

GRAPHIC DESIGN

101



PROJECT 1

PROCESS BOOK

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GDE730 Studio and Entrepreneurship
Falmouth University 2025

ASSIGNMENT 1: INDIVIDUAL REPORT (BUSINESS PLAN OF 3000 WORDS)

1. Research – select and deploy appropriate research methodologies to inform the needs within a project
2. Distil – position a creative strategic insight that has been distilled and refined through an informed investigation
3. Communicate – communicate effectively in a range of contexts and situations to specialist and non-specialist audiences.
4. Demonstrate applied planning and organisational skills to support self-directed project work and inform ongoing professional development needs



My idea is to create a prototype for a website for learning the basic tools of the Graphic Design software and some basic information about the graphic design history, principles, typography and logo design.

WHY:

I have been to couple schools for graphic design courses and we always jump to some kind of projects as we start the classes. Sometimes we just go over briefly over some of the main features of the Adobe software (mainly Photoshop, Illustrator and InDesign) but we never go deeper to the tools of each one of them. I know there are many sites out there, where you can learn by yourself but most of them don't go to details or maybe they will cover one subject and then you need to find another video for whatever else you need. There are also some websites with classes that you can take but most of them are with very costly subscription.

I feel like a doctor going to do a surgery but not knowing well the tools that I will use.

So if we know the abilities of the tools better, we will be creating much better designs and be more successful.



This are some of my books that I use for reference sometimes.



There are thousands of resources out there. The problem is that some of the classes are expensive and the books that are published usually are not accurate (every couple of months there are new futures coming up and is hard for this type of books to keep up with the speed of the changes).

1. Lynda.com

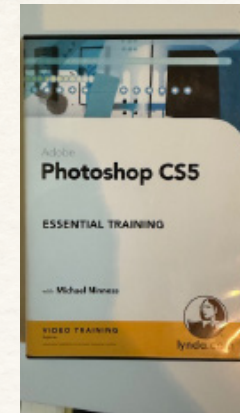
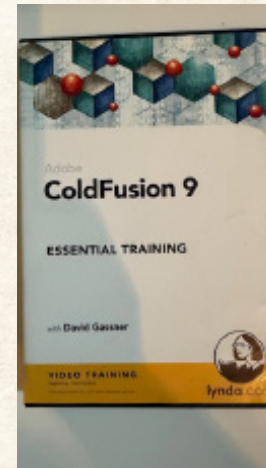
I will start with lynda.com. I think this is one of the best place to learn more about the different software and develop new skills to improve your work.

Lynda.com was founded by Lynda Weinman and her husband Bruce Heavin in 1995. Lynda was self-taught in computer science but she recognized back then the need of personal learning in this field. The business grew very fast. At first use to be offering cds - I remembers I still have some of them. After couple of years they changed to a subscription plan but very expensive. Use to be around 400\$ but now is 20\$ a month.

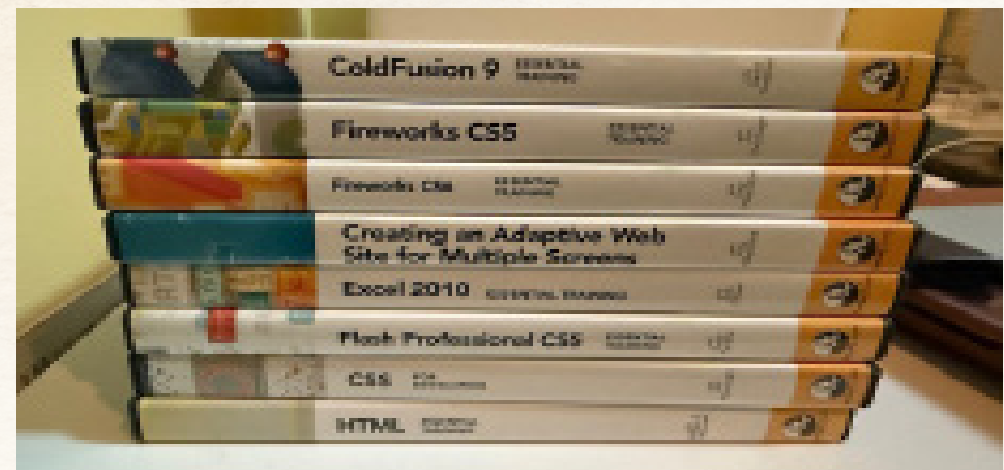
lynda.com was acquired by LinkedIn in 2015 for **\$1.5 billion**, so now is part of the LinkedIn site.

It includes courses, videos, audios, events, and learning paths. Is available on almost 20 languages.

The classes are separated on levels - beginner, intermediate and advanced.



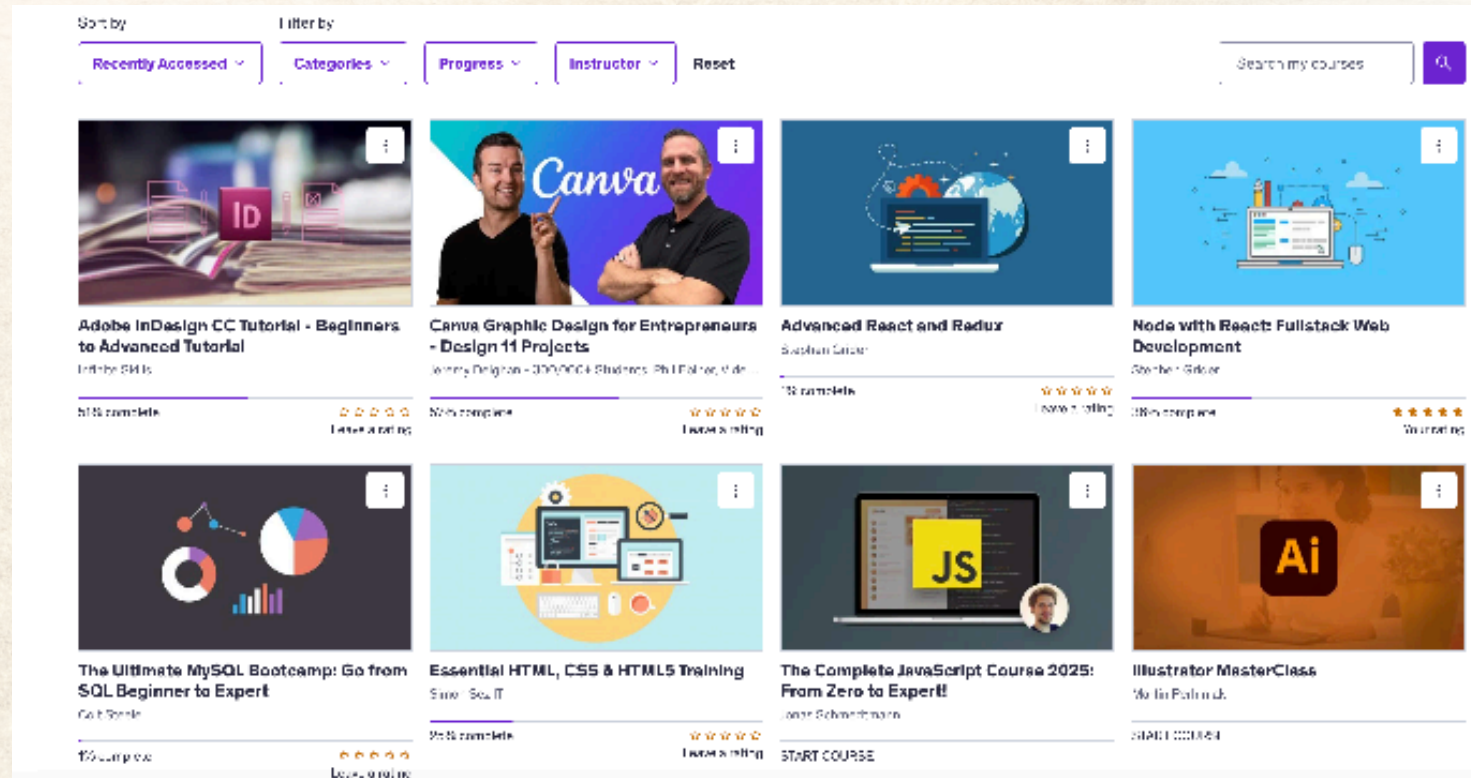
This are some CDs from 10 years ago - that's how you could buy then some of the Lynda's courses .



1. Udemy.com

“From the early age, Udemy founder Eren Bali knew learning was the key to unlocking opportunity.”

