GRAPHIC DESIGN

101

PROJECT 1

BUSINESS PLAN

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GDE730 Studio and Entrepreneurship

Falmouth University 2025

Concept

My idea is to create a protoype for a website for:

- Information about the different Design software;
- Learning the basic tools of the Design software;
- Basic information abut the graphic design history, princ-ples, topography and logo de-sign;
- News from the graphic design world;
- Information about ideas inspi-ration;
- Live lessons and much more.

Logo

GRAPHIC DESIGN 101

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My idea is to create a protoype for a website for:
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- information about ideas inspiration;
- live lessons and much more.

WHY:
I have been to couple schools for graphic design courses and we always jump to some kind of projects as soon as we start the classes. Sometimes we just go over briefly over some of the main futures 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.

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

These are some books that I made couple years ago - they are just for me that's why I wasn't making them with atention to details but aferwords I found our that I actually like creating content with explaning in details how things are achieved and how spesific tools can be used.

I would like to create a youtube chanel, explaining each one tool how can be used, how can be combined with other tools and with many examples.

I think creating a step by step explanation of every tool included in the most papular software has a lot of potential.

Many students starting graphic design courses, need not just basic info of the tools but much deeper understanding with included exercises.

1. https://acrobat.adobe.com/id/urn:aaid:sc:us:f-7678c6b-781a-41e4-bf37-bef375ed7e0a

2. https://acrobat.adobe.com/id/urn:aaid:sc:US:6e04532b-e197-45fb-abc3-ce3cff9cd0fa

3. https://acrobat.adobe.com/id/urn:aaid:sc:US:983b9c6b-b088-44b0-af63-78588d205a1e

4. https://acrobat.adobe.com/id/urn:aaid:sc:US:5cd56db9-c270-442c-ace7-9eae75105bb1

5. https://acrobat.adobe.com/id/urn:aaid:sc:US:de7fc2e6-6b09-4532-a30a-c57f6e1fecd7

6. https://acrobat.adobe.com/id/urn:aaid:sc:US:5362e65b-250e-457d-b741-6638fd77ec9d

7. https://acrobat.adobe.com/id/urn:aaid:sc:US:29b8624d-3583-47de-b19a-f080de054149

If the first links for my personal books (I have used the lectures form different cources and classes that I have taken) above don't work, I created them in different way here:

1. https://assets.adobe.com/id/urn:aaid:sc:US:b492182b-23ca-4110-920b-d8f40798b2a5?view=published

2. https://assets.adobe.com/id/urn:aaid:sc:US:3e4b04b2-33e2-4e77-aee3-c6c1154eeb33?view=published

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4. https://assets.adobe.com/id/urn:aaid:sc:US:209c4b1e-fbaa-4d9e-a46b-560134a6c979?view=published

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6. https://assets.adobe.com/id/urn:aaid:sc:US:d-33f43c0-4a23-496e-9120-ad904651ccba?view=published

7. https://assets.adobe.com/id/urn:aaid:sc:US:8149e-be5-4838-44e0-a4bb-f98c61d4eb63?view=published

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4. https://indd.adobe.com/view/8f447159-678b-4902-9270-5f7689b475fa

5. https://indd.adobe.com/view/b18e29d0-a6ca-4047-8c53-77ff9d85c5fb

6. https://indd.adobe.com/view/270edecb-4276-4f80-88ec-ca5d28cda508

Research

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.

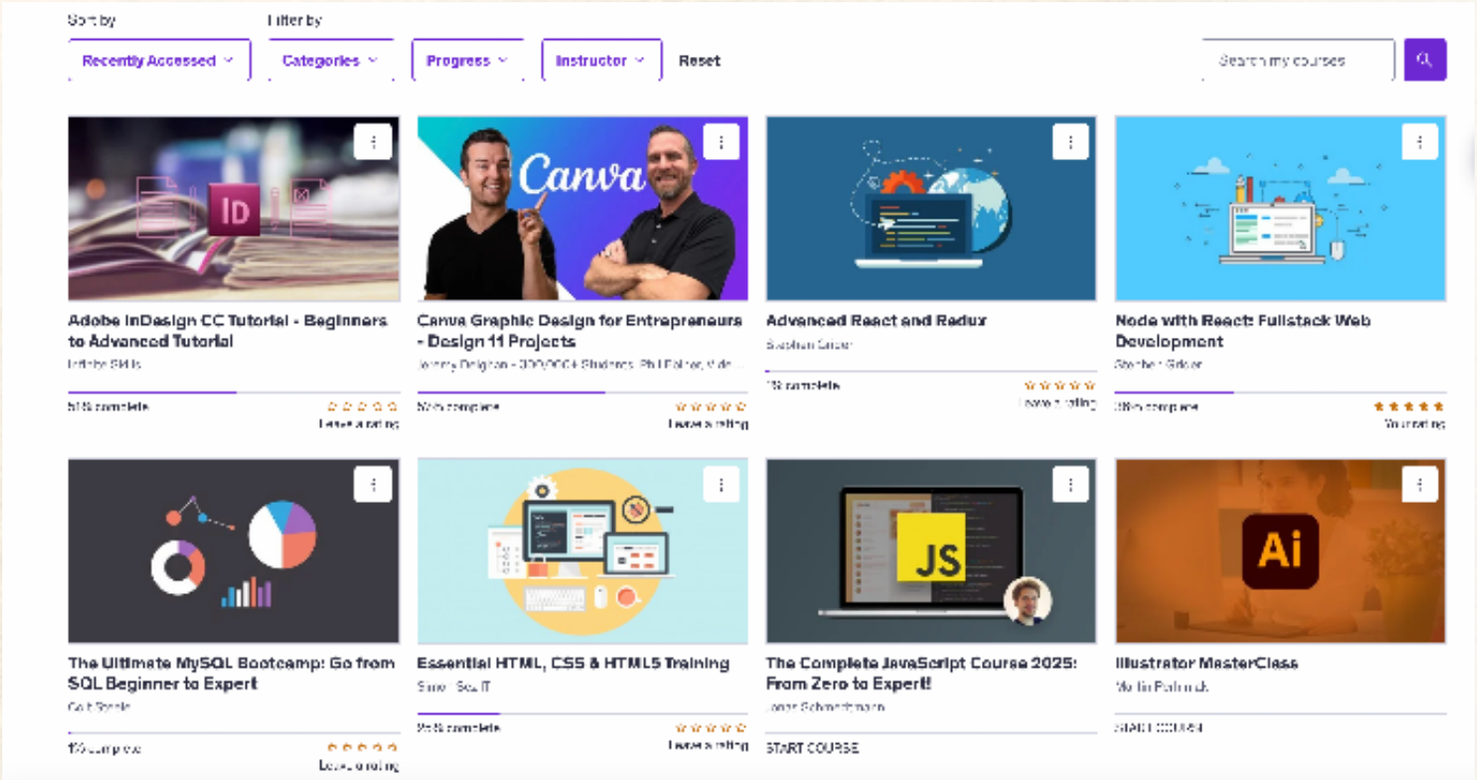
lynda.com was acquired by LinkdIn in 2015 for **$1.5 billion,** so now is part of the LinkedIn site.
It inludes courses, videos, audios, events, and learning paths. Is available on almost 20 languages.
The classes are saparated on levels - beginner, intermediate and advanced.

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 can vary between 5$ to 200$.
There is no subscription plan like Lynda.com.

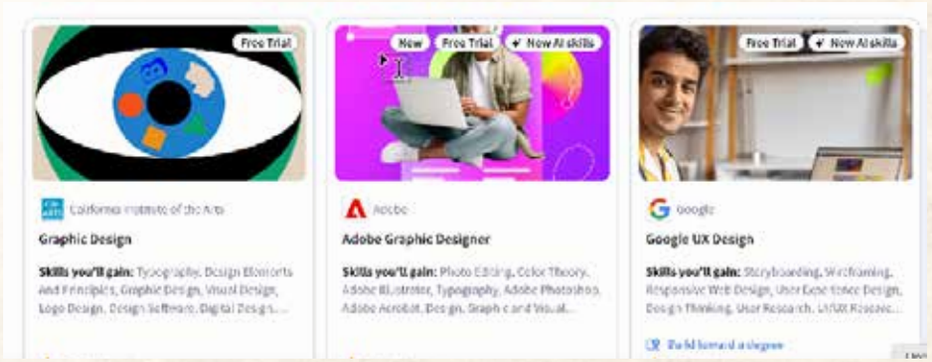


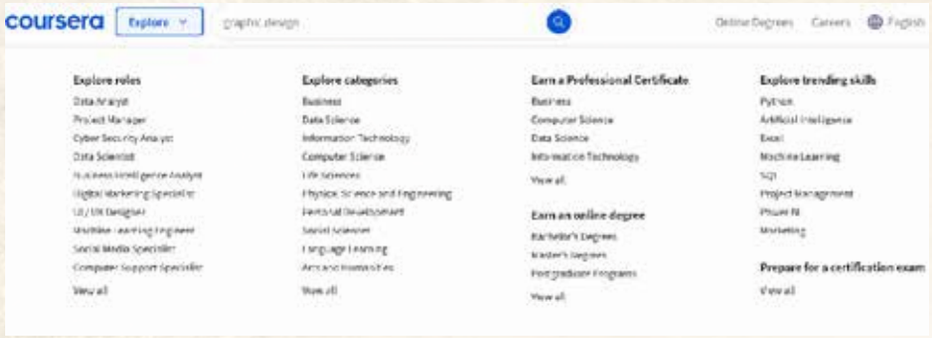
1. Coursera

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

The subscription is very expensive - 59$ a month.

(https://www.coursera.org/)

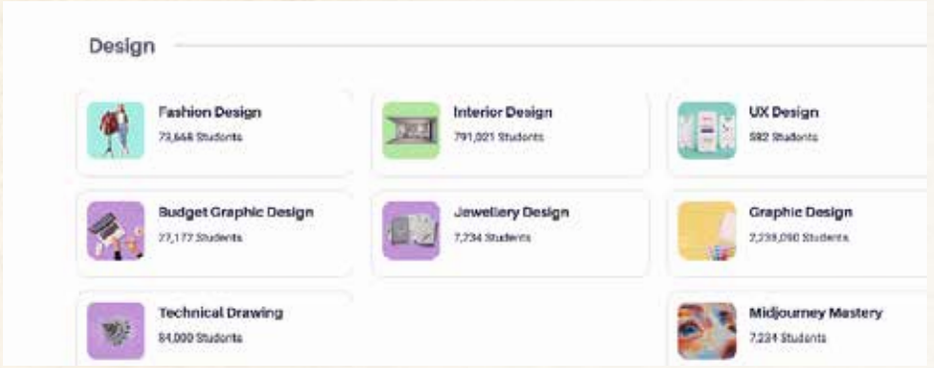


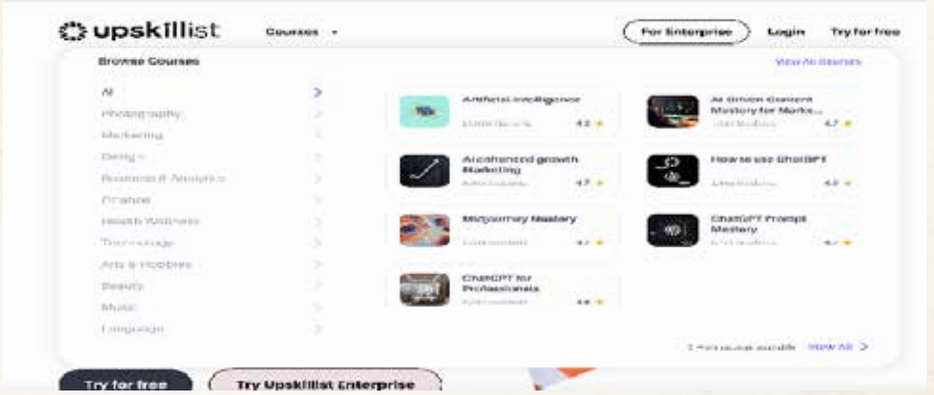


1. Upskillist

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/)





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Marketing Plan

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1. Mission Statement:

"Better Foundation,
Better Designs"

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. advertisements and done work.

I have another idea for income (in one of the lectures we were told that we have to find the business-just look around for opportunities) - in Facebook and other social media accounts there are so many people posting recipes. The layout in most of them looks terrible - most of the time people just write some content but is not organized, there is no hierarchy or good choice of type. I think there is a opportunity to offer services for creating good design so, they can post it and get much more traffic and make much more money.

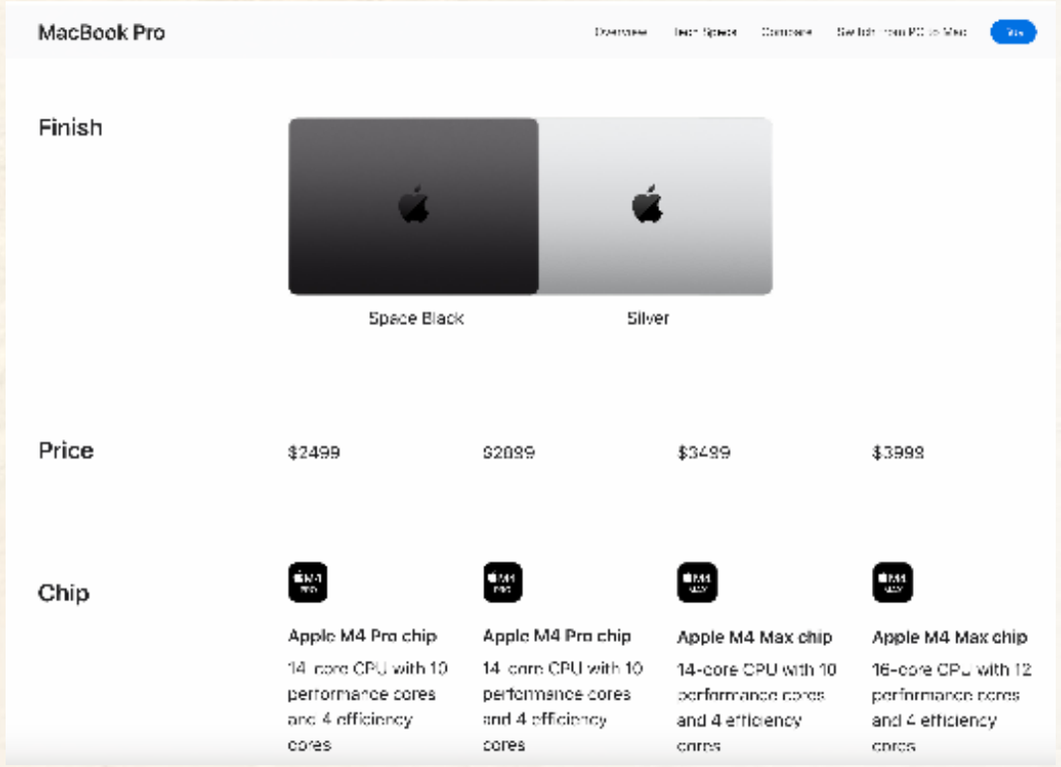
I also have another idea for income - I can send emails to every bigger design school or collage. They can introduce themselves and their programs to the subscribers (for small fee). My audience are people that are just getting started with the design - this is the perfect target for the educational institutions.

