

THE
GRAPHIC DESIGN
PORTAL

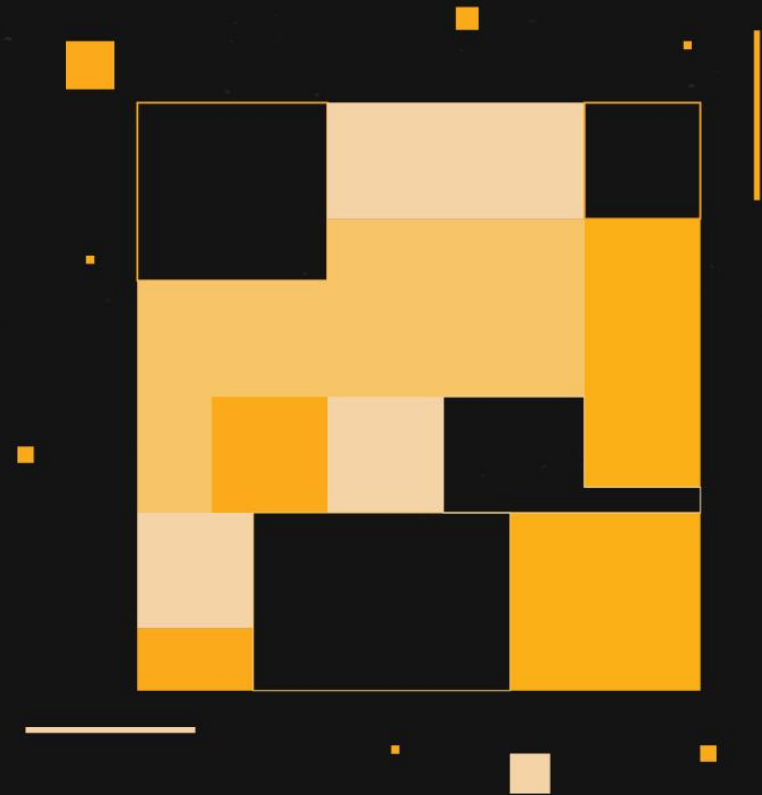
What is Graphic Design?

Graphic Design is a visual art-form. It involves creating and arranging graphics in an intentional way in order to convey an idea, a message or draw attention to a topic.

Graphic Design is applied through a set of Design Principles. Design Principles are a list of guidelines that designers use to create appealing, effective and organized designs.

Graphic Design is one of the most versatile Visual Art skills to learn as it is also a foundation/basic skill needed to learn further advanced visual art mediums like Illustration, Animation, 3d Art, UI UX Design and so on.

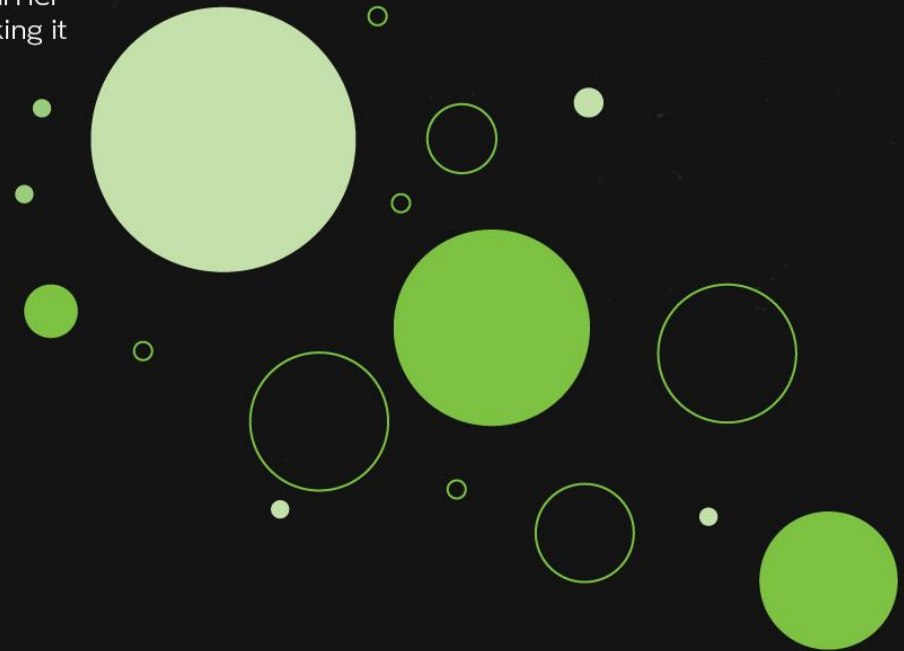
Graphic Design can be applied to a diverse range of real-world visual art projects - some example being Hollywood Title Scenes, Business Flyers, Visual Branding, Animation, Content Creation, UI/UX Design and the list goes on.