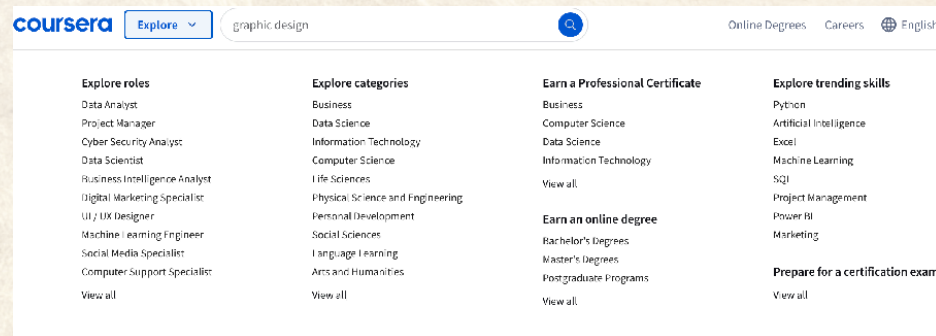
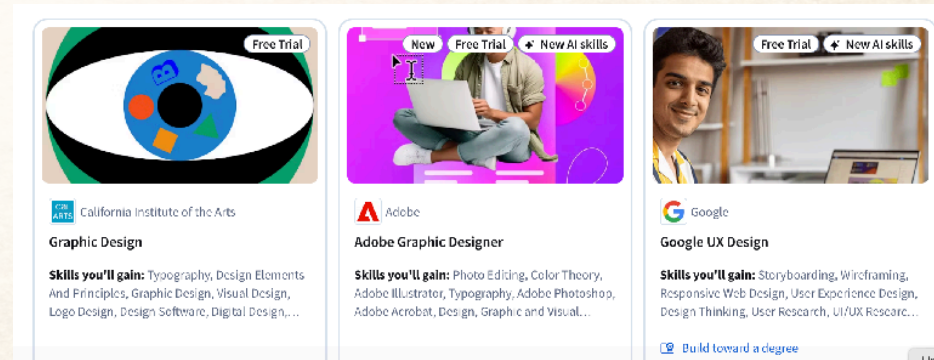
The platform is different - you can pay for a individual course - they are can vary between 5\$ to 200\$. There is no subscription plan like Lynda.com.



1. Coursera

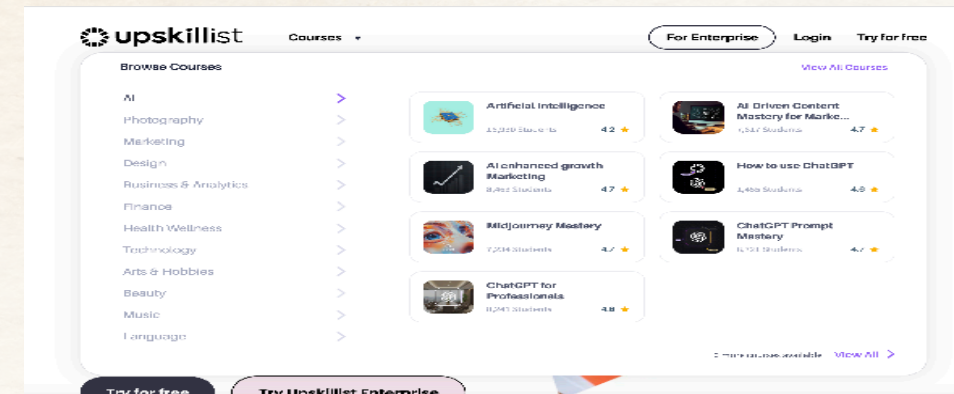
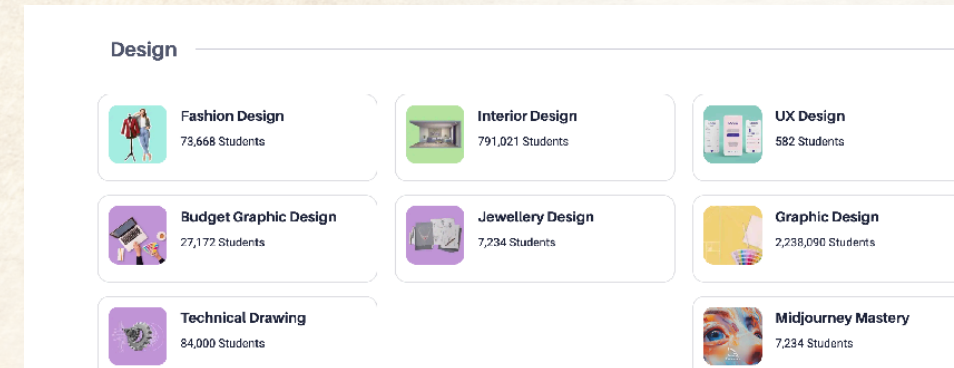
They are collaborating with 350+ leading universities and companies (Google, IBM, Stanford University, Penn University, Duke...)

The subscription is very expensive - 59\$ a month.
(<https://www.coursera.org/>)



1. Upskillist

Upskillist is actually previous Shaw Academy. I am not sure why they changed name. They do have huge amount of courses but their price is high - the monthly subscription is almost 70\$.
(<https://www.upskillist.com/courses/>)



Marketing Plan

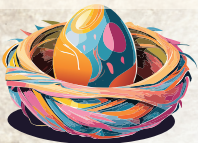
1. Mission Statement -

**“Build better foundation,
so you can succeed in the field”**

2. Target audience - people that have interest to learn design; students that want to learn more detailed about the tools available out there; teachers that want to keep up with all the updates;

3. Revenue model - the money are going to come mostly from subscriptions

4. Hire a team - the first year probably is going to be me and web developers to help me with the website; slowly I think to hire at least 2 more people;



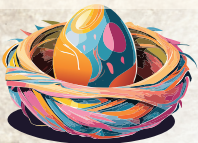
This is the home page for the prototype of the web site “Graphic Design 101”



GRAPHIC DESIGN 101



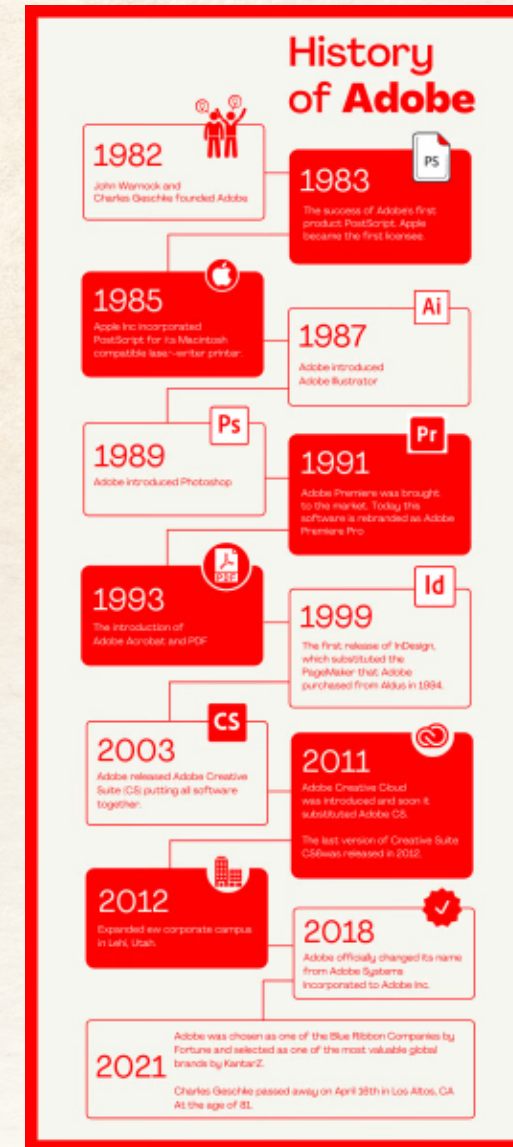
When I click on this is going to take me to another page where I will explain each one of the programs.



Adobe began in 1982 with the founding of the company by Charles Geschke and John Warnock. They developed Adobe PostScript, which became the first international standard for computer printing.

The company is named after a place called Adobe Creek in Los Altos, California and its headquarter is located in San Jose, California.

In 2011 was created Adobe Creative Cloud. Before that there were couple versions but you needed it to buy them and installed them in your computer. You had them forever but when a new version comes up, you had to buy it because normally many things were different. So, the subscription model was a big change. The Adobe logo was designed by John Warnock's wife - Marva. She was a graphic designer.



<https://illustratorhow.com/adobe-history/>

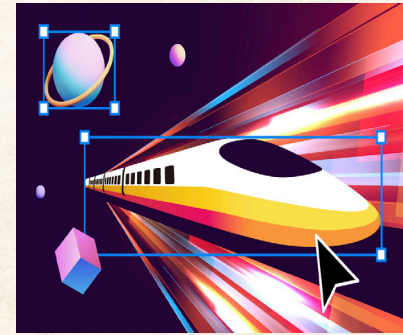




Photoshop is extremely powerful tool. Can be used for photo editing (not only by designers but also by photographers), color correction, digital painting, animation, publishing, 3D modeling, graphic design and many more.

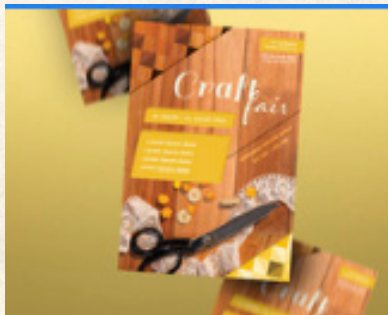
Photoshop

Photoshop's latest features include generative fill, which lets you add or remove objects naturally with a text prompt.