The plan for my business is to be at the first year to be 2 people only. I will need somebody to help me with the web site content (I have some knowledge of it but I learned it couple years ago and things change so quick in this field, so I need somebody with new information.)

I will need a small place for rent because I think is much more professional to have a physical place and not just online presence. In my area the rent for a commercial small space can go around 800$ - to 1500$ per month.

I will need money also for the equipment:
- 2 powerful desktop computers (around 4000$)

- Laptop (Apple) - the last models are between 3000$ and 4000$;
https://www.apple.com/macbook-pro/specs/



- 2 high resolution monitors

(for accurate color representation)

https://www.techradar.com/best/best-monitor-for-digital-design

1. BenQ PD2730S ★★★★½

Our top choice for most designers

SPECIFICATIONS

Panel: 27-inch IPS with Nano Matte coating

Resolution: 5120 x 2880 (5K)

Brightness: 400 nits peak

Color Coverage: 98% P3, 100% Rec.709, and 100% sRGB

Refresh Rate: 60Hz

Inputs: 1 x Thunderbolt 4 (90W PD), 1 x Thunderbolt 4 downstream, 2 x USB-C, 3 x USB-A 3.2, 1 x HDMI 2.1, 1 x DisplayPort 1.4, 1 x Headphone jack

REASONS TO BUY

+ 5K Resolution with 218 PPI
+ 98% P3, 100% Rec.709, and 100% sRGB
+ Thunderbolt 4 connectivity with 90W PD
+ Great IO
+ Nano Matte coating
+ Wireless control puck
+ Color Management

- Drawing tablets

(price can vary between 50$ to 600$)

option 1 is Wacom Intuos S

A no-frills wireless drawing tablet

Wacom Intuos S

Wacom's entry-level Intuos tablet offers a good drawing experience and paper-like texture, plus five hotkeys and wireless connectivity.

$72 from Amazon

$80 from Best Buy

$100 from Walmart

A feature-packed drawing tablet

Wacom Intuos Pro Medium (2025)

While its large drawing area, expansive list of features, and fully wireless capability are more than most people need from a drawing tablet, this tablet justifies its higher price, offering a premium drawing experience.

$380 from Best Buy

“A drawing tablet, which helps you create art on your computer, is a flat panel that tracks the input of a stylus and then translates the lines you draw for your PC, laptop, or phone. Virtually all tablets measure the pressure that you apply to the tablet with the stylus—plus its tilt and angle—which some programs can use to vary the thickness and opacity, or other properties, of the lines you draw.”
(https://www.nytimes.com/wirecutter/reviews/best-drawing-tablets/)

I personally prefer the Ipad pro before the Wacom.
I have 2 home - one small and one very big but for some reason I like my Ipad pro better.
I have heard from other designers that they prefer the Wacom because it has advanced pressure sensitivity and better compatibility with the desktop software.

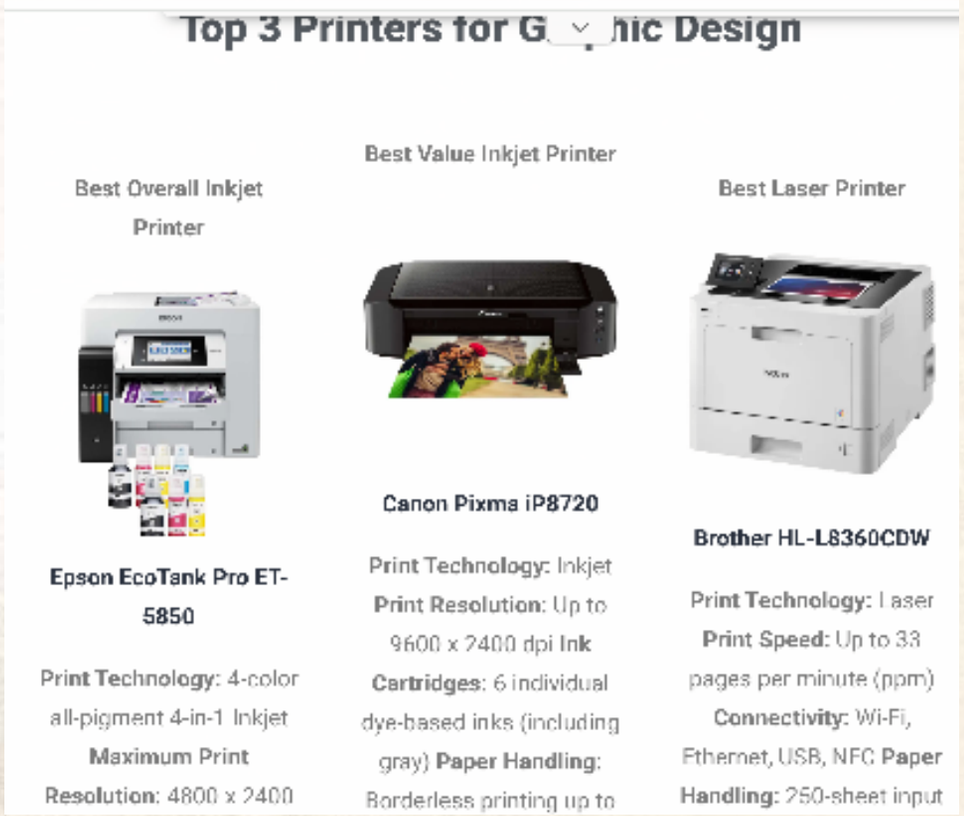
https://mediapeanut.com/ipad-vs-wacom-which-is-better-for-digital-art-comparison-review/

- Good printers

https://www.zekagraphic.com/12-best-printers-for-graphic-design/

The printers should have good color accurancy, sharpness, costeffective refillable ink tanks, able to handle different size of papers, and able to do wireless printing and duplex printing.

- **Canon Pixma iP8720** (Best Value inkjet printer for graphic designers)
- **Epson EcoTank Pro ET-5850** (Best Overall Inkjet Printer For Graphic Design)
- **Canon PIXMA Pro-200** (The best professional wide-format printer)
- **Epson Expression Photo HD XP-15000** (The best mid-range wide-format inkjet printer)
- **HP Smart-Tank** (The best budget inkjet printer)
- **Epson Expression Photo XP 970 Printer** (The best art printer in long term)
- **Canon imageCLASS MF743Cdw** (The best overall laser printer for designers)
- **Brother HL-L8360CDW** (Best Laser Printer for Designers, Freelancers and Small Firms)
- **Lexmark MB2236i** (The best printer with low cost and good quality)
- **Kyocera Ecosys P6230cdn** (The best laser printer for heavy workloads)
- **HP DesignJet Z6** (Best Large Format Printer for Poster Design)
- **Xerox B215** (The best budget laser printer) (Monochrome)



Top 3 Printers for G hic Design

Best Overall Inkjet Printer

Epson EcoTank Pro ET-5850

Print Technology: 4-color all-pigment 4-in-1 Inkjet Maximum Print Resolution: 4800 x 2400

Best Value Inkjet Printer

Canon Pixma iP8720

Print Technology: Inkjet Print Resolution: Up to 9600 x 2400 dpi Ink Cartridges: 6 individual dye-based inks (including gray) Paper Handling: Borderless printing up to

Best Laser Printer

Brother HL-L8360CDW

Print Technology: Laser Print Speed: Up to 33 pages per minute (ppm) Connectivity: Wi-Fi, Ethernet, USB, NFC Paper Handling: 250-sheet input

- Design Software

I will use Adobe Suite (there are couple other options but this is the best one for my purpose)

Cost:69.99$ a month

Creative Cloud Pro

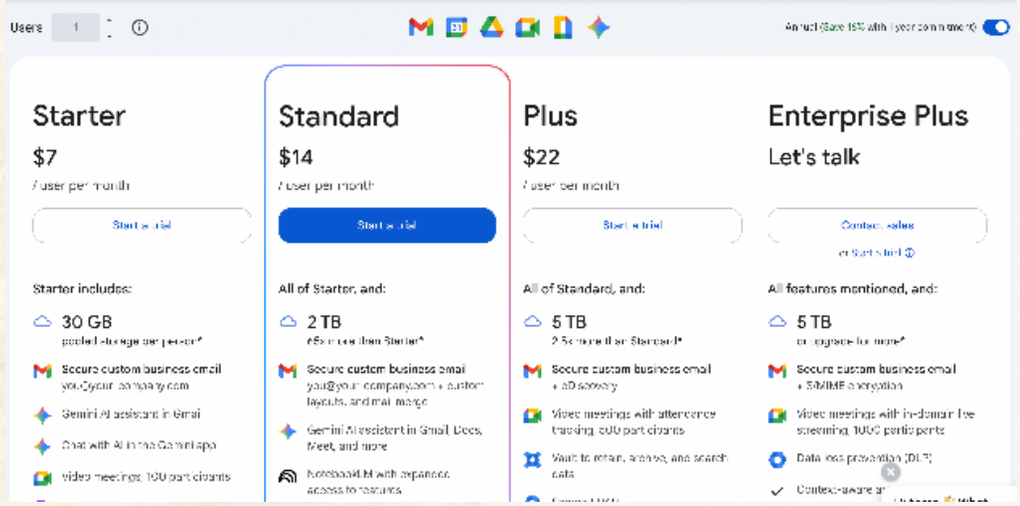
US$69.99/mo

Annual, billed monthly

Get 20+ apps, including Photoshop, Illustrator, Premiere Pro, and Acrobat Pro, plus Adobe Firefly standard and premium creative AI features for images, video, and audio.

- Microsoft Suite

- Google account



- Youtube account

YouTube Premium costs is $13.99 USD per month for an individual plan, with a free trial for eligible new members.
There are also annual, family, and student plans available. The annual plan costs $139.99, saving users about 15% compared to the monthly cost.

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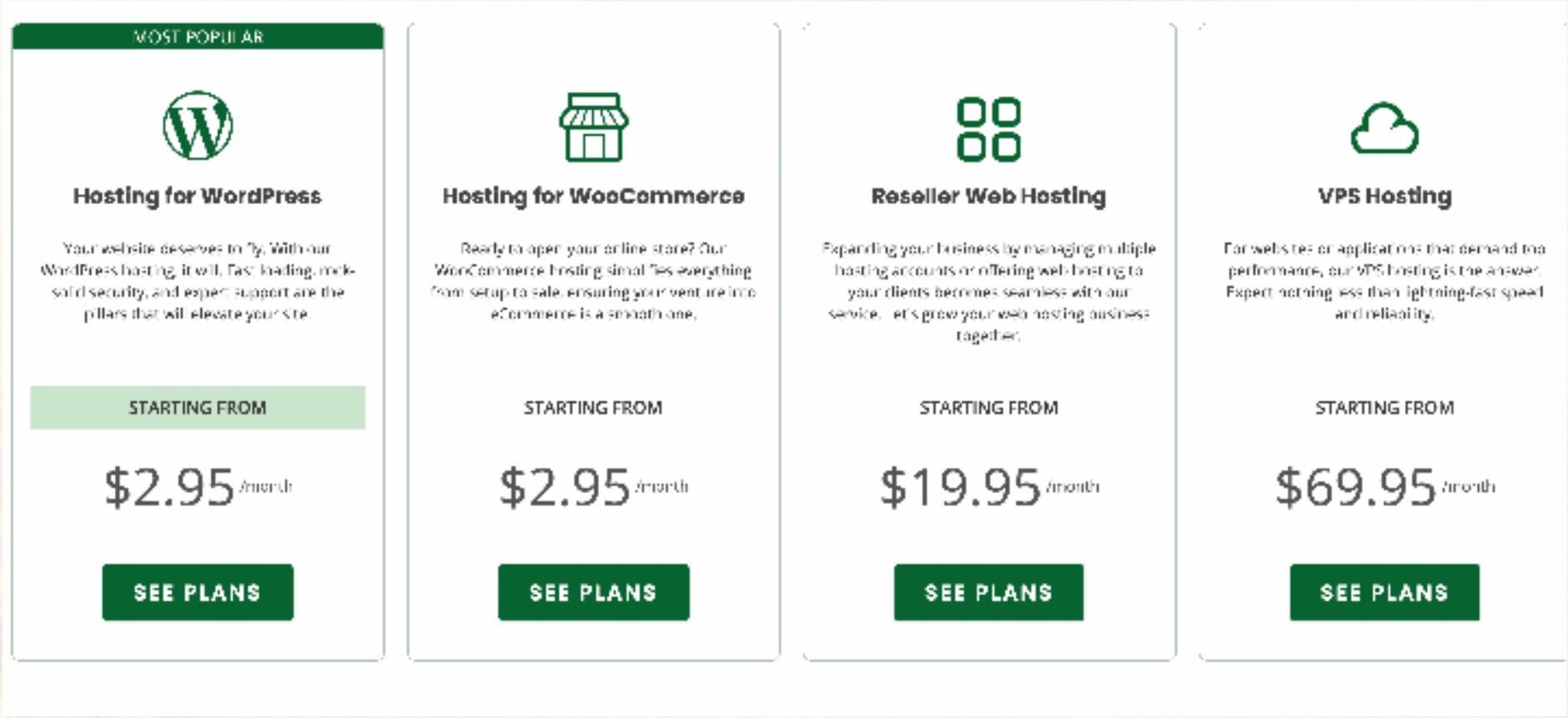
- Finding Webhosting company

I did some research and I like GreenGeeks services.

