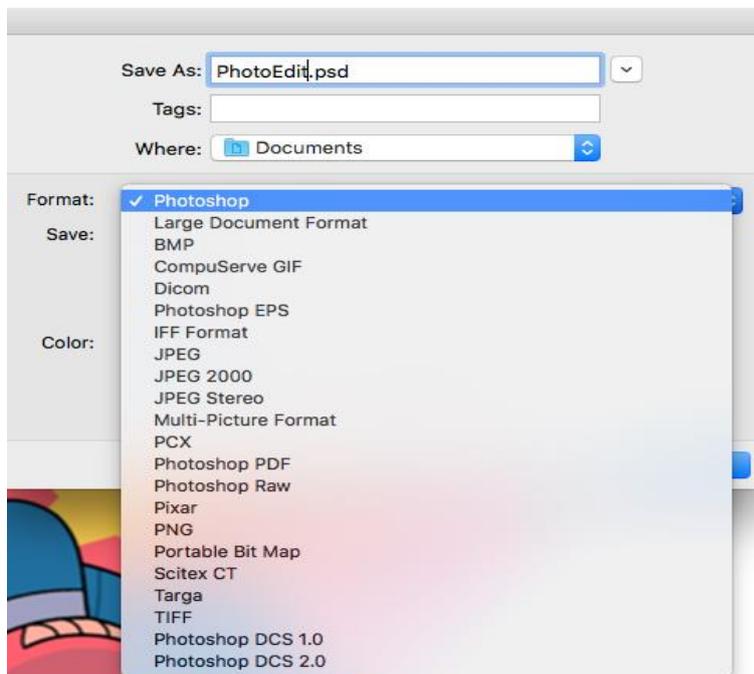

Figure 16

NOTE: Remember to save your work often. Saving frequently lessens the risk of losing the work you have been doing.

If you save your file as PSD (default Photoshop saving format) your layers will be preserved, but the file size will be large.

If you save your file as JPEG or/and PNG (a common image format) your layers will be flattened and become one layer, and the file size will be significantly smaller. However, it is better to save, as PNG, for internet use.