Illustrator is a vector based tool that as a designer you will use probably every day. You can create not only different elements, drawings, sketches but also logos, brochures, menus, infographics and many more.

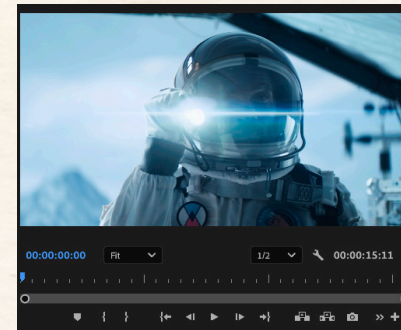
Illustrator



InDesign is very powerful tool used to create professional layouts for print and digital publishing.

You can bring all the elements for brand identity here and organize them professionally. Also is used to creating PDFs, e-books, and digital magazines.

InDesign



Premier Pro is used for video and audio editing, motion graphics, enhance video content, apply different visual effects, and many more

Premiere Pro



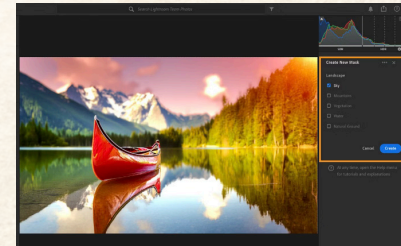


After Effects

After effects is a tool for a motion graphics, compositing multiple layers and applying visual effects.

Supports 2D and 3D animation.

It is similar to Premier Pro but is better in animation creation and visual effects.



Lightroom

Lightroom organizes photos into albums, folders, and collections.

It has face recognition and intelligent image search.

You can create panoramas and HDR images.

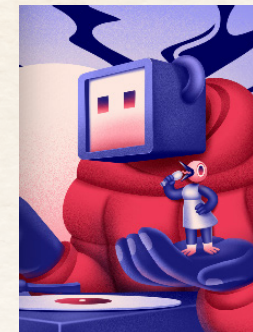


Animate

With Animate you create interactive web and mobile content for games and ads, build game environments, design start screens, and integrate audio.

Share your animations as augmented reality experiences.

With Animate, you can do all your asset design and coding right inside the app.



Audition

With Audition you can reduce background noise, mixing dialogue and music for your videos and recording your own podcast.

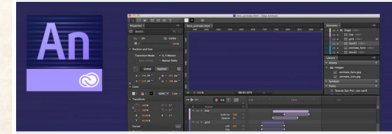




With Firefly you can create images, video, audio and vector graphics. It uses creative AI. Also has audio and video translation.

You have to pay extra for this app.

Adobe Firefly



Adobe Edge was a suite of web development tools, now discontinued, that included Edge Animate, Edge Reflow, Edge Code, and Edge Inspect.

These tools were designed to work with HTML5, JavaScript, and CSS3.

Adobe Edge



Adobe Character Animator combines real-time live motion-capture with a multi-track recording system to control layered 2D puppets based on an illustration drawn in Photoshop or Illustrator.

Adobe Character Animator Collection

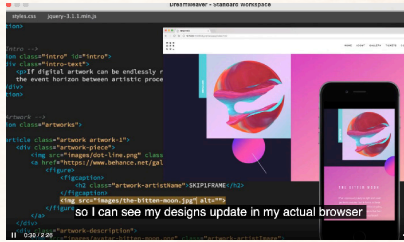


It has huge collection of photographs, illustrations, videos, and many templates (logo, flyer, business card, presentation, posters and many more).

You have to pay monthly fee of 29.99\$.

Adobe Stock





Dreamweaver is a web development tool. You can build and design a responsive web site.

Dreamweaver



It is used for 3D modeling, texturing, and rendering.

Adobe Substance 3D Collection

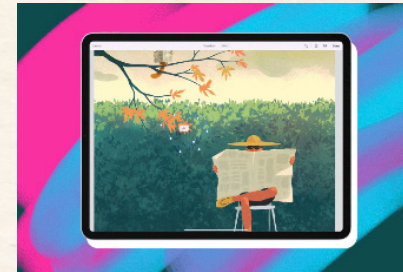


Adobe Express is a newer version of Adobe Spark.

It can create videos, PDF documents, web pages, graphics and other digital assets.

It looks little like Canva.

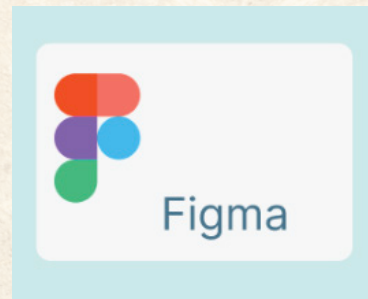
Adobe Express



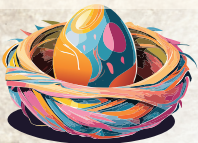
Digital painting and drawing app. You can start with a blank canvas and use powerful pixel, vector, watercolor, and oil live brushes to bring your imagination to life.

Adobe Fresco





When I click on this is going to take me to another page where I will explain little about the program and provide some links with videos for beginners.



FIGMA

According HubSpot, Figma has grown tremendously over the past few years (around 77% of UI designers use it as their preferred design tool). It is expected to have a total market share of about \$16.5 billion by 2025.

Figma comes with many design tools that the developers need and makes work easier for remote teams. It is founded in 2012 by Evan Wallance and Dylan Field.

Figma was about to get bought by Adobe last year and join the family by replacing the Adobe XD but some legal issues arrived and the deal was off.

I think one of the reasons actually was that EU issued a statement saying that the deal shouldn't happened because this will give the green light to Adobe to have monopoly in the global market.

The big plus is that you can create free account and use it as long as you want.

<https://youtu.be/Cx2dkpBxst8>



“**Figma Design** is for people to create, share, and test designs for websites, mobile apps, and other digital products and experiences. It is a popular tool for designers, product managers, writers and developers and helps anyone involved in the design process contribute, give feedback, and make better decisions, faster.

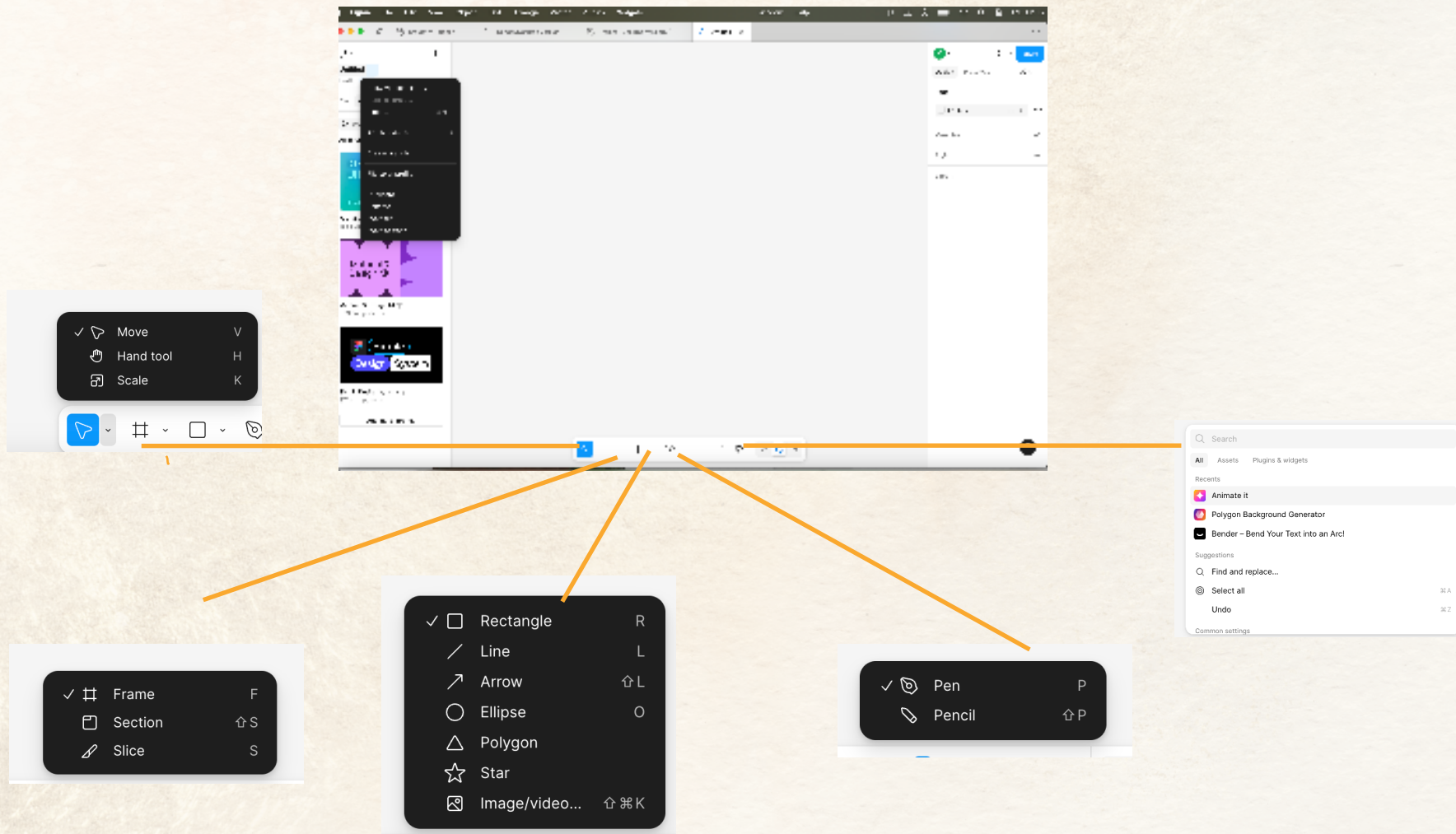
Dev Mode unlocks a feature set within Figma Design that helps transform your designs into code. With Dev Mode, designers and developers can stay on the same page, making sure important details aren't lost in the handoff process.