They are eco-friendly, they have good options and great reviews from other customers.

https://www.greengeeks.com/



Initial cost
(will be around 30 000$):

- buying a desktop computers, laptop, iPad pro, printer;
- furniture for the office;
- basic stationery, books, magazines
- getting a phone;
- buying a domain name;
- paying for webhosting;
- buying insurance;
-

Monthly expenses
(will be around 2 000$)

- monthly I will have expenses for rent, internet access, storage solutions and software:
 -rent - around 1000$;
 - internet access - around 100$;
 - software - around 200$ a month;
 - paying for medical insurance for me and my partner;

-

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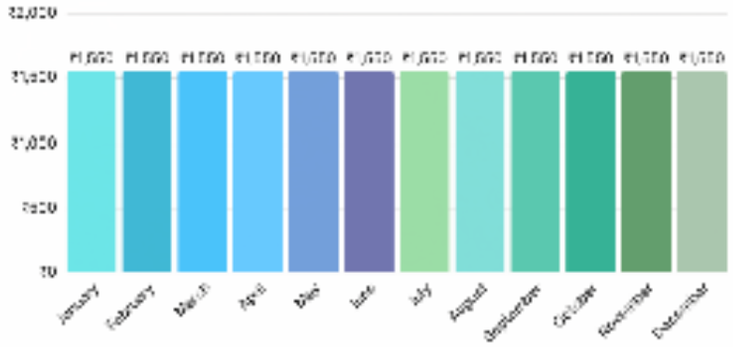
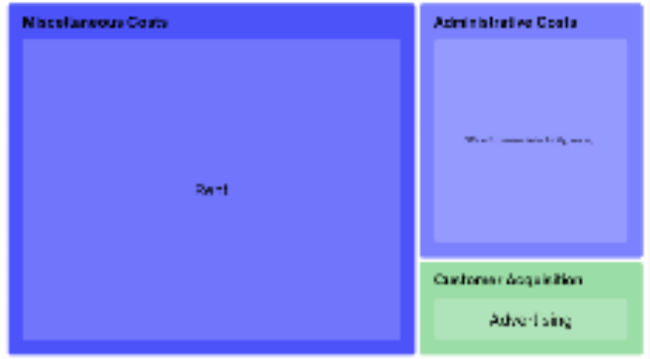
Budget Tracker





Item	Categories	January	February	March	April	May	June	July	August	September	October	November	December	Total
Advertising	Customer Acquisition	₹80	₹80	₹80	₹80	₹170	₹80	₹170	₹170	₹170	₹170	₹80	₹80	₹1,600
Rent	Miscellaneous Costs	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹1,000	₹12,000
Office Expenses (electricity, water, internet, insurance,)	Administrative Costs	3400	3400	3400	3400	3400	3400	3400	3400	3400	3400	3400	3400	40800

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Year 1

In year 1 the expenses with be 18 600.00$ (total of monthly expenses) + initial cost of start up 30 000.00$ (the amount the buy all the necessary stuff for the office)

Total expenses is 48 600.00$

Year 1

I will advertise so with the low cost I think I will have at least 1000 subscriptions. This is total of 2 990.00$ per month and 35 880.00 per year.

Also I will be doing design work freelance and making at least 10 000.00 per year.

Total income is 45 880.00$

https://www.canva.com/design/DAGvASKWmdo/6RzGw-fTwyqPfudWkxzEavA/edit?utm_content=DAGvASKWmdo&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Year 2

In year 1 the expenses with be 18,600$ (total of monthly expenses)

Total expenses is 18 600.00$

Year 2

The subscriptions will be double - for 2000 subscriptions I will get 5980.00$ per month.
Also I will be doing more design work freelance and making at least 15000.00 per year.

Total income is 86 760.00$

Year 3

In year 1 the expenses with be 18,600$ (total of monthly expenses)

Total expenses is 18600.00$

Year 3

The subscriptions will be triple - for 3000 subscriptions I will get 8970.00$ per month.
Also I will be doing design work freelance and making at least 15000.00 per year.

Total income is 122 640.00$

Year 3

122 640.00 - 18600.00 = **104 040.00$ profit**

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

GRAPHIC DESIGN 101

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

https://www.figma.com/proto/Ex4SV1iHNGkmtF6Ex72val/Project1-Desktop-version2--?page-id=0%3A1&node-id=1-2&p=f&viewport=1170%2C939%2C0.46&t=gyaqUPnANglhL7G1-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=3%3A75

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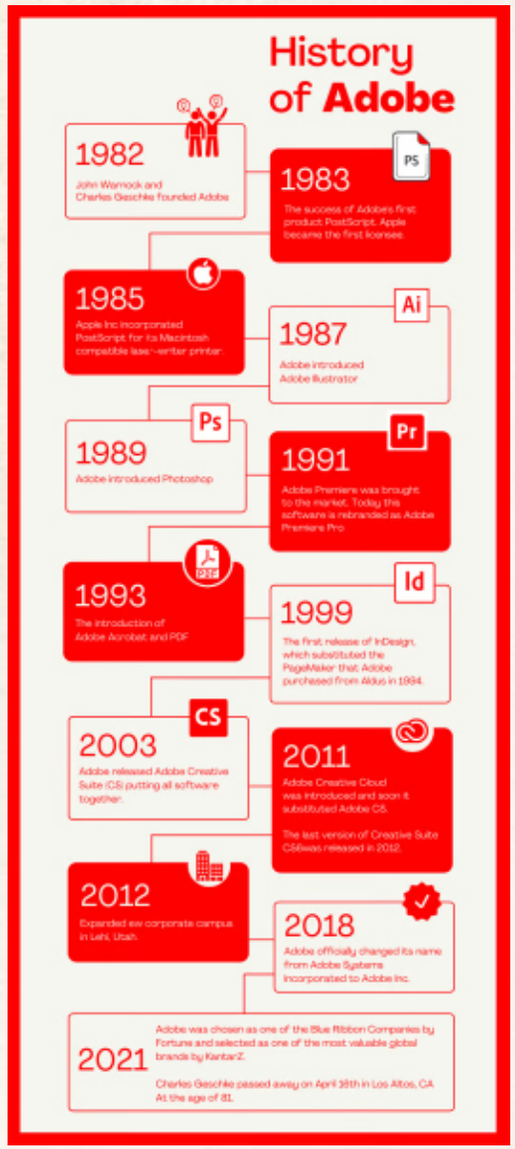
Adobe Suite

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.

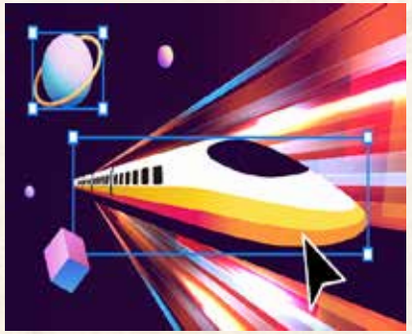


https://illustratorhow.com/adobe-history/

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, broshures, menues, 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.

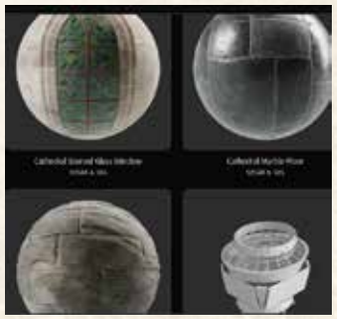
Dreamweaver

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



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

Adobe Substance 3D Collection

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

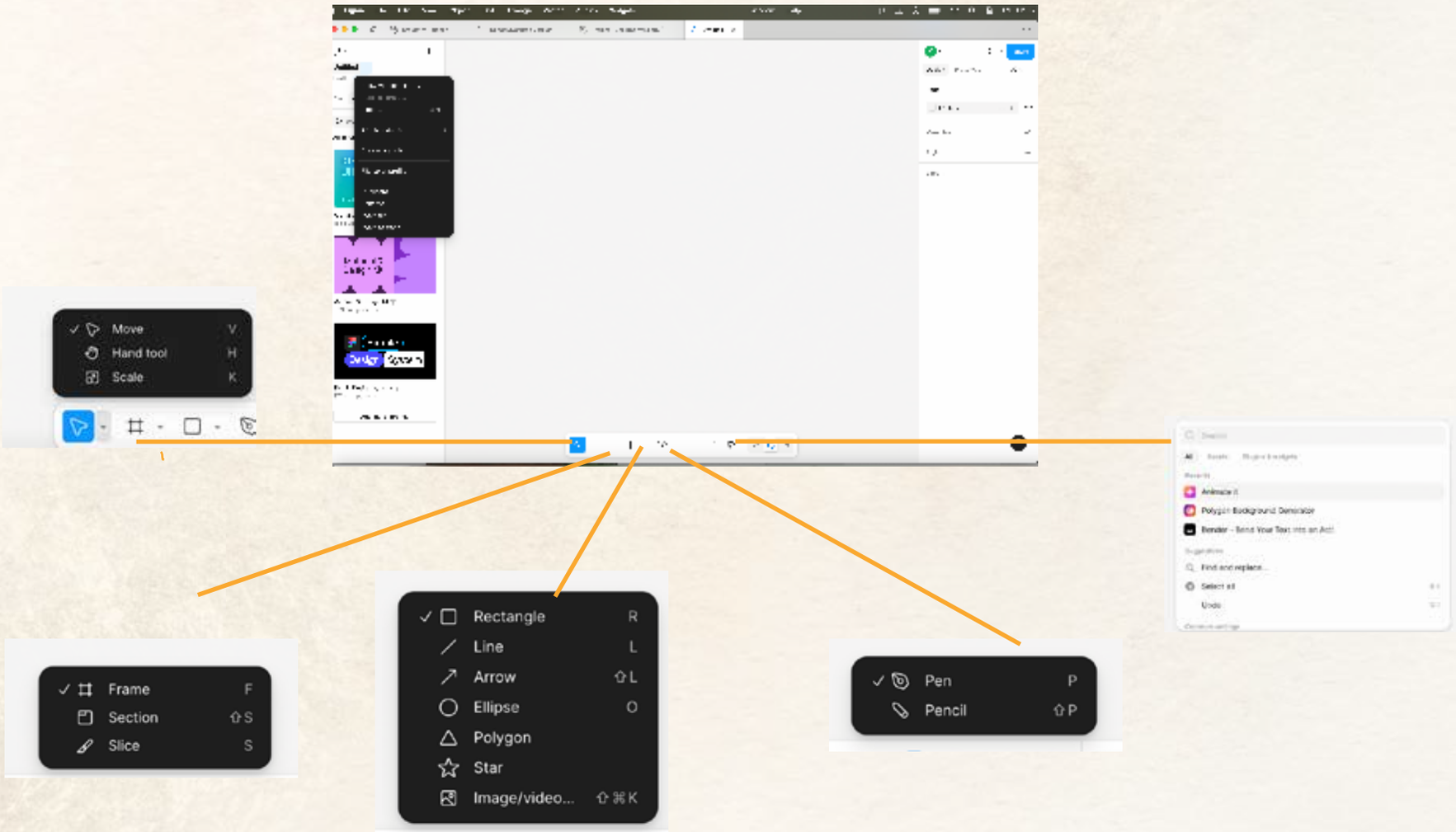
.
"Figma Design is for people to create, share, and test designs for websites, mobile apps, and other digital products and experiences. It is a popular tool for designers, product managers, writers and developers and helps anyone involved in the design process contribute, give feedback, and make better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



GRAPHIC DESIGN 101

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.

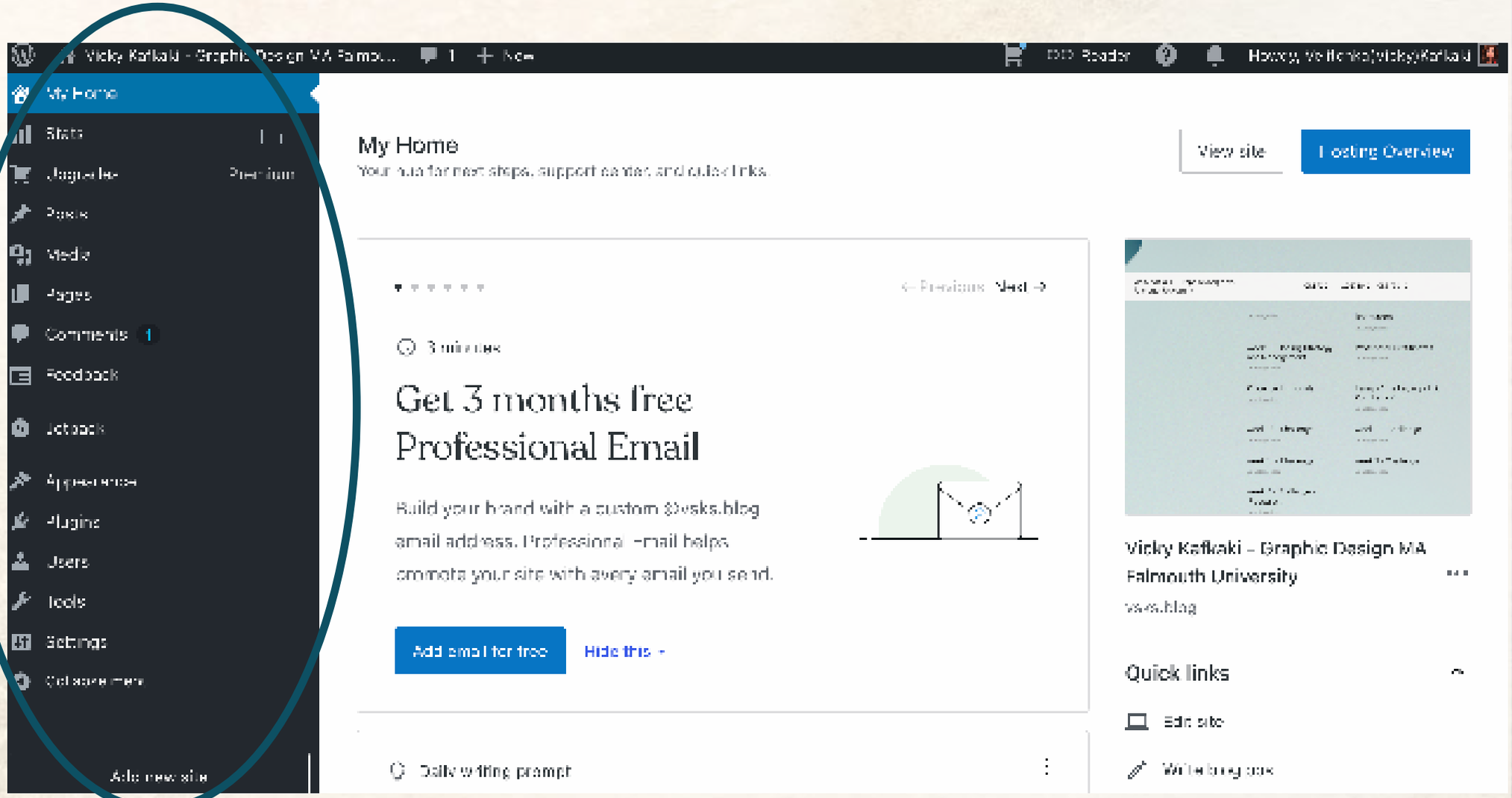
You just need to purchase a domain name and subscribe for Wordpress.