Why learn Graphic Design?

Today, the potential for Graphic Designers is limitless. With a growing demand for visual content by businesses and brands, as well as there being no shortage of Graphic Design related jobs and projects across various fields and industries, it is one of the most sought-after skills today, making it a highly rewarding and fulfilling creative career.

Graphic Design remains relevant today as businesses increasingly rely on strong visual communication to stand out in a crowded market. Moreover, the barrier to entry is low, with numerous accessible tools and online resources, making it easier than ever to start and thrive in this dynamic field.



How to learn Graphic Design?

Design is everywhere and all around you. If you look for visuals that utilize Graphic Design out in the physical world or on the Internet/Social Media, 9 times out of 10, you're going to find it.

As technology has evolved over the years along with Graphic Design as a field the ways of learning this basic Graphic Design skills and practice has also evolved. There are many ways of learning Graphic Design today, be it from popular task based books to free YouTube Tutorials and Online Courses on the internet, the options are wide and varied.

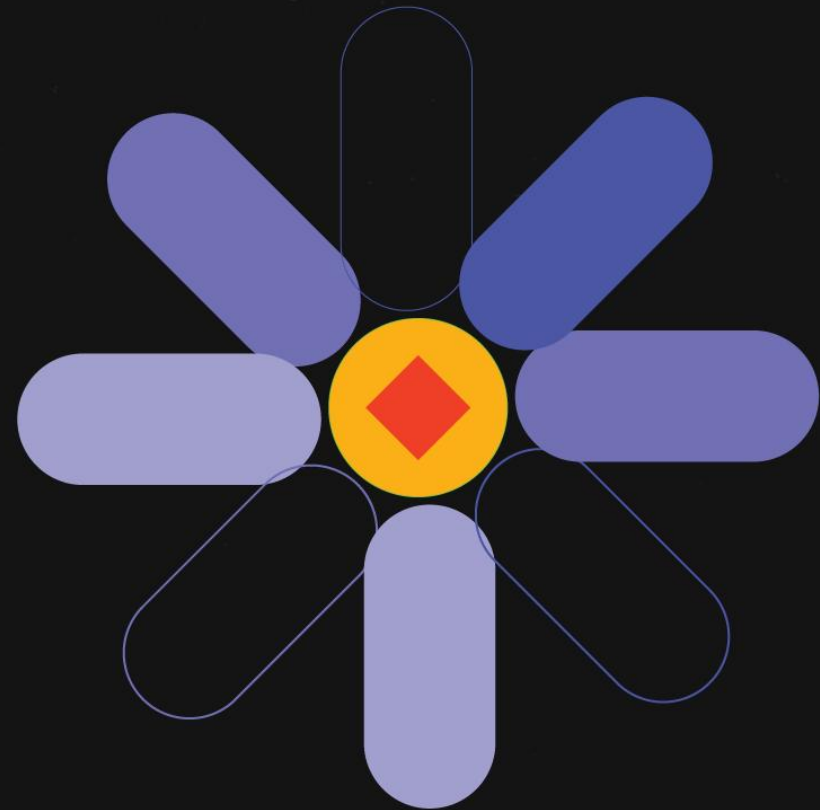
The most important factor when picking a place to learn Graphic Design from is to have some prior clarity on why you want to learn it in the first place ask yourself: What do I want to achieve from learning Graphic Design? Also, what kind of work do I want to do after learning Graphic Design? This will help you pick a course that best fits your needs and skill level at the current time.