Figma Slides Figma Slides is a slide deck creation tool that lets you and your team create beautiful presentations. Insert designs and prototypes from Figma Design, co-create and present confidently with collaboration and presentation tools, and use interactive widgets to gather stakeholder feedback before your presentation even ends.

FigJam lets you create online whiteboards where anyone can take part. People often use FigJam for meetings, brainstorming, diagrams, planning, and research. In FigJam, you can use text, shapes, drawings, images, sticky notes, and other elements to visually represent ideas and jam on work together.”

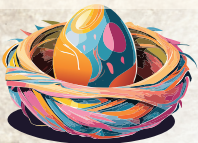


This is the Figma interface.





When I click on this is going to take me to another page where I will explain little about the Wordpress and provide some links with videos for beginners.



“One common point of confusion for beginners is the difference between WordPress.org and WordPress.com. Let’s clear this up:

WordPress.org

This is the “self-hosted” version of WordPress. You download the free software and install it on your own web hosting account (more on this later). This gives you complete control and flexibility over every aspect of your website.

WordPress.com

This is a hosted platform where you can create a website without worrying about the technical setup side. It’s a good option for very basic sites or hobby blogs with less need for customization. However, you’ll only have limitations on themes, plugins, and monetization if you upgrade to paid plans.”
(<https://elementor.com/>)

Wordpress.com is for personal blogs. But for building a websites is best to take the org option because you will have many more tools for customazmitaion.

You just need to purchase a domain name and subscribe for Wordpress.



One of the biggest reasons for WordPress’s popularity is its incredible flexibility. This is due in large part to two key elements: themes and plugins.

Themes:

A theme is like a pre-designed template for your website. It controls the overall look and feel, including layout, colors, fonts, and design elements. There are thousands of free and premium WordPress themes available, catering to every style and niche imaginable.

Plugins:

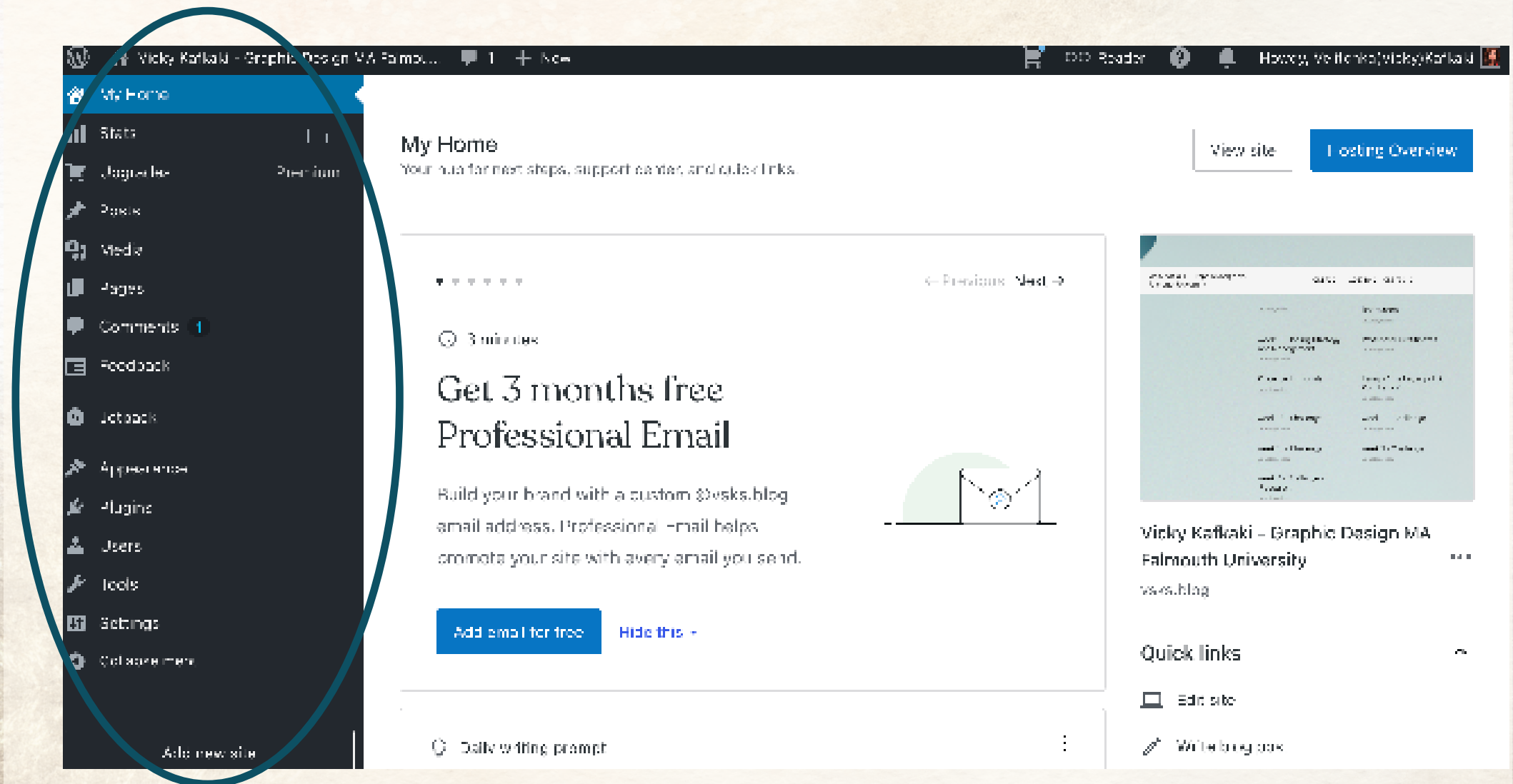
Plugins are like add-ons that extend the functionality of your WordPress site. Think of them as apps for your website! Need a contact form? There’s a plugin for that. Want to optimize your site for search engines? There’s a plugin for that too. Plugins range from simple to super complex, and there are tens of thousands to choose from.

Posts: Where do you manage blog posts

Pages: For static content on your website (like your About page)

Appearance: Control themes, customize menus, and more!

Plugins: Manage and configure installed plugins
Settings: Adjust various site-wide settings

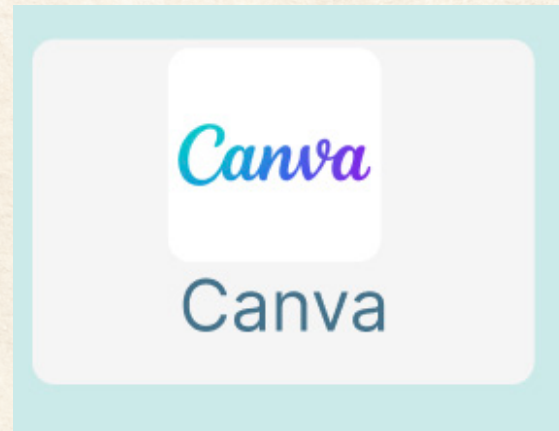


The screenshot shows the WordPress dashboard interface. A teal circle highlights the left-hand sidebar menu, which contains the following items: My Home, Stats, Jetpack (Premium), Posts, Media, Pages, Comments (1), Feedback, Jetpack, Appearance, Plugins, Users, Tools, Settings, and Get more themes. At the bottom of the sidebar is a link for 'Add new site'.

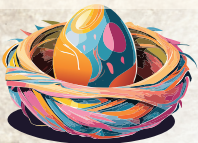
The main content area is titled 'My Home' and includes the subtitle 'Your hub for next steps, support, advice, and quick links.' It features a 'View site' button and a 'Posting Overview' button. A large promotional banner for 'Get 3 months free Professional Email' is displayed, with a sub-headline 'Build your brand with a custom @vicky.blog email address. Professional Email helps promote your site with every email you send.' and a blue 'Add email for free' button. Below the banner is a 'Daily writing prompt' section.

On the right side, there is a 'Recent comments' section showing a table of comments. Below this is the 'Vicky Kafkaki - Graphic Design MA Falmouth University' profile card, which includes a 'vicky.blog' link. At the bottom right, there is a 'Quick links' section with links for 'Edit site' and 'Writing tools'.





When I click on this is going to take me to another page where I will explain little about the Canva and provide some links with videos for beginners.