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


My Home
View site
Hosting Overview
Get 3 months free
Professional Email
Add email for free
Hide this
Vicky Kafkaki – Graphic Design MA
Falmouth University
Quick links
Edit site

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)

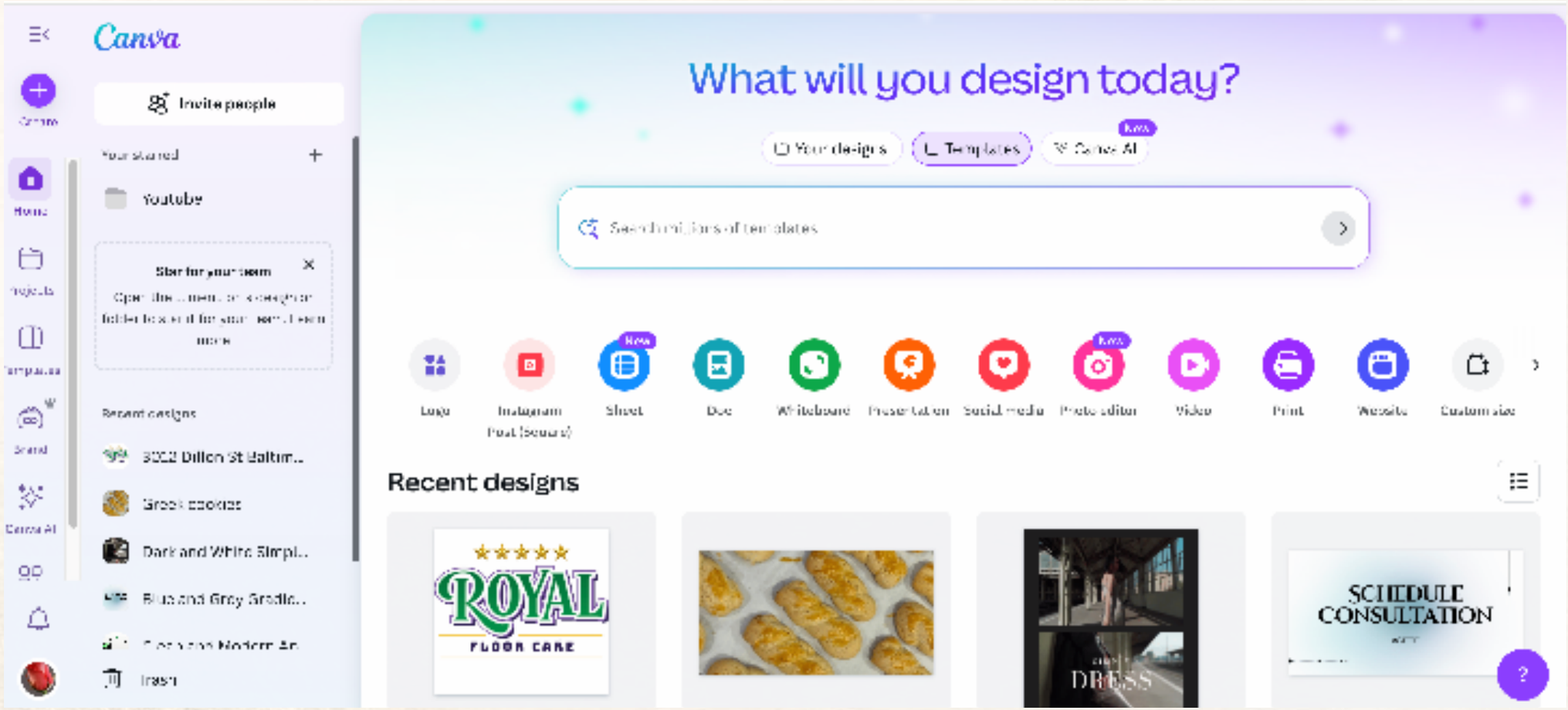
Canva offers both a free and paid version:

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

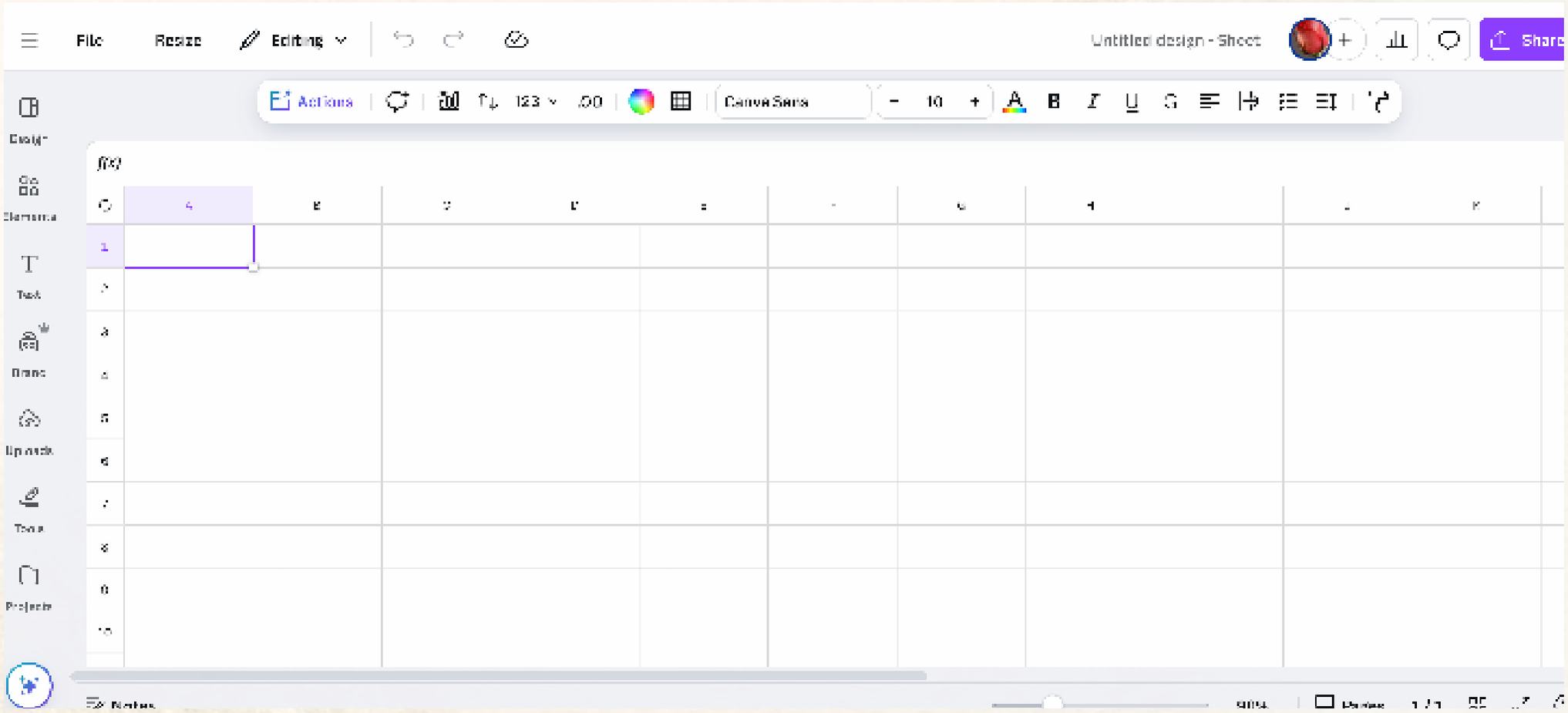
Canva Pro: Offers premium features, including unlimited access to templates and media, more storage, advanced design tools like background removal and resizing, and access to brand kits.

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

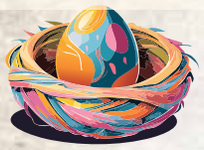
Canva Enterprise: Tailored for large organizations with advanced security and management features.

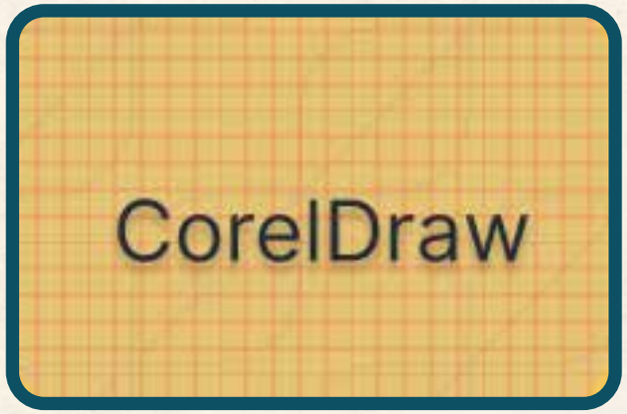


It is a great platform for creating social media posts, presentations and edit your photos. I use it for creating simple videos - also is a good way to make quick video of a trip that you took or something else..
Here one example of one the trips that I took last year.
https://youtu.be/IZBE0DhctfQ?si=Ki7zYf43FLjvx4O2



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.

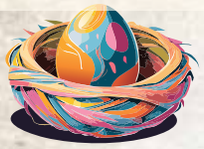
According to Kathleen Maher " CorelDraw first shipped in 1989. It is one of the seminal software programs of the Windows era, which officially kicked off with the shipment of Windows 1.0 in 1985. At around the same time, Adobe introduced Illustrator (1987) and Photoshop (1988). During this peaceful pre-3D 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/)

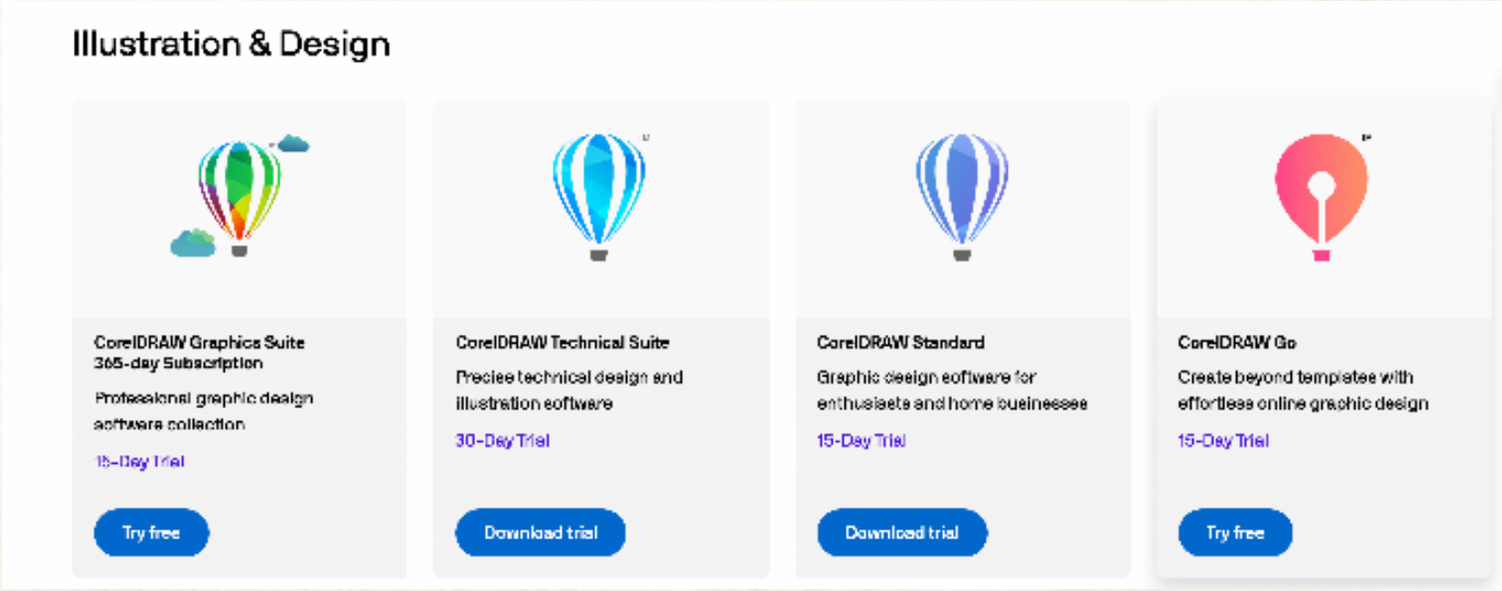
https://youtu.be/459FjmLx-XM?si=nF226vpFjqIfol0q

https://youtu.be/FpsYOh9tfY4?si=E3Hb5POVkE5e_etp

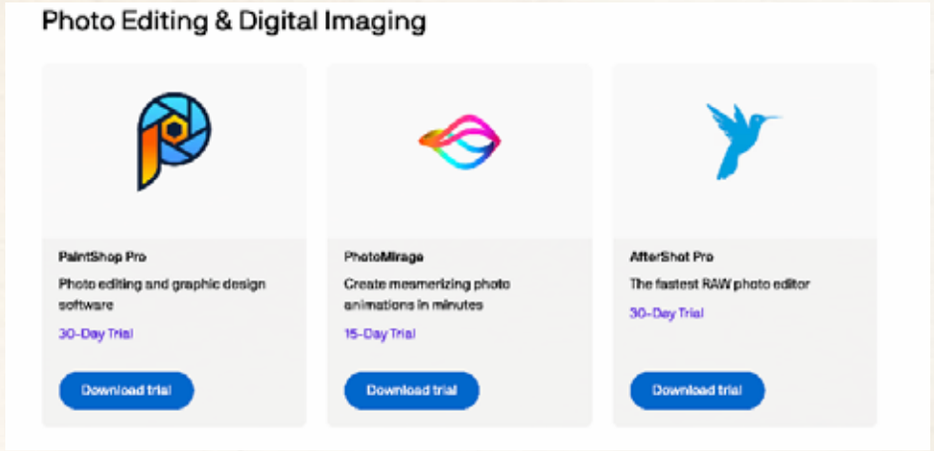
https://learn.corel.com/tutorials/whats-new-in-coreldraw-graphics-suite/