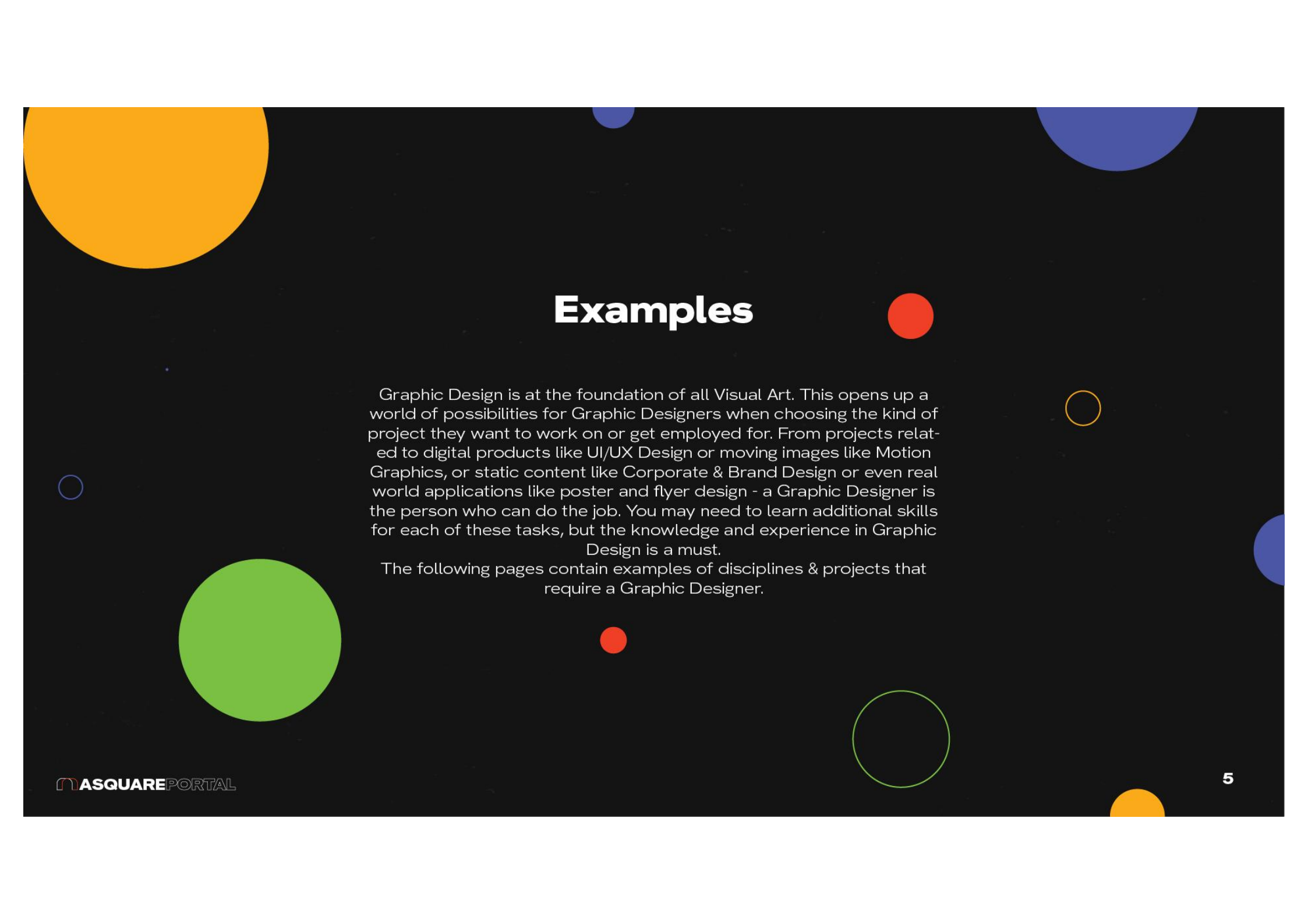
What are Design Principles?

Graphic Design Principles are a set of guidelines and rules that designers use to create visually appealing, effective and organized Designs. These principles help ensure that the elements within a design work together harmoniously and communicate the intended message to the audience.