Canva is an online graphic design platform and visual communication tool designed to help users create a wide range of visual content, such as social media graphics, presentations, posters, documents, videos, and more.

Canva offers a large collection of professionally designed templates for various purposes, allowing users to start designing quickly.

It's known for its user-friendly drag-and-drop interface, making it accessible even for individuals with little to no design experience.

Canva has millions of free stock photos, videos, graphics, audio tracks, and other design elements.

It also includes AI features like Magic Design, Magic Edit, and Background Remover, enhancing design capabilities and productivity.

Canva is widely used by individuals, students, entrepreneurs, and businesses for various purposes, including creating marketing materials, social media content, presentations, and educational resources.

Canva was founded in Perth, Australia, by Melanie Perkins, Cliff Obrecht and Cameron Adams on 1 January 2013.

(<https://en.wikipedia.org/wiki/Canva>)

Canva offers both a free and paid version:

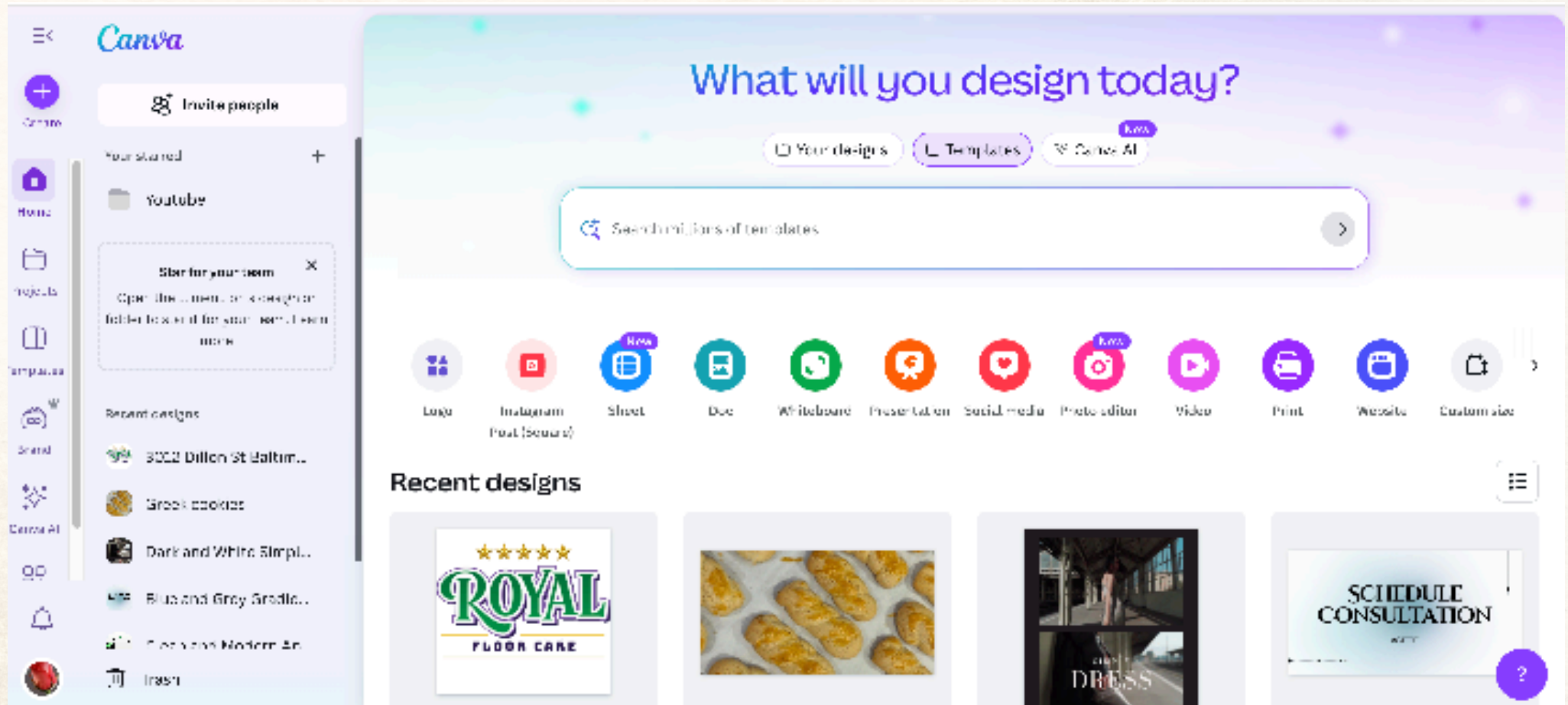
Canva Free: Provides basic design tools, thousands of templates, millions of media assets, and 5GB of cloud storage.

Canva Pro: Offers premium features, including unlimited access to templates and media, more storage, advanced design tools like background removal and resizing, and access to brand kits.

Canva Teams: Designed for teams and offers additional features for collaboration, brand management, and workflows.

Canva Enterprise: Tailored for large organizations with advanced security and management features.



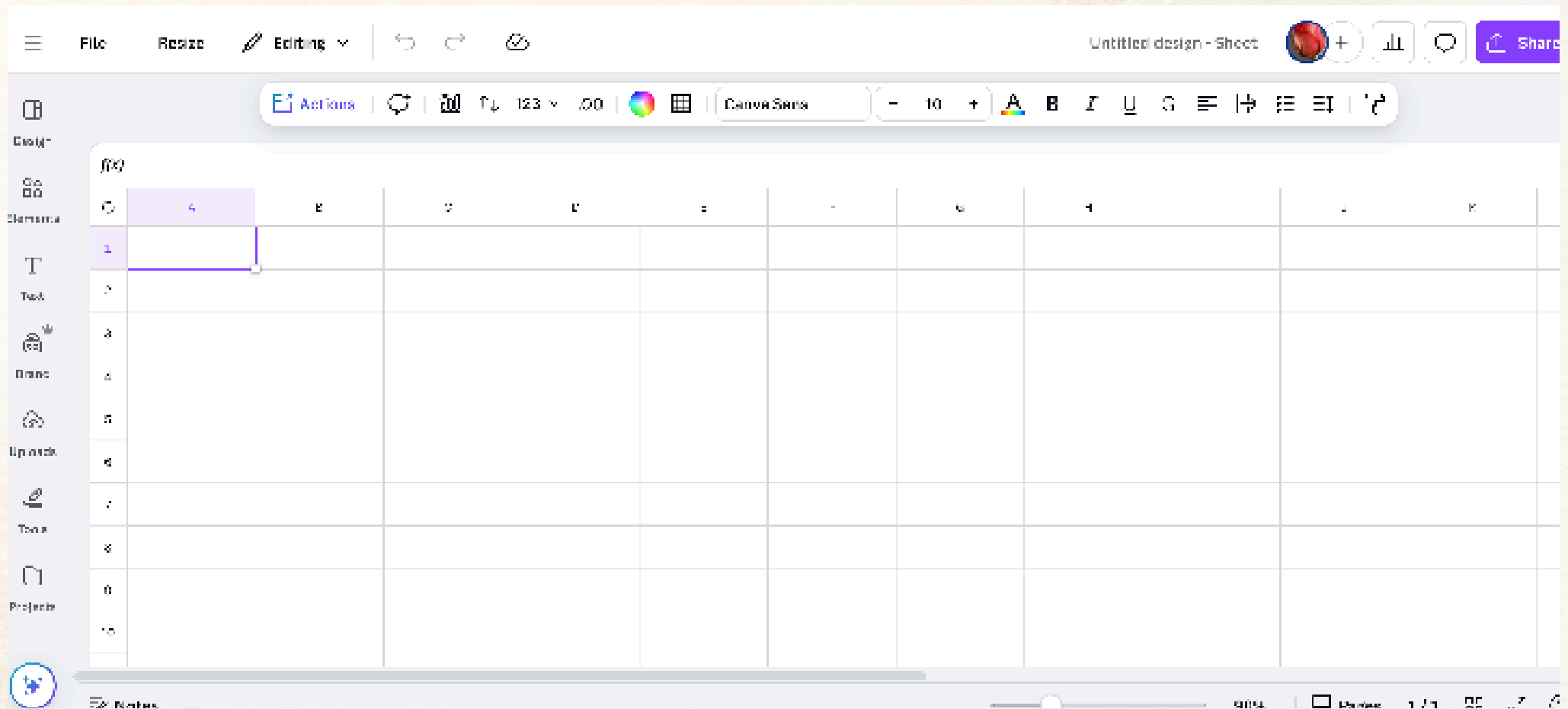


It is a great platform for creating social media posts, presentations and edit your photos. I use it for creating simple videos - also is a good way to make quick video of a trip that you took.