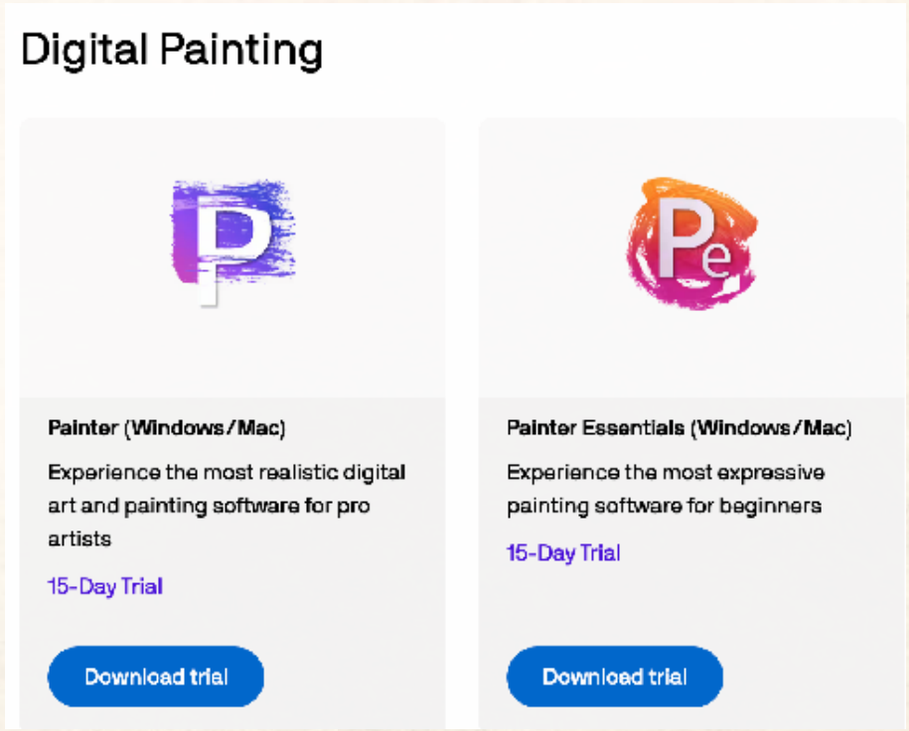
https://youtu.be/rUHSc8lD9QI?si=NLIryDzfUQcMJBEN





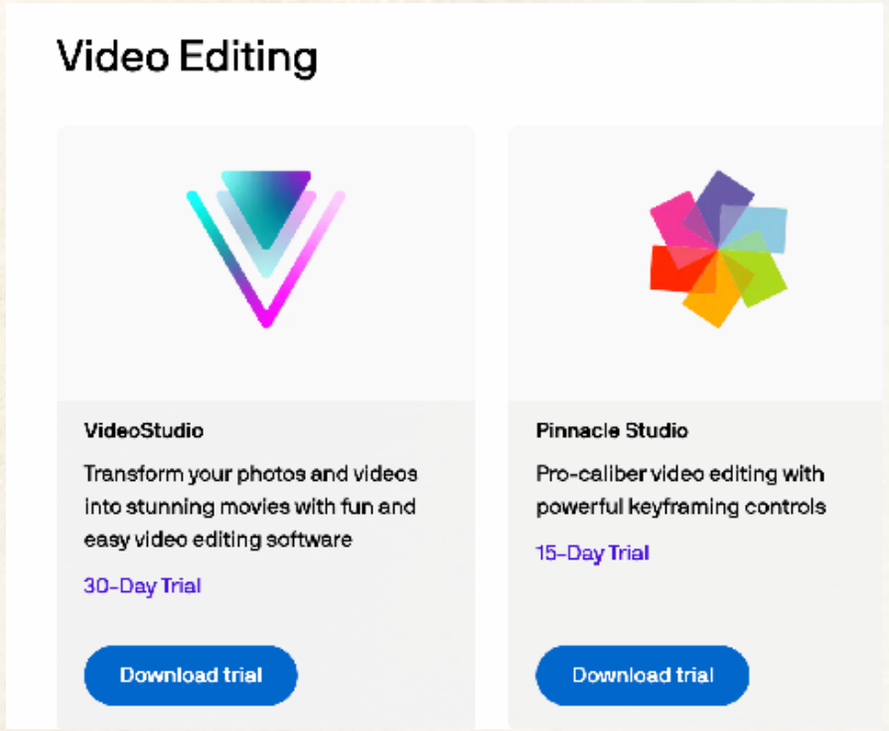
CorelDRAW Suites:
Corel offers different versions of the software to cater to various needs:
CorelDRAW Essentials: A streamlined version for occasional users and beginners.
CorelDRAW Standard: A version for graphics enthusiasts and home businesses.
CorelDRAW Graphics Suite: The full-featured subscription suite for professional designers, including all the applications and features.



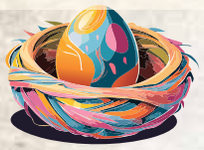


CorelDRAW.com offers professional graphic design software with vector, technical illustration & CAD software options to design logos, posters, drafting...
It's widely used in the sign-making industry for creating vinyl and laser-cut designs.

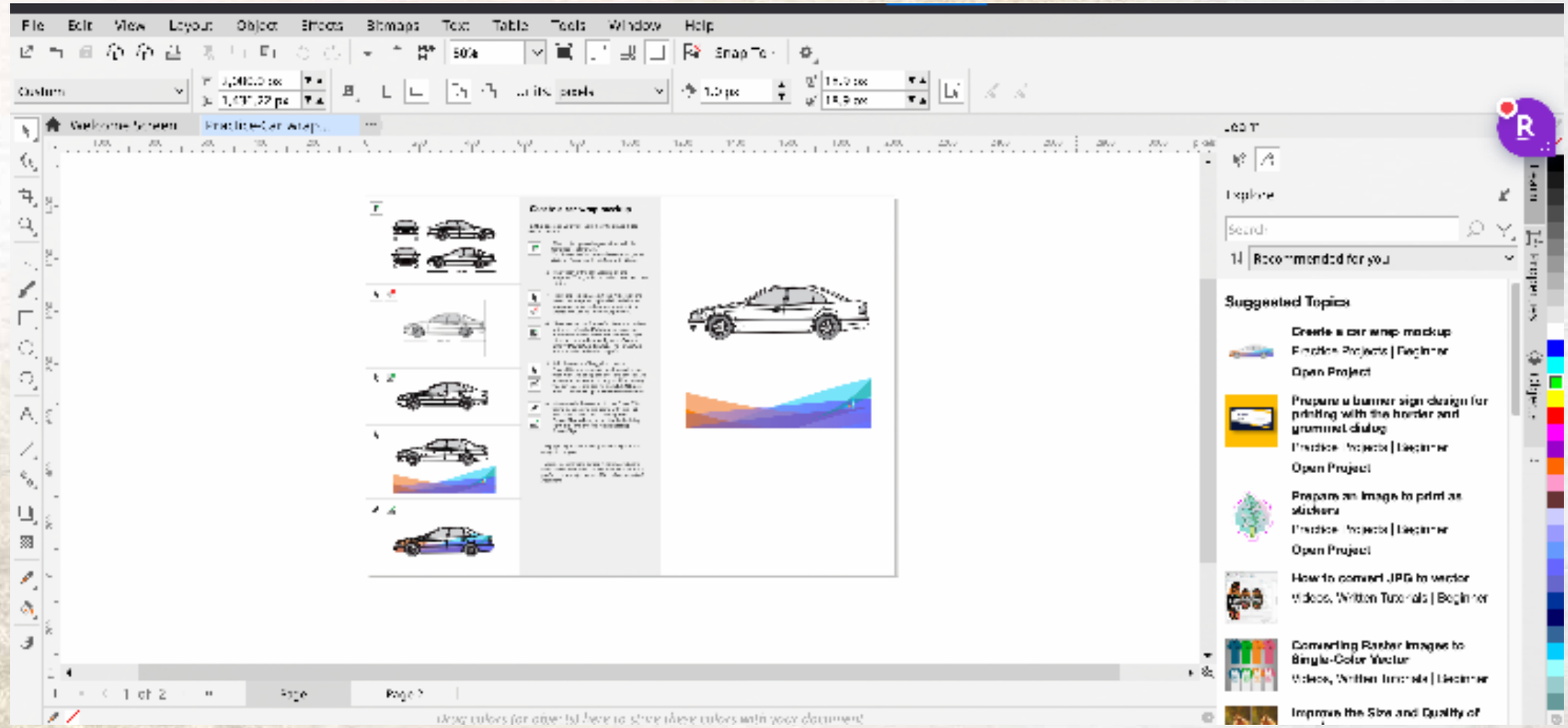
It can be used to design and prepare artwork for embroidery and t-shirts. I used to work for couple weeks at one small embrodery company and they were not using Illustrator but CoreDraw.



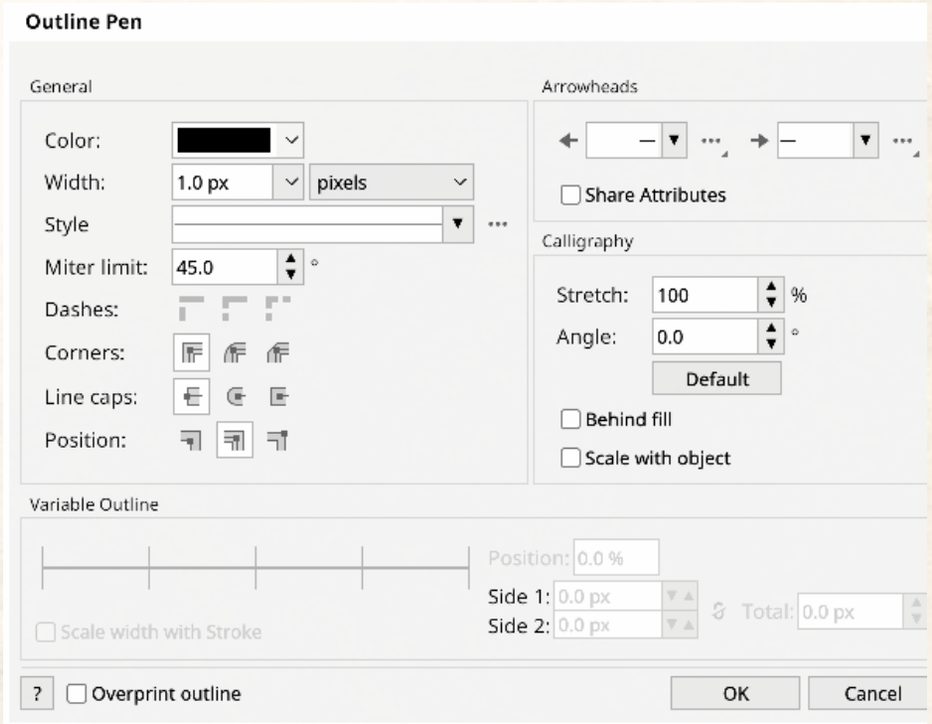
CorelDraw now is available for Mac too.
I bought it 6-7 years ago because one of teachers recommended it and then I found out with disappointment that is only for Windows.



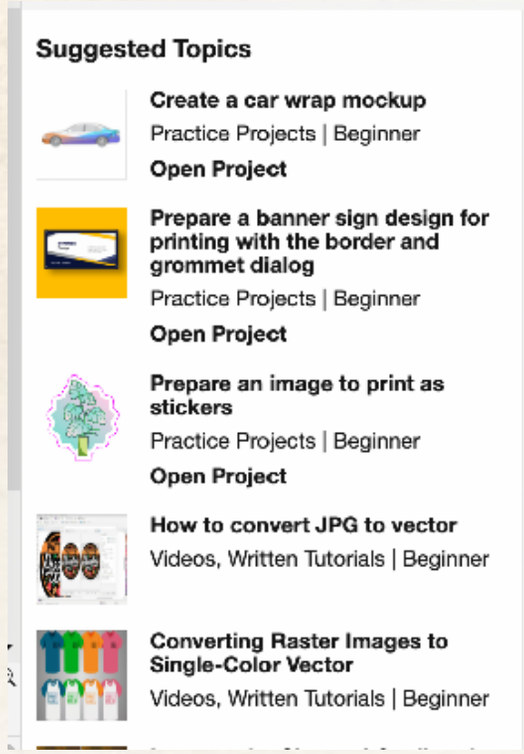
This is how the CorelDraw interface look like. You can sign up for 15 days free trial and explore the different tools.

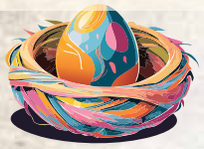


Some of the tools have many additional options. For example the pen tools has so many choices to select from.