Graphic Design Principles:

- Balance - Ensures that elements are distributed to create a sense of order
- Contrast - Highlights differences between elements creating visual interest
- Emphasis - Helps to make a specific element stand out as the main focus
- Proportion - Ensures that the sizes of elements relate well to each other
- Hierarchy - Organizes elements by importance, guiding the viewer's attention
- Alignment - Lines up elements to create a clean and cohesive look
- Repetition - Reuses similar elements throughout a design to create unity
- Movement - Directs the viewer's eye through the design in a specific path
- White Space - Uses empty space around elements to prevent clutter
- Harmony/Unity - Ensures all elements work together harmoniously





Examples

Graphic Design is at the foundation of all Visual Art. This opens up a world of possibilities for Graphic Designers when choosing the kind of project they want to work on or get employed for. From projects related to digital products like UI/UX Design or moving images like Motion Graphics, or static content like Corporate & Brand Design or even real world applications like poster and flyer design - a Graphic Designer is the person who can do the job. You may need to learn additional skills for each of these tasks, but the knowledge and experience in Graphic Design is a must.

The following pages contain examples of disciplines & projects that require a Graphic Designer.

UI UX DESIGN



Image Courtesy: Aquadra, Say Social (Behance)

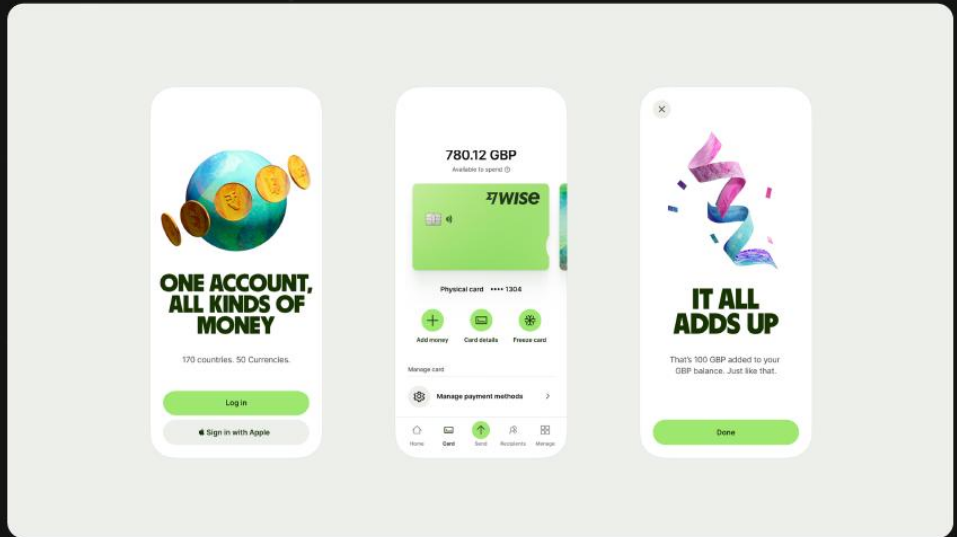


Image Courtesy: Wise, Ragged Edge (Behance)

Graphic Design plays a crucial role in the foundation of UI/UX Design, acting as the visual language that communicates the functionality and aesthetics of a product. At its core, Graphic Design shapes the user experience by creating visually appealing interfaces that are not only attractive but also intuitive and user-friendly.

GRAPHIC DESIGN IN PRINT



Image Courtesy: John Carson

Graphic Design plays a pivotal role in poster design and collage by organising visual elements to convey a clear, impactful message. For collages, Graphic Design brings harmony to unorganised images and textures, creating a unifying narrative or artistic expression. Whether through bold, eye-catching layouts in posters or the creative combination in collages, Graphic Design ensures that the visual storytelling is both engaging and aesthetically compelling. In poster design, Graphic Design Principles like composition, typography, and color theory are used to capture attention and communicate key information effectively.



Image Courtesy: andon design daily co.,ltd.