Here one example of one of my trips

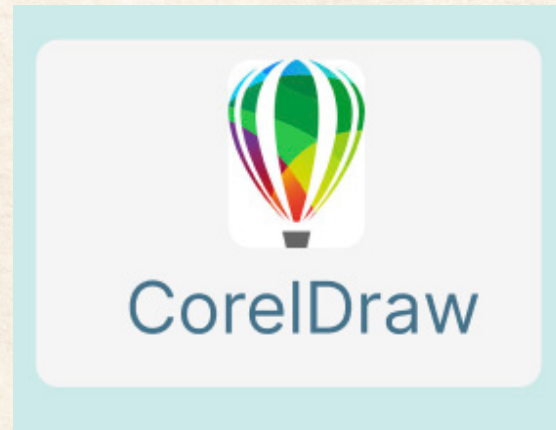
<https://youtu.be/IZBE0DhctfQ?si=Ki7zYf43FLjvx4O2>



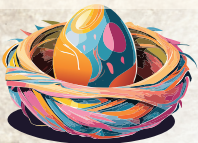


Canva introduced new future - sheets.
It works like Excel. Can be very useful for creating infographics





When I click on this is going to take me to another page where I will explain little about the CorelDraw and provide some links with videos for beginners.



According to Kathleen Maher “ CorelDraw first shipped in 1989. It is one of the seminal software programs of the Windows era, which officially kicked off with the shipment of Windows 1.0 in 1985. At around the same time, Adobe introduced Illustrator (1987) and Photoshop (1988). During this peaceful pre-3D era, these three products turned the average personal computer into a professional tool for artists and photographers and helped kick off the demand for modern PC graphics for all computers—not just workstations and high-end machines. Graphics software got the ball rolling, and the game industry picked it up and kept running with it.

CorelDraw is actually a big box of software—or was, when there was such a thing as a box of software; now it’s a big download. The CorelDraw X8 Suite now includes:

Photo-Paint for photo retouching and editing; Font Manager, the new module that organizes and provides access to fonts whether they’re installed on the system or not; PowerTrace, a raster-to-vector conversion tool; Connect for access to outside resources for stock art and photos; Capture, a screen capture tool Corel offered years before anyone even heard of TechSmith’s SnagIt or Windows Snipping Tool; and Corel WebSite Creator.”

(<https://gfxspeak.com/archives/coreldraw-graphics-goodies/>)



<https://youtu.be/459FjmLx-XM?si=nF226vpFjqIfol0q>





https://youtu.be/FpsYOh9tfY4?si=E3Hb5POVkeE5e_etp



<https://learn.corel.com/tutorials/whats-new-in-coreldraw-graphics-suite/>

<https://youtu.be/rUHSc8ID9QI?si=NLIryDzfUQcMJBEN>

Illustration & Design

 <p>CorelDRAW Graphics Suite 365-day Subscription Professional graphic design software collection 15-Day Trial</p> <p>Try free</p>	 <p>CorelDRAW Technical Suite Precise technical design and illustration software 30-Day Trial</p> <p>Download trial</p>	 <p>CorelDRAW Standard Graphic design software for enthusiasts and home businesses 15-Day Trial</p> <p>Download trial</p>	 <p>CorelDRAW Go Create beyond templates with effortless online graphic design 15-Day Trial</p> <p>Try free</p>
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CorelDRAW Suites:




Corel offers different versions of the software to cater to various needs:

CorelDRAW Essentials: A streamlined version for occasional users and beginners.

CorelDRAW Standard: A version for graphics enthusiasts and home businesses.

CorelDRAW Graphics Suite: The full-featured subscription suite for professional designers, including all the applications and features.

Photo Editing & Digital Imaging

 <p>PaintShop Pro Photo editing and graphic design software 30-Day Trial</p> <p>Download trial</p>	 <p>PhotoMirage Create mesmerizing photo animations in minutes 15-Day Trial</p> <p>Download trial</p>	 <p>AfterShot Pro The fastest RAW photo editor 30-Day Trial</p> <p>Download trial</p>
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Digital Painting



Painter (Windows/Mac)

Experience the most realistic digital art and painting software for pro artists

[15-Day Trial](#)

[Download trial](#)



Painter Essentials (Windows/Mac)

Experience the most expressive painting software for beginners

[15-Day Trial](#)

[Download trial](#)

Video Editing



VideoStudio

Transform your photos and videos into stunning movies with fun and easy video editing software

[30-Day Trial](#)

[Download trial](#)



Pinnacle Studio

Pro-caliber video editing with powerful keyframing controls

[15-Day Trial](#)

[Download trial](#)

CorelDraw now is available for Mac too.

I bought it 6-7 years ago because one of teachers recommended it and then I found out with disappointment that is only for Windows.

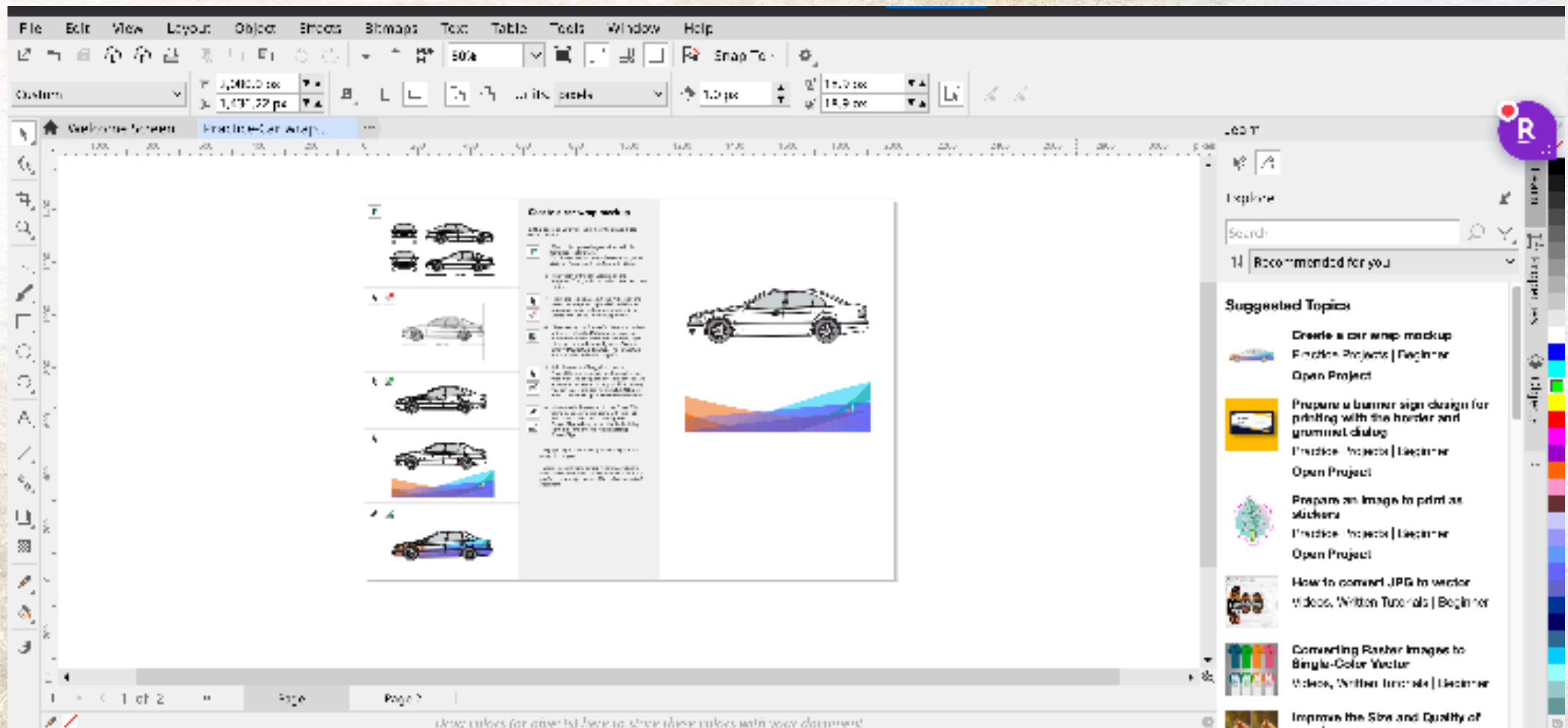
CorelDRAW.com offers professional graphic design software with vector, technical illustration & CAD software options to design logos, posters, drafting... It's widely used in the sign-making industry for creating vinyl and laser-cut designs.

It can be used to design and prepare artwork for embroidery and t-shirts. I used to work for couple weeks at one small embroidery company and they were not using Illustrator but CoreDraw.