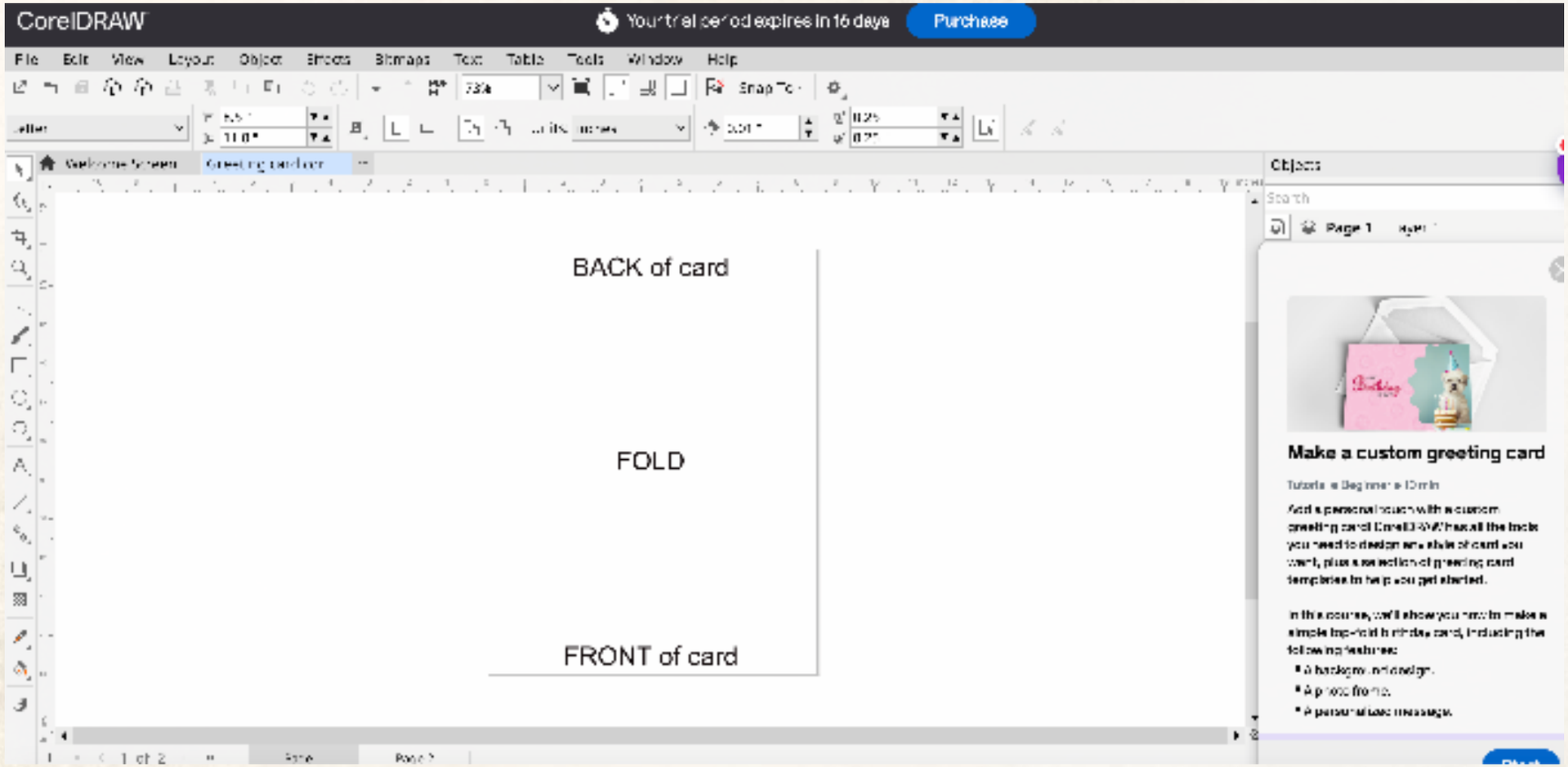


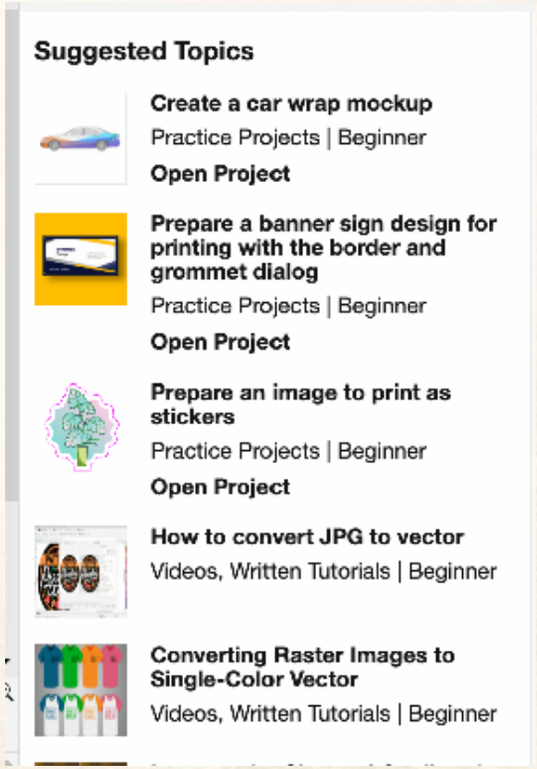
I like how on the side of the screen are listed so many topics that you may need to use in a project.





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

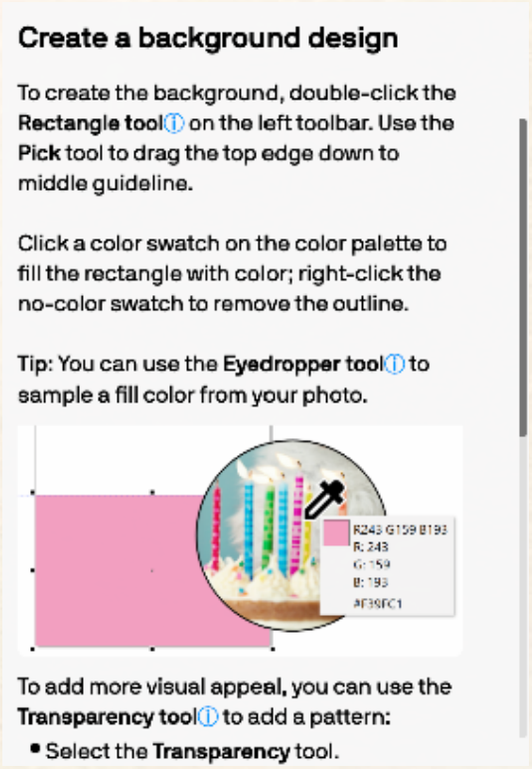
Create a car wrap mockup
Practice Projects | Beginner
Open Project

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

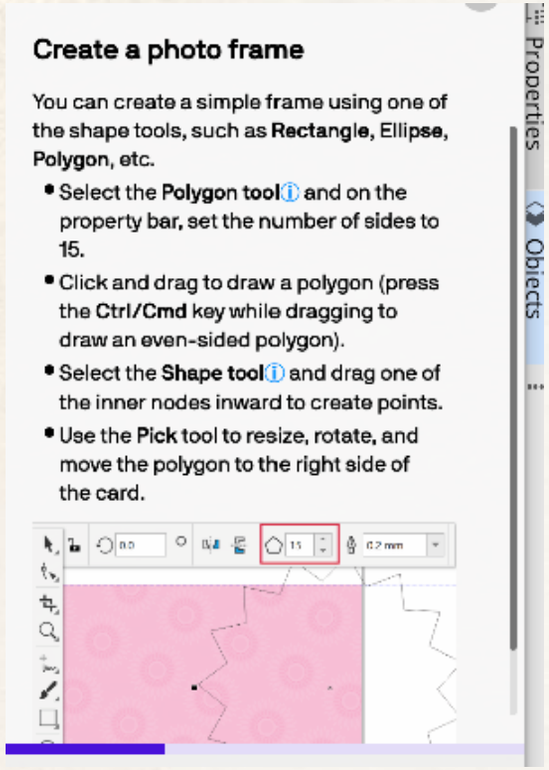
To create the background, double-click the **Rectangle tool** on the left toolbar. Use the **Pick** tool to drag the top edge down to middle guideline.

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.

Properties
Objects

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

GRAPHIC DESIGN 101

Procreate

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.

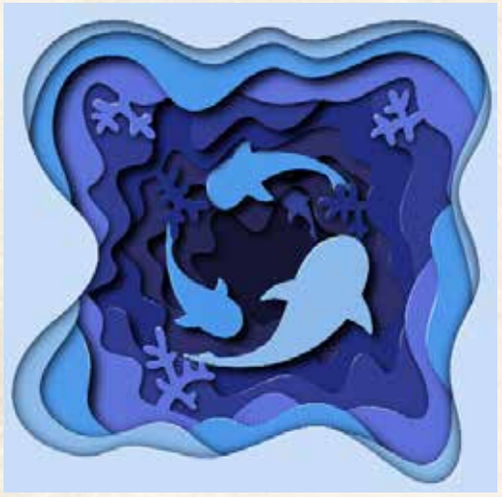
·Procreate offers easy integration with existing workflows, so you can quickly move back and forth between other apps and platforms.

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-hxTw1H2FrK89yziKlYQQVgzJK4QIV5Absk-d#brief)

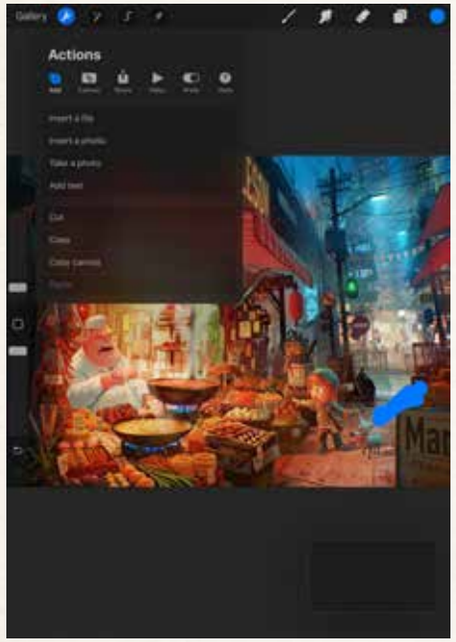
Here some projects that are created with Procreate.



Here how you can choose color

Here are the brush options

Here some more tools

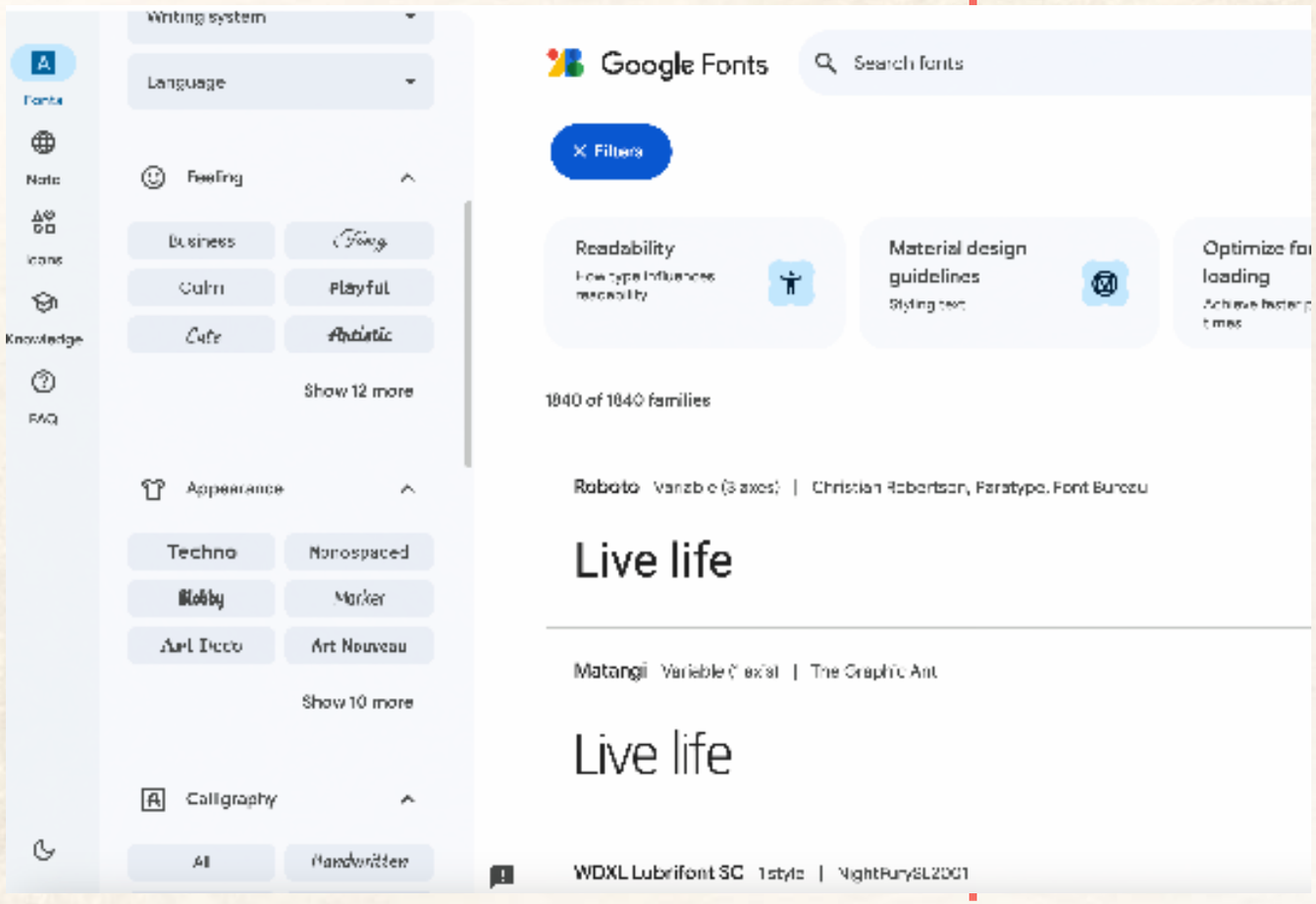


When I click on this is going to take me to another page where I will explain little about why Google and provide some links with videos for beginners.