BRAND & VISUAL DESIGN



Image Courtesy: Aavirash Mitra (Asquare)



Image Courtesy: Aavirash Mitra (Asquare)

Graphic Design plays a crucial role in Brand and Visual Design work by shaping how a Brand is perceived and communicated. It creates a visual identity that resonates with the target audience, making the brand recognizable and memorable. Through the strategic use of colors, typography, imagery and layouts. Graphic Design conveys the brand's values, personality, and message consistently across various mediums; from websites and social media to packaging and advertisements. Effective Graphic Design not only enhances aesthetic appeal but also drives engagement, builds trust, and ultimately contributes to the brand's success and growth.

ILLUSTRATION



Image Courtesy: Ordinary Folk



Image Courtesy: Aavirash Mitra (Asquare)



Image Courtesy: Glanglo (Behance)

Graphic Design serves as the foundation for illustration work, providing the essential skills needed to create visually compelling and effective illustrations. It equips artists with a strong understanding of composition, color theory, typography and visual hierarchy, all of which are crucial in crafting illustrations that communicate a message clearly and effectively. By mastering Graphic Design, illustrators learn how to balance visual elements, direct the viewer's eye, and ensure that their work aligns with the overall brand or project goals. This foundational knowledge enables illustrators to create work that is not only aesthetically pleasing but also functional and impactful in a broader visual communication strategy.



Image Courtesy: Thanh Soledas, (Behance)

ANIMATION

Image Courtesy: Aavirash
Mitra Asquare



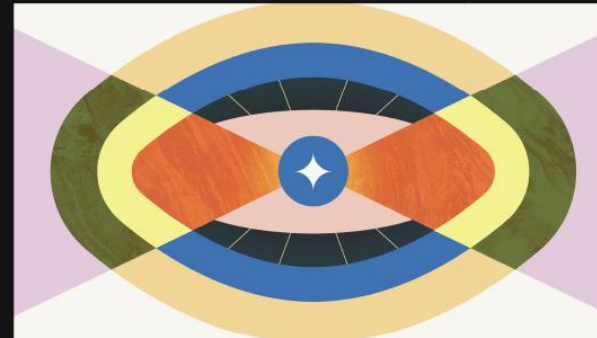
Image Courtesy: Ordinary Folk



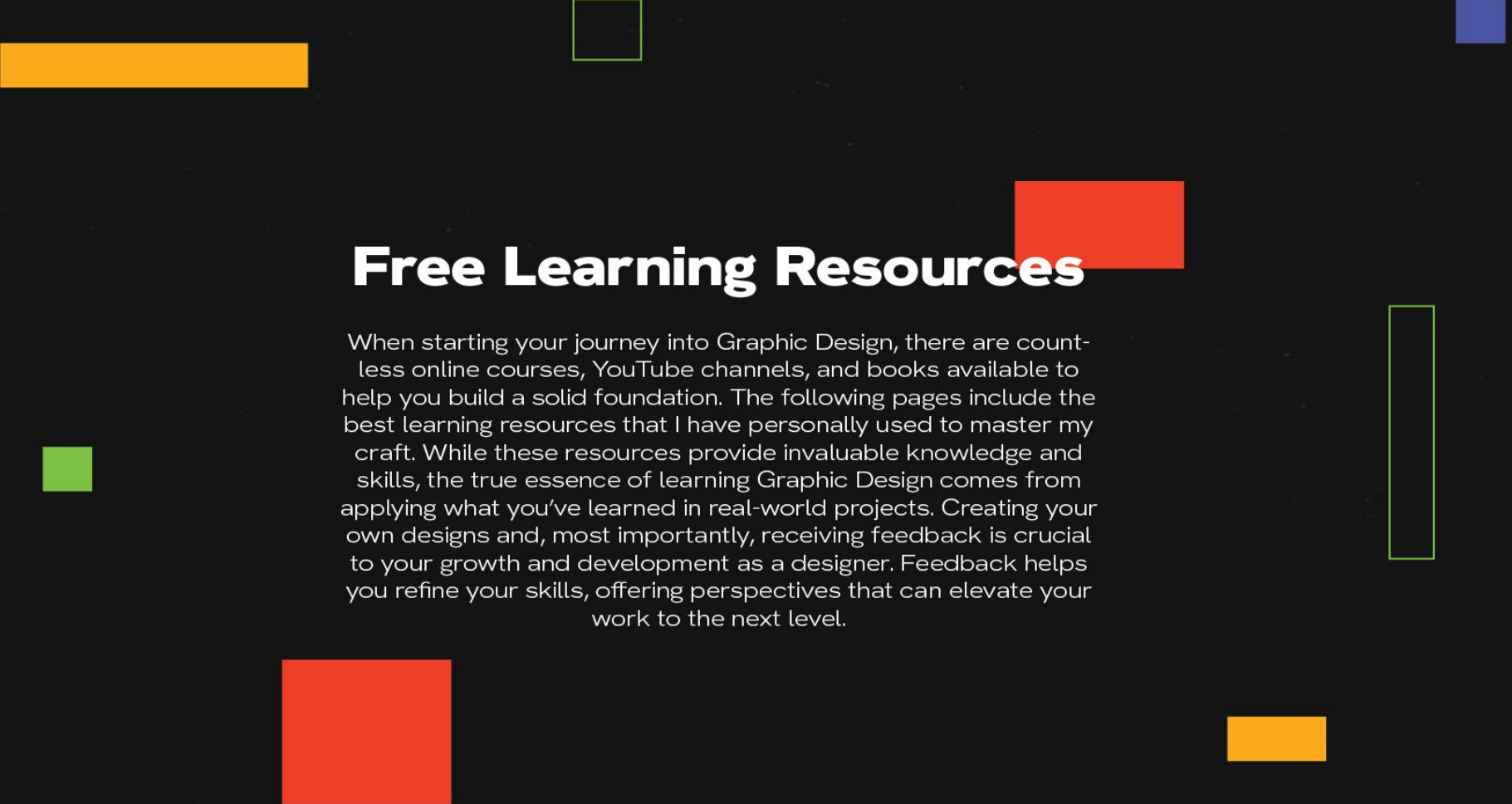
Image Courtesy: Viktor Feitosa
(Behance)