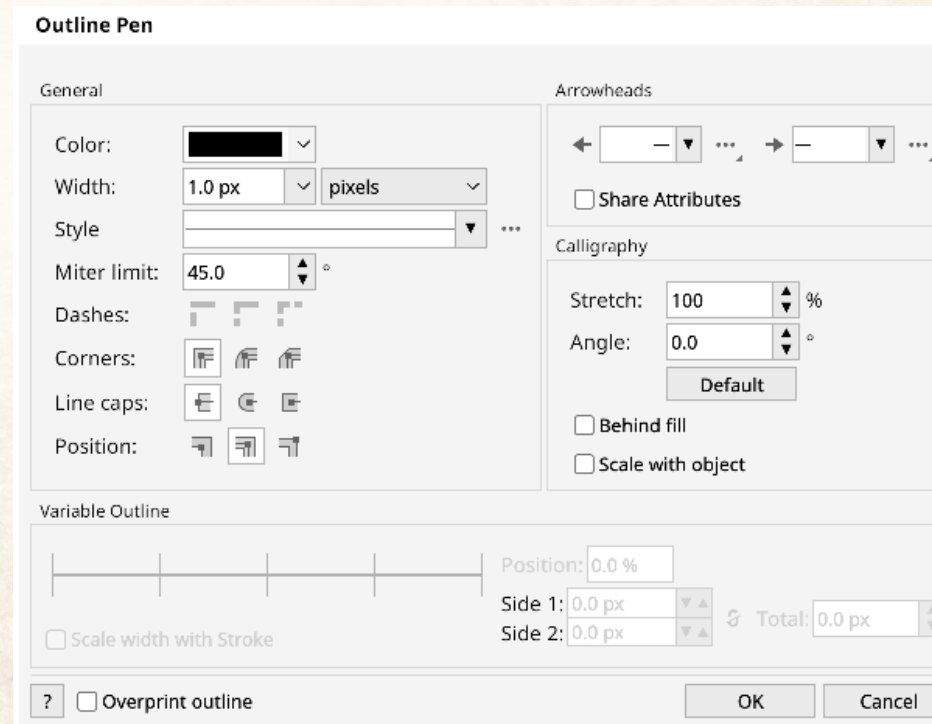


GRAPHIC DESIGN 101

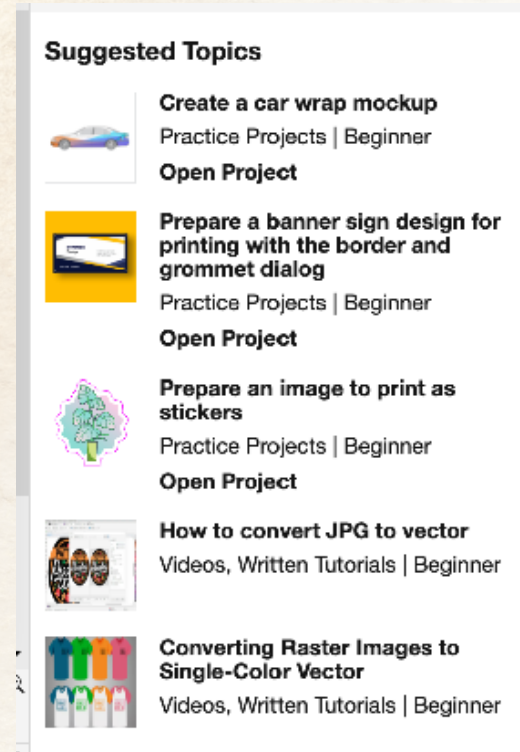
This is how the CorelDraw interface look like. You can sign up for 15 days free trial and explore the different tools.



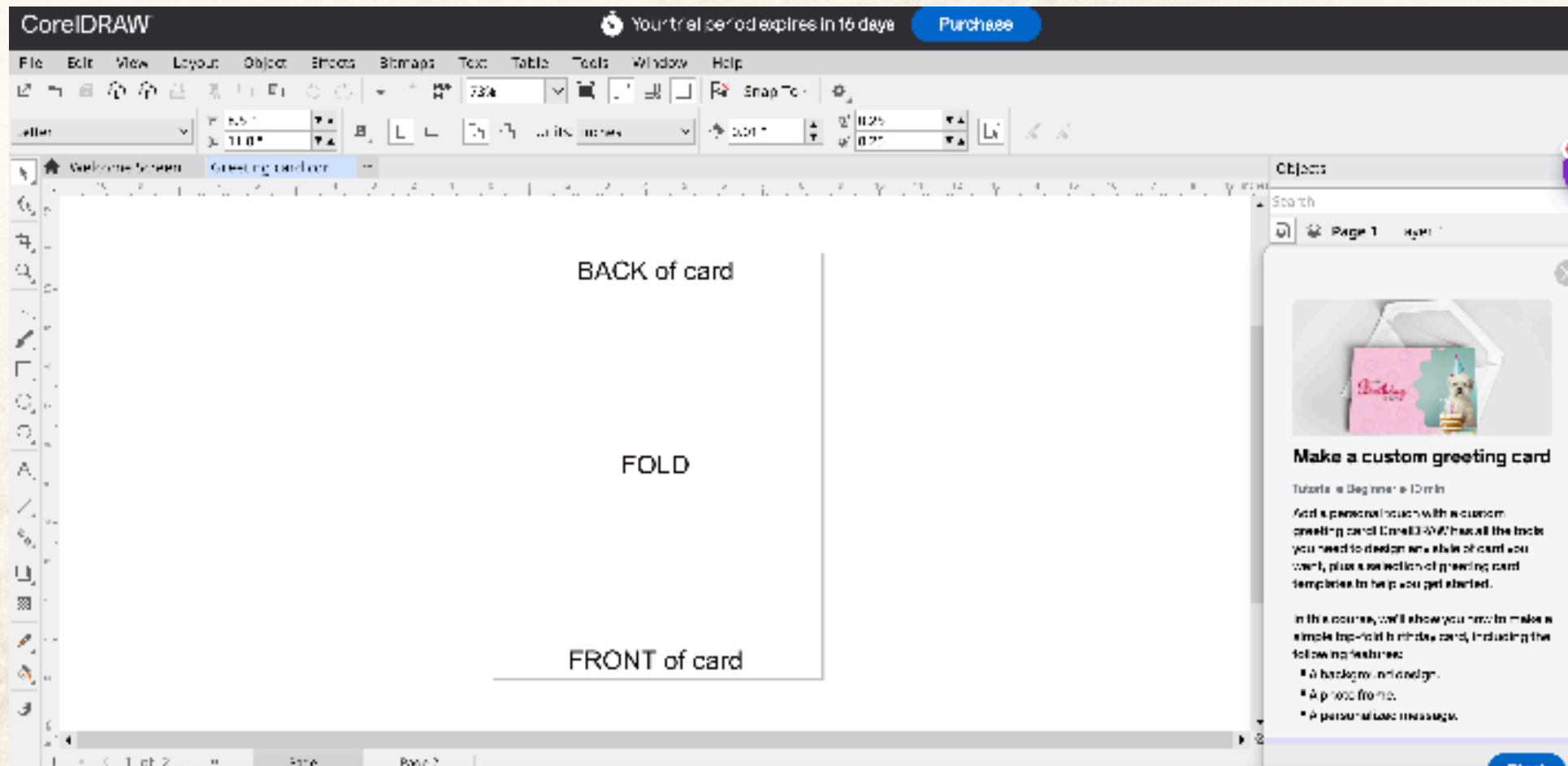
Some of the tools have many additional options. For example the pen tools has so many choices to select from.



I like how on the side of the screen are listed so many topics that you may need to use in a project.



I like that there are so many projects that you can create very easy because it is explained on the side of the screen, step by step what to do next.



Suggested Topics

**Create a car wrap mockup**

Practice Projects | Beginner

Open Project**Prepare a banner sign design for printing with the border and grommet dialog**

Practice Projects | Beginner

Open Project**Prepare an image to print as stickers**

Practice Projects | Beginner

Open Project**How to convert JPG to vector**

Videos, Written Tutorials | Beginner

**Converting Raster Images to Single-Color Vector**

Videos, Written Tutorials | Beginner

Create a background design

To create the background, double-click the **Rectangle tool** on the left toolbar. Use the **Pick tool** to drag the top edge down to middle guideline.

Click a color swatch on the color palette to fill the rectangle with color; right-click the no-color swatch to remove the outline.

Tip: You can use the **Eyedropper tool** to sample a fill color from your photo.



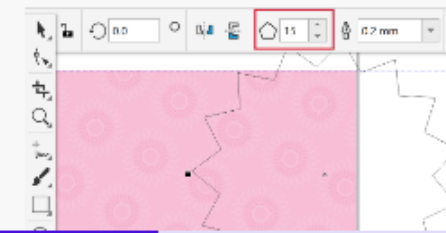
To add more visual appeal, you can use the **Transparency tool** to add a pattern:

- Select the **Transparency tool**.

Create a photo frame

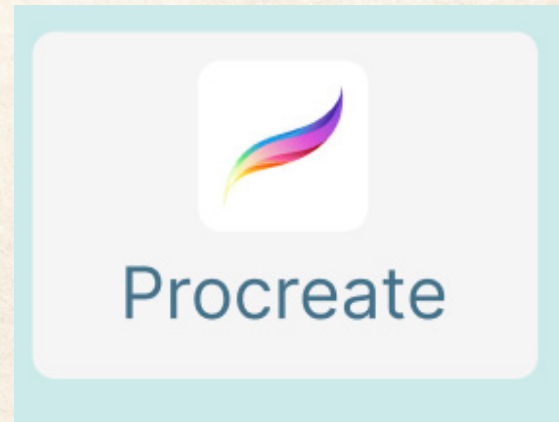
You can create a simple frame using one of the shape tools, such as **Rectangle**, **Ellipse**, **Polygon**, etc.