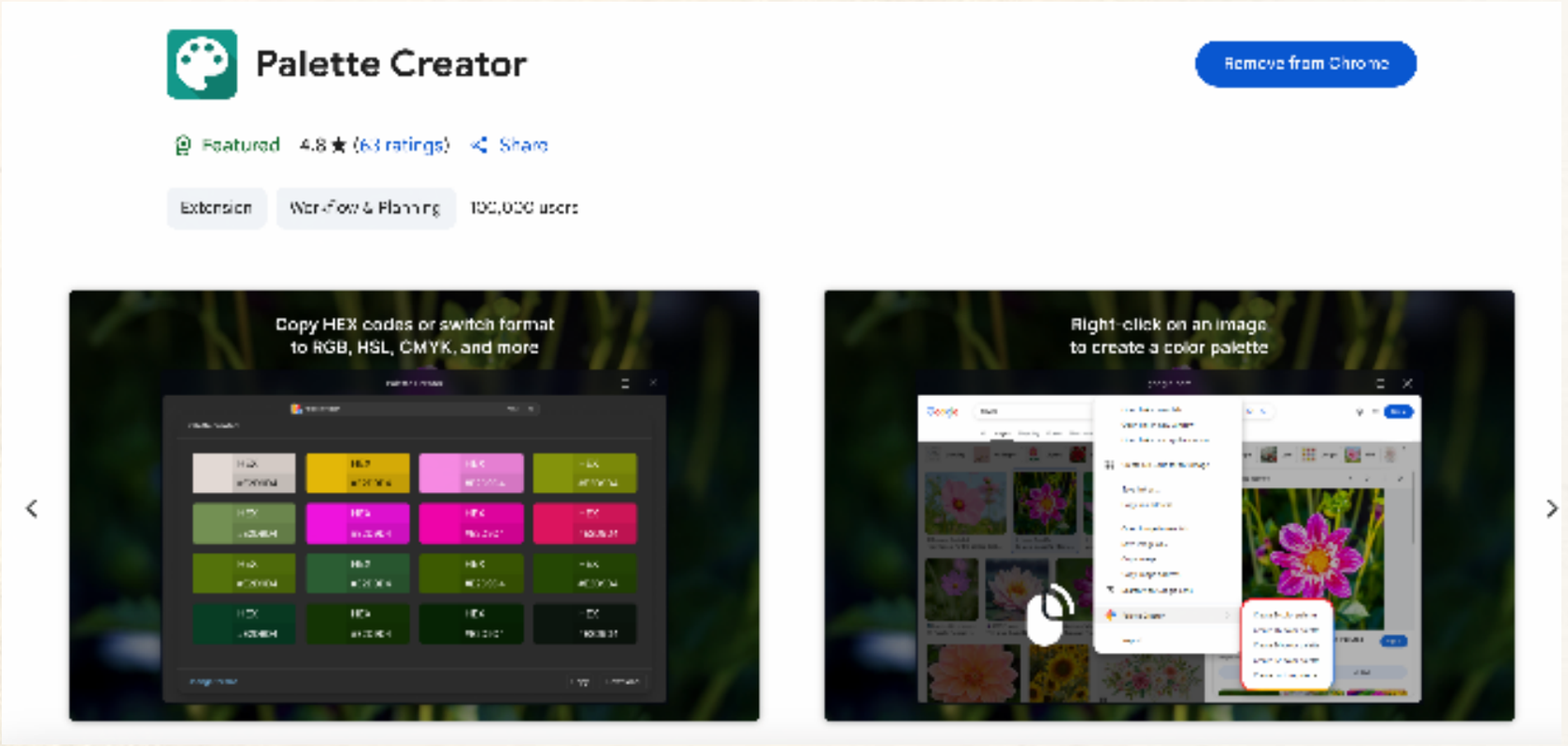
Google offers a comprehensive suite of tools and resources catering to various design needs, from AI-powered UI generation to web development and general creative work.

Google Fonts is interactive directory that provides access to a large library of beautiful digital fonts.

It is very easy to download and use it. Most of the fonts are free and they are available on many languages.

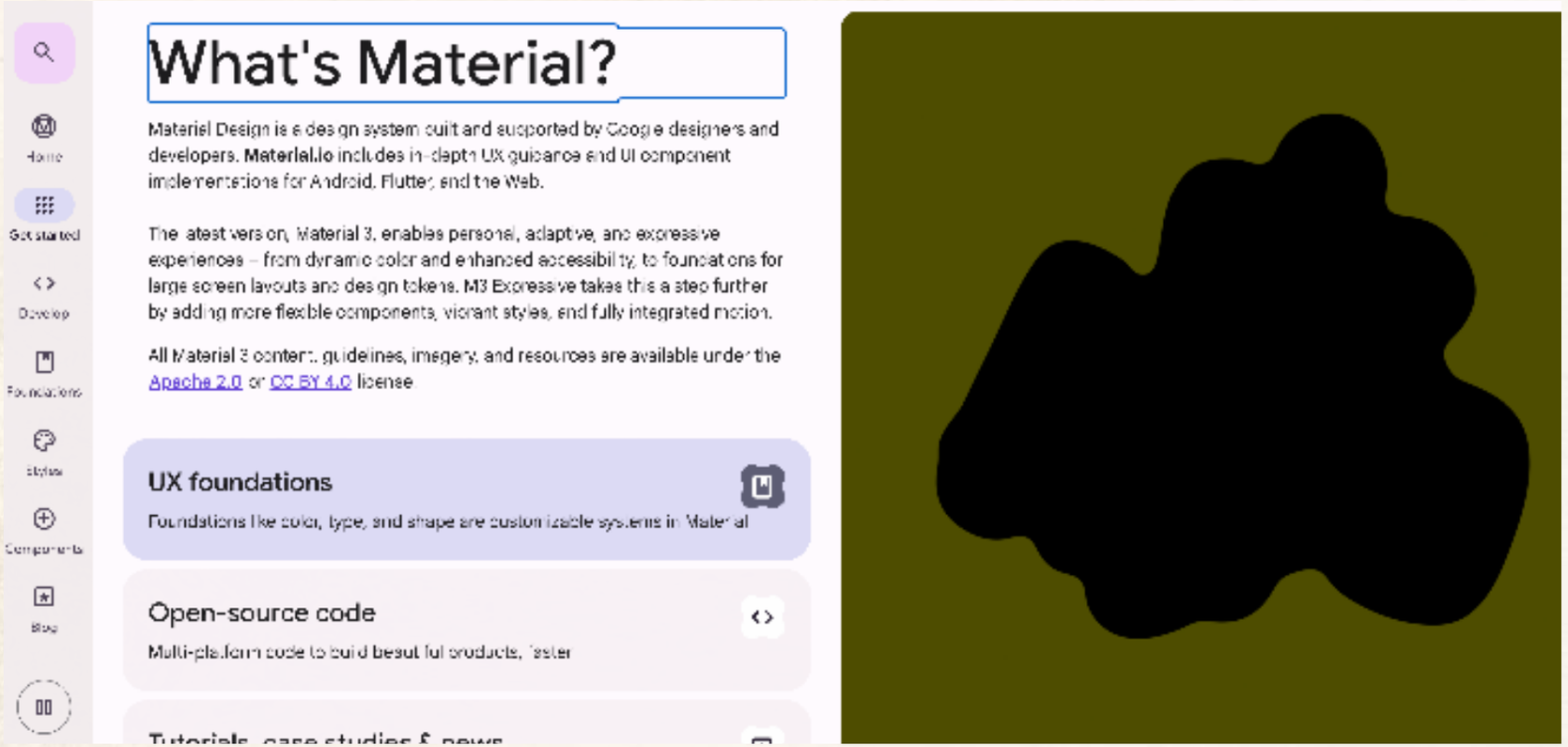


With Palette Creator you can create a color palette from any image. Just right-click on the image and select the “Palette Creator” option.



Material Design 3 is Google's open-source design system for building beautiful, usable products. https://m3.material.io/

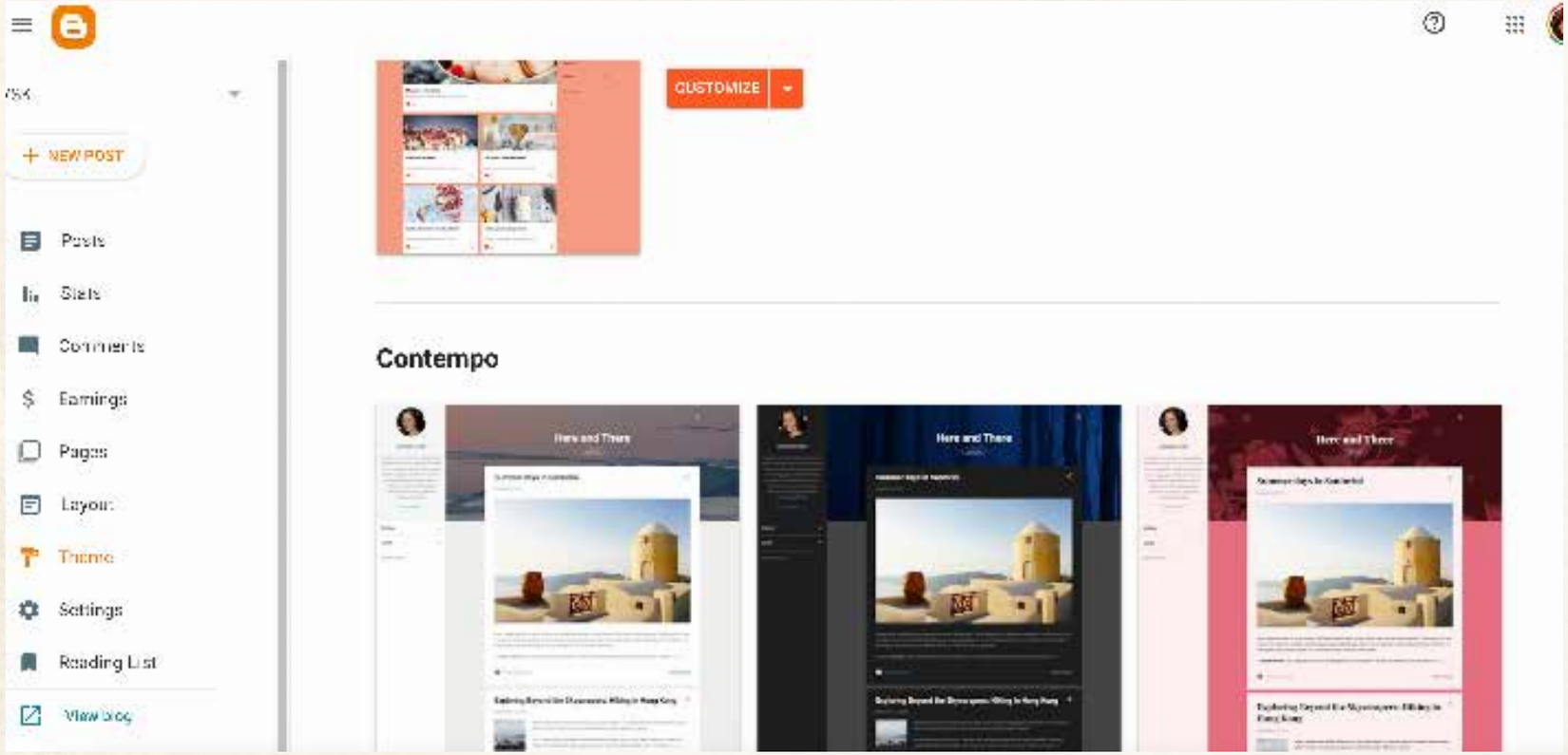
"The latest version, Material 3, enables personal, adaptive, and expressive experiences – from dynamic color and enhanced accessibility, to foundations for large screen layouts and design tokens. M3 Expressive takes this a step further by adding more flexible components, vibrant styles, and fully integrated motion."



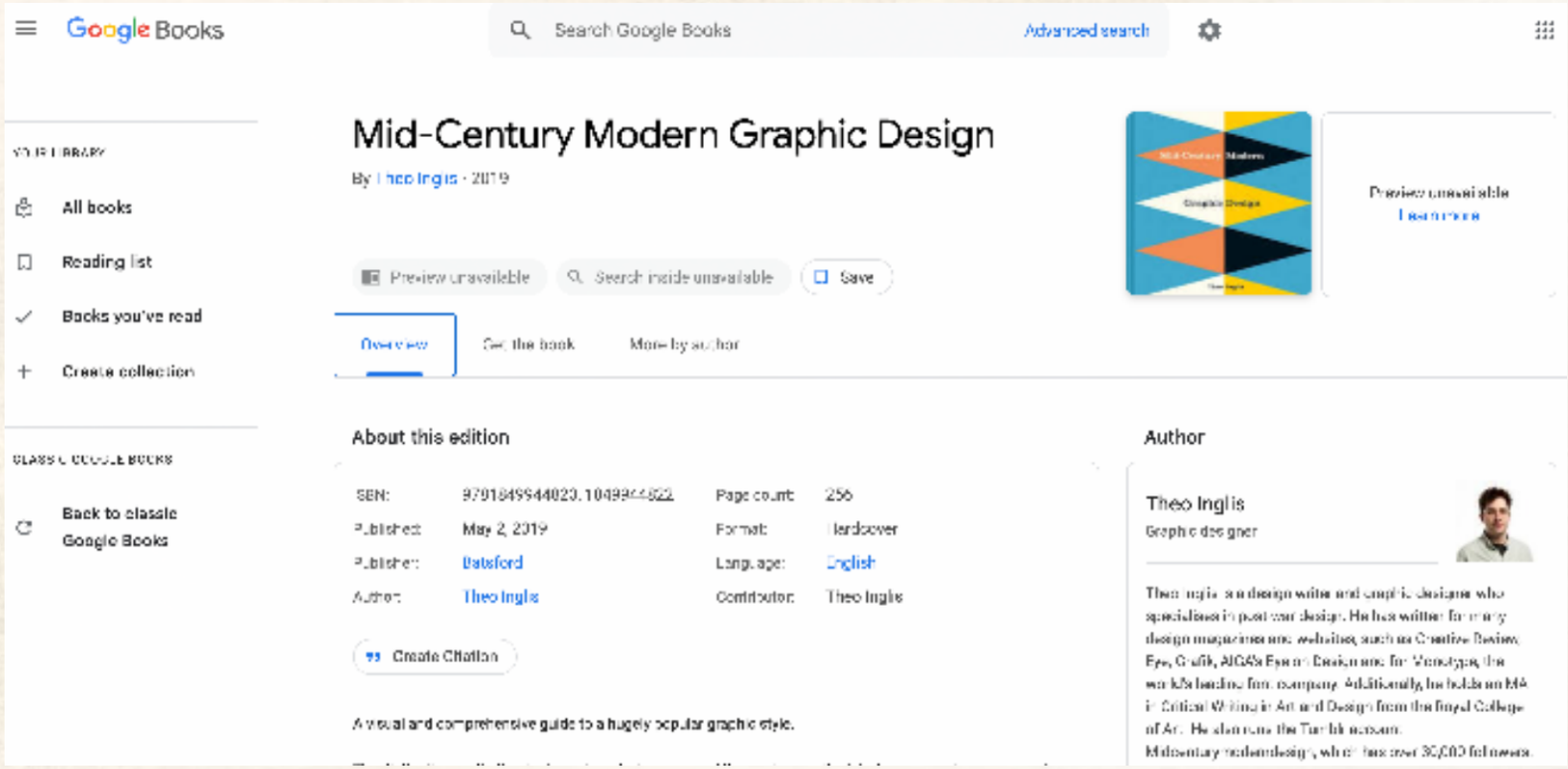
Google Blogger is free and easy to use but has limited customization options and is more for personal use.
You are not paying for hosting.
Thare a lot of tampletes.

https://youtu.be/dEiRWraOejs?si=5FFvJqVOt7dJS-IS

https://youtu.be/RVupLMTbY4U?si=W7GpxsRsJOBnSFBc



Google Books is a good source - when you are looking for a book provides you with a lot of information - not only about where you can find the book but a lot about the content of it, the author, and the reviews for it.