Image Courtesy: Oddfellows



Graphic Design is the cornerstone of Motion Graphics and Animation, providing the foundational skills necessary for creating dynamic and visually engaging content. Design principles guide the movement, timing, and pacing within animations, ensuring that each element contributes to the overall narrative. Without a solid foundation in Graphic Design, Motion Graphics and Animation can lack coherence and impact, making Graphic Design an essential skill for creating visually compelling and purposeful motion content.



Free Learning Resources

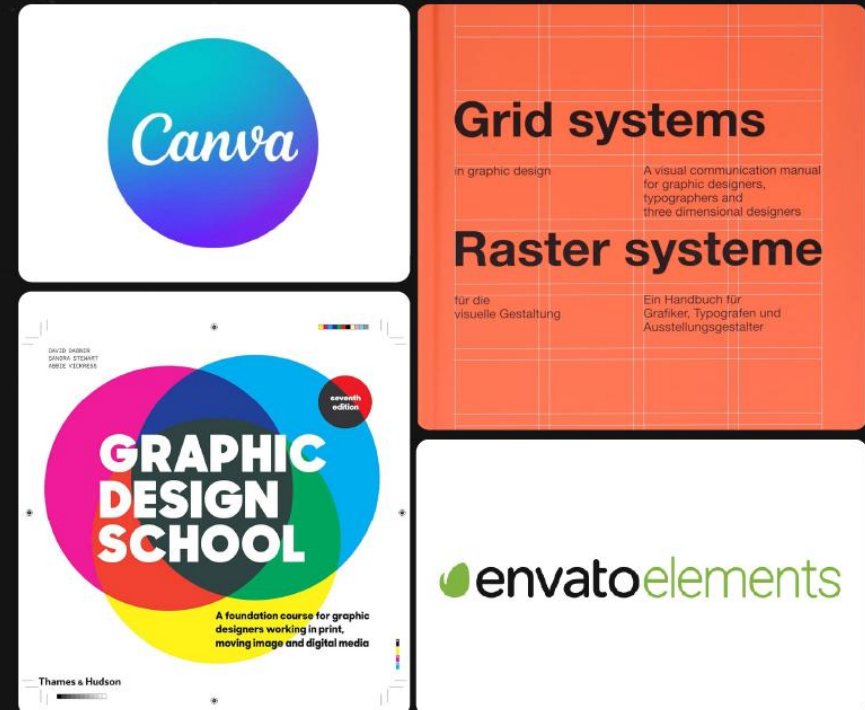
When starting your journey into Graphic Design, there are countless online courses, YouTube channels, and books available to help you build a solid foundation. The following pages include the best learning resources that I have personally used to master my craft. While these resources provide invaluable knowledge and skills, the true essence of learning Graphic Design comes from applying what you've learned in real-world projects. Creating your own designs and, most importantly, receiving feedback is crucial to your growth and development as a designer. Feedback helps you refine your skills, offering perspectives that can elevate your work to the next level.