- Select the **Polygon tool** and on the property bar, set the number of sides to 15.
- Click and drag to draw a polygon (press the **Ctrl/Cmd** key while dragging to draw an even-sided polygon).
- Select the **Shape tool** and drag one of the inner nodes inward to create points.
- Use the **Pick tool** to resize, rotate, and move the polygon to the right side of the card.

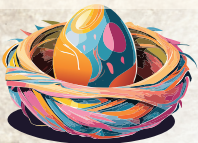


This is an example of creating a greeting card - you just have to follow the directions.





When I click on this is going to take me to another page where I will explain little about the Procreate and provide some links with videos for beginners.



Procreate for iPad was first released in 2011 by the Tasmanian software company Savage Interactive, tech start-up located on the Australian island state of Tasmania.

In 2016, Procreate became one of the top ten best-selling iPad apps on the App Store

In 2018, Procreate became the overall best selling iPad app.

Procreate is used for digital illustration, painting and animation. It is designed for iPad and iPhone. It offers a wide range of features and tools for artists of all levels, allowing them to create everything from sketches and paintings to complex illustrations and animations.

It provides a variety of brushes and tools for sketching, including pencils, inks, and charcoals. Procreate includes features for frame-by-frame animation, allowing users to create simple animations and storyboards.

Procreate costs \$12.99 USD as a one-time purchase in the Apple App Store. Procreate Pocket, a version for iPhones, is available for \$5.99 USD. There are no subscription fees for either app. Procreate Dreams, the animation app, is a separate one-time purchase of \$19.99 USD.



According to Carrie Buchholz “the Benefits of Using Procreate

- With Procreate, you can create digital art and enjoy a number of valuable benefits:

- Artwork is organized in a gallery format, which may be familiar to you if you're a Photoshop user.

- You're able to import files from other devices and locations, use hand gestures to zoom in and out of your artwork and easily undo changes to your work.

- You can perform professional-level compositing and layer adjustments, and generally create artwork much faster than you could using physical mediums.

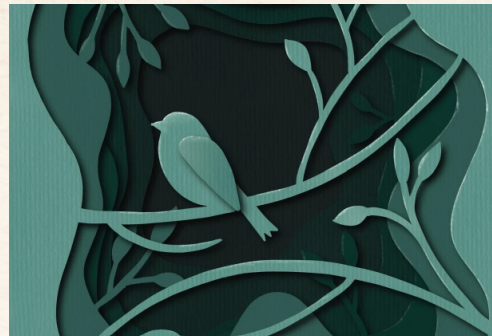
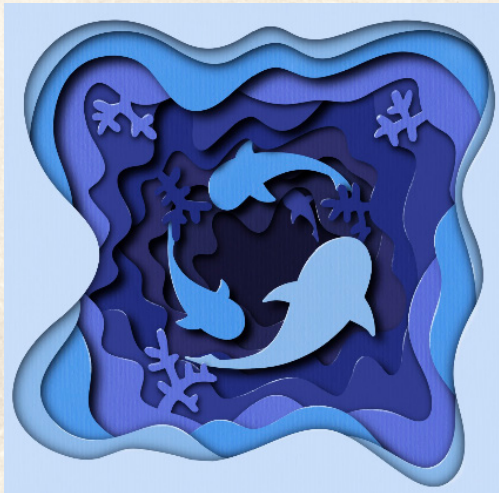
- Procreate offers easy integration with existing workflows, so you can quickly move back and forth between other apps and platforms.

Other professional-grade digital art apps do exist, but few rival Procreate's impressive flexibility, features and functionality.

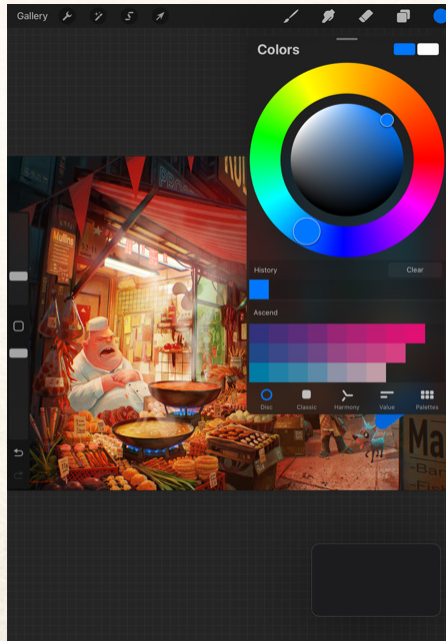
By experimenting with the app's many tools and features, you can develop a signature art style that's 100 percent your own."

(<https://www.skillshare.com/en/blog/procreate-101-tools-features-how-to/?srsltid=AfmBOoo2SJHMT-Ggq2nW5-hxTw1H2FrK89yziKIYQQVgZJK4QIV5Abskd#brief>)

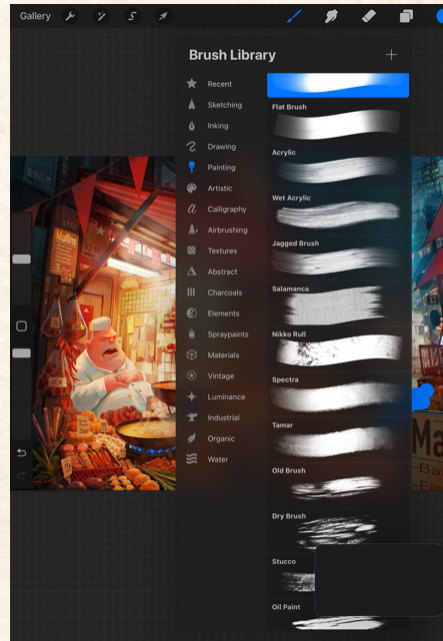
Here some projects that are created with Procreate.



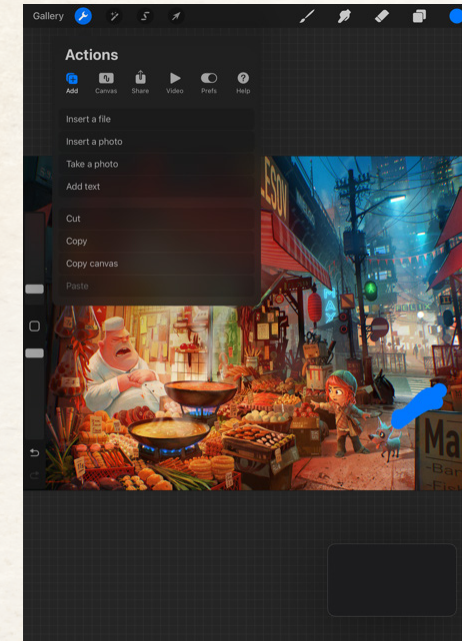
Here how you can choose color

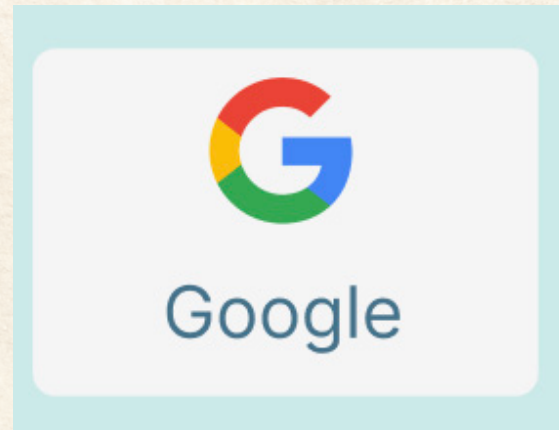


Here are the brush options

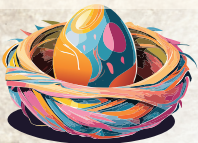


Here some more tools

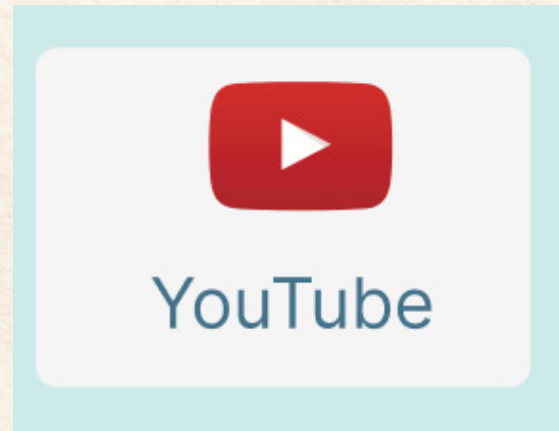




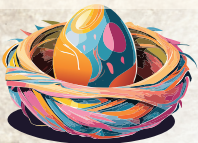
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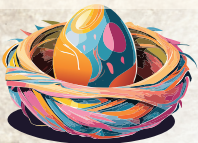
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Design History

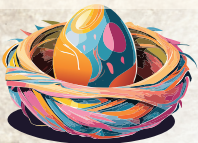
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Design Principles

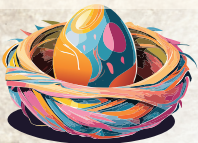
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Typography

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Photography

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