ONLINE COURSES

1. Coursera Course - Introduction to Graphic Design by University of Colorado Boulder
2. edX Course - Introduction to Graphic Design by University of the Arts London
3. Canva Design School Course
4. Alison - Graphic Design Course
5. Envato Tuts Plus - Design & Illustration Tutorials Course

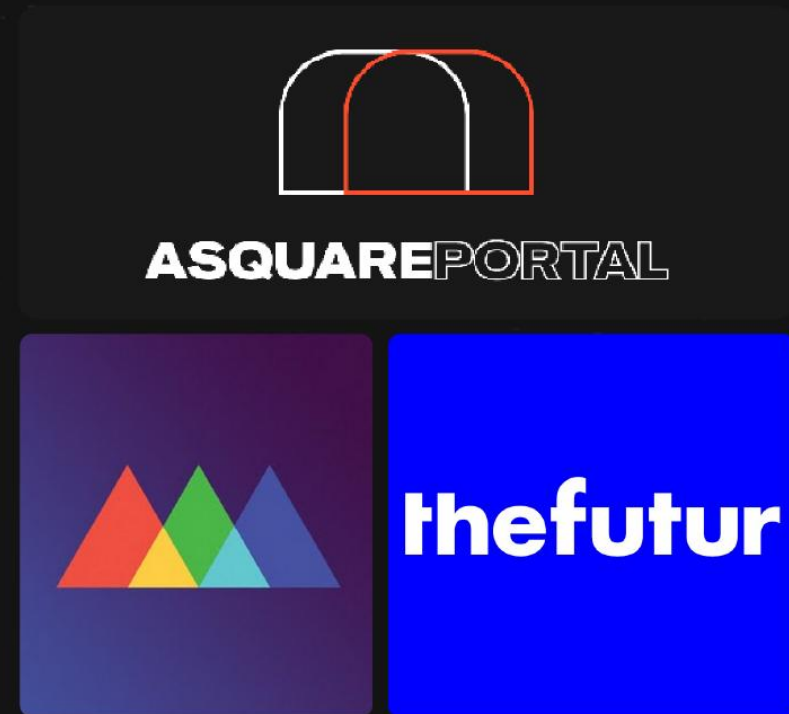
BOOKS

1. Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image, and Digital Media by David Dabner, Sandra Stewart, and Eric Zempel
2. Thinking with Type by Ellen Lupton
3. The Elements of Graphic Design by Alex W. White
4. Grid Systems in Graphic Design by Josef Müller-Brock
5. How to be a Graphic Designer Without Losing Your Soul by Adrian Shaughnessy



YOUTUBE CHANNELS

1. YES I'm a Designer - Focus: In-depth Adobe Creative Cloud tutorials, design tips, and practical projects.
2. The Futur - Focus: Graphic Design tutorials, software tips, and design theory.
3. School of Motion - Focus: Application of Graphic Design principles in the medium of Motion Graphics
4. Satori Graphics - Graphic Design tutorials, software tips, and design theory.
5. Asquareportal - Focus: Graphic Design tutorials, software tips, and design theory.





Asquareportal is a Creative Studio based out of Berlin Germany with its roots in Kolkata India. The studio offers Design, Illustration & Animation Services as well as Online Courses & in-person workshops on the above mentioned disciplines.

Enter the Portal & Learn high-quality skills in Graphic Design, Digital Animation and Visual Storytelling, while developing a strong mindset and a consistent Creative Practice.

Make sure to follow the Asquareportal YouTube Channel for in-depth courses and tutorials.