When I click on this is going to take me to another page where I will explain little about why I included YouTube

There are so many tirurials in YouTube that can help you learn more but to watch without ads you need to pay. Here the YouTube Premium Pricing:

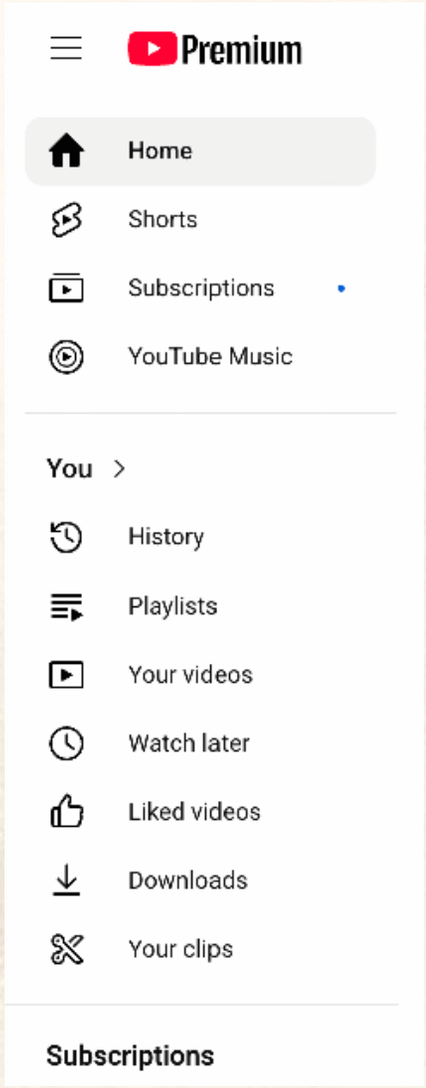
- Individual Plan: $13.99 per month.
- Family Plan: $22.99 per month, allowing up to 5 additional family members.
- Student Plan: $7.99 per month (for eligible students).
- Annual Plan: $139.99 per year (saves you about $48 compared to monthly payments)

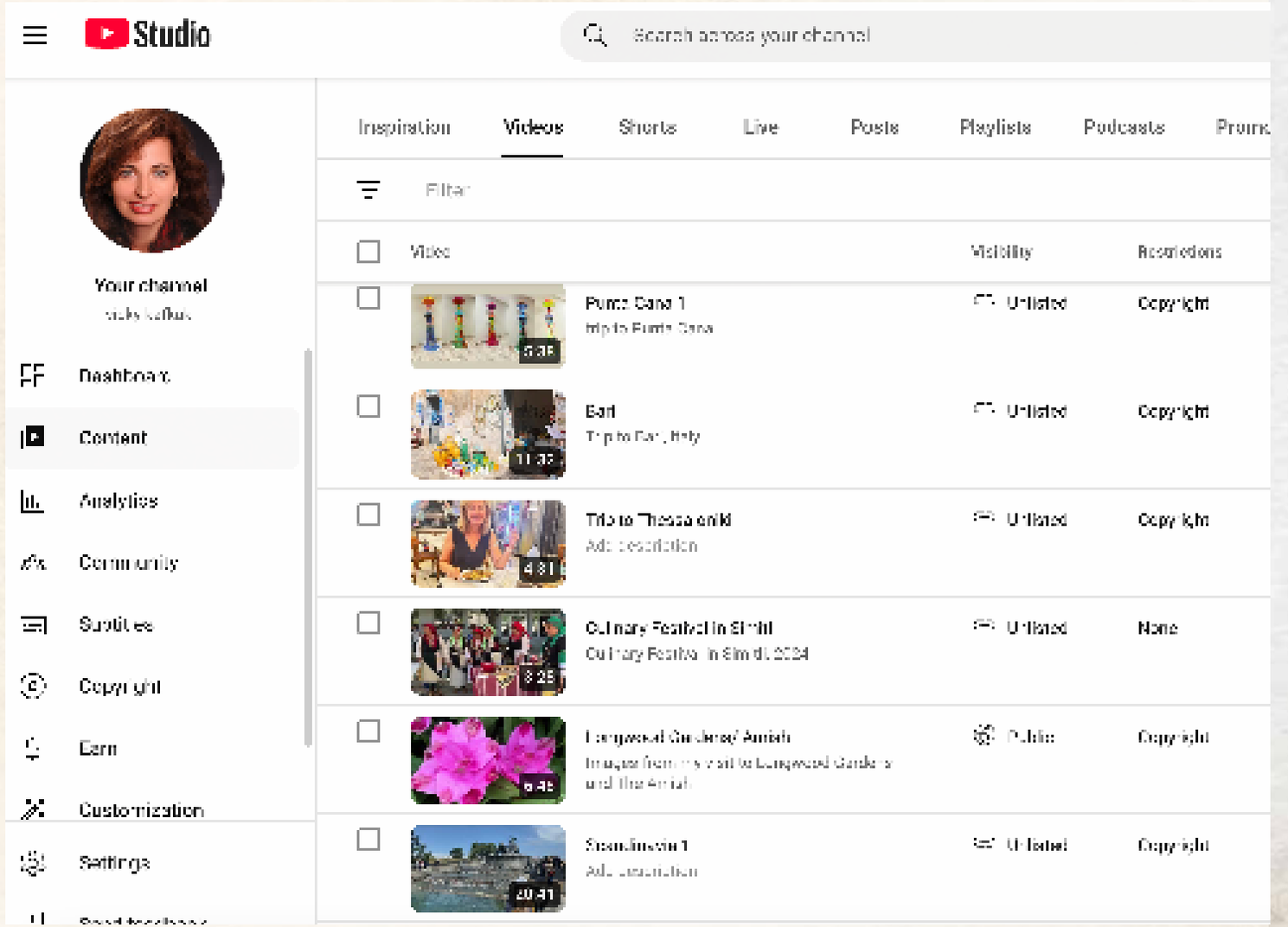
I am using the $13.99 a month.
This way I can not only watch ads free videos but I have my account where I can upload my videos.

YouTube is an online video-sharing platform owned by Google. It was founded on February 14, 2005, by three former PayPal employees: Steve Chen, Chad Hurley, and Jawed Karim.

The platform has a significant social and cultural impact, shaping trends, influencing popular culture, and launching the careers of content creators.
YouTube remains the leading online video-sharing platform globally.

Here how the interface looks when you open your account





Design History

When I click on this is going to take me to another page where I will explain little about the history of the Graphic Design

1. From Prehistory to Early Writing
35, 000 - 500 BCE

2. Classical Literacy
700 BCE - 400 CE
In this period the graphic design became a component of literacy. The letterforms were written on papyrus, parchment, or wax.

3. Medieval Letterforms and Book Formats
400 - 1450
“In the long period known in Europe as the Middle Ages, critical developments affected the means and scope of graphic design.”

4. Renaissance Design - standardization and modularization in Print
1450 - 1660
The invention of the printing press and movable type had a huge impact on the graphic design.
The use of the printing was helping the producing big numbers of the printing materials.
These was making the spread of them easier and making the information accessible to everyone.

5. Modern Typography and the creation of the public sphere
1660 - 1800
This is the Enlightenment period in Europe.
Baroque and rococo styles were in rise.

6. The Graphic effects of Industrial Production
1800 - 1850
This is the Industrialization era in Europe.
Romanticism was popular.

7. Mass Mediation
1850 - 1900
Changes in print technology made the producing of print materials better and faster.

8. Formations of Modern Movement
1880 - 1910
Art Nouveau was popular at that time.

9. Innovation and Persuasion
1910 - 1930
Futurism and Dada were popular at that time.

10. The Culture of Consumption

1920 - 1930

It was the beginnings of brand identities.

11. Public interest campaigns and Information Design

1930 - 1950

“Information design emerged as a powerful means of condensing large quantities of complex data into highly legible forms, and designers aligned themselfs with engineers in the belief that statistical graphics could communicate with the objective rationality.”

Documentary phography was in the rise becasue this was the time when Europe was in war.

12. Corporate identity and international style

1950 - 1970

13. Pop and Protest

1960 - 1970

I think at that period the design was getting more and more conected with the social and political events.

14. Postmodernism in Design

1970 - 1980

It was a interest to the historical and retro styles.

15. Digital Design

1970 - 2000

The technology brought challenges to the world of design. Data, text, images and forms could be manipulated now on so many ways.

16. Graphic Design and Globalization

Graphic designers often play the role of bridge- builders among cultures and communities.

17. Graphic Design and AI

We live in very challenging times- the AI is huge part of the design process now and the possibilities are endless but at the same time I wonder how much the computer can replace the human creativity.

We are about to see in the next years how things will develop.

This is just basic information and I will be adding more every single day.

Also other people can contribute too. Whatever else they find, they can send it to me and I will update it.

It is going to be website for everybody and from everybody.

GRAPHIC DESIGN 101

Typography

When I click on this is going to take me to another page where I will explain little about Typography

"Typography is the art and technique of arranging type to make written language legible, readable, and visually appealing when displayed."

"Because design is the art of communication, and written word is our primary means of communication, typography becomes one of the primary components of design. "

Readability is how easily a text can be read. Is often confused with legibility witch is the ability the reader to recognize and differentiate between letterforms.

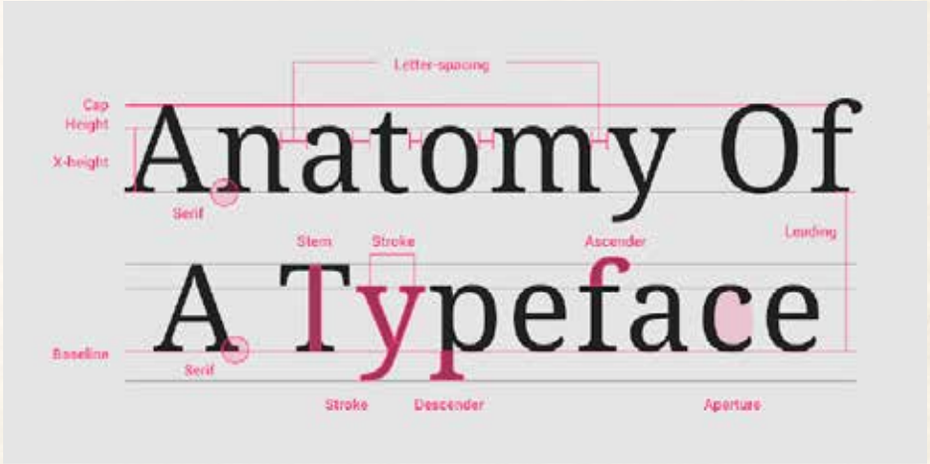
"The designer uses typography in banner ads, maps, social media ads, printed editorials, web page design, newspapers, labels, business cards, magazines, brochures, posters, books, infographics, clothing, application design, logos, branding, presentations, and much more. It's everywhere.
As a designer, you will come across the terms font, font family, superfamilies, and typefaces quite often. It is important to know the differences among them. However, it can be rather confusing. Type terminology has evolved with the advent of computer technology. One of the major issues is that the term font has shifted to replace typeface—and even type family in some cases. Now, it is not uncommon to have an extended type family, or superfamily, that has different font classes, such as serif, sans serif, and slab serif.
Letterforms have different attributes. Sometimes these attributes apply to the typeface as a whole, and other times they apply selectively individual forms and do not appear in all other characters in the typeface."

Typefaces are classified is terms of height, width, and size.
The height of a typeface is measured from an area below the lower descender to the cap height
I think that size below 6 or 8 points is very hard to read and should be avoided. The best size for reading is 9 to 12 points.

https://youtu.be/sByzHoiYFX0?si=G8scEfTN7OgX-aut

https://youtu.be/AXpxZMRM1EY?si=MyDS9aTEPp0CN-LR

I think that is very important to know the anatomy of the type.



"•Baseline: The baseline is the line on which (most of) the letters sit. This is the primary orientation line of all text, and the point of reference for all vertical text alignment in design.

•Cap Height: The cap height is both the distance from the baseline to the top of a capital letter and the line which marks that position in reference the baseline.

•X-Height: The x-height is both the distance from the baseline to the top of a lowercase letter — excluding ascenders. X-height literally refers to the height of the letter "x."

• Axis: The axis is an imaginary line which displays the angle of stress in a letterform, most noticeable in the letter o. A vertical axis has an angle of stress of zero.

•Stem: The stem is a vertical stroke of a upright letterform.

•Stroke: The stroke is main diagonal stroke in a letterforms N and M. It is the secondary diagonal stroke in letters W, A, Y and V.

•Ascender: An ascender is the upward vertical stroke of a lowercase letter that extends above the x-height. Some ascenders extend above the cap height. The distance between the baseline and the ascender and the line which marks that position is called the ascender height.

•Descender: A descender is the downward vertical stroke of a lowercase letter that extends below the baseline. The distance from between the x-height and the bottom edge of the descender and the line that marks that spot is called the descender height.

•Crossbar: The crossbar is the horizontal stroke in the middle of a capital letter, specifically and A, H, and B (sometimes also referred to as the bar, arm, or cross stroke).

•Arm: An arm is an upward sloping stroke that does not connect to the stroke on one end.

•Leg: A leg is a downward sloping stroke that does not connect to the stroke on one end."

GRAPHIC DESIGN 101

I created two charts with some of the most important facts in the typography development

3000 BCE: Early Sumerian writing
3000 BCE: Egyptian Hieroglyphics
1800 BCE: Chinese Calligraphy
1500 BCE: Phoenician Alphabet
1000 BCE: Greeks adopt Phoenician Alphabet
105 BCE: invention of paper
100 BCE: Roman Letterform develop
400 CE: Illuminated manuscripts in Europe
550 CE: Celtic half-uncials and word spacing
700 CE: Woodblock printing in China
1200 CE: Blackletter scripts
1040 CE: Movable type used in China
1276 CE: First watermark

1500 CE: Old style Typefaces
1500 CE: First italic Typeface
1557 CE: Script Typefaces
1692 CE: The beginning of Transitional Typefaces
1720 CE: Rococo Style
1720 CE: William Caslon establishes a Type Foundary in England
1737 CE: Type Measurment System
1757 CE: John Baskerville develops Transitional Typefaces
1784 CE: Modern Typefaces (Didot, Bodoni)
1796 CE: Invention of Lithography Printing process
1810 CE: Display Typefaces
1815 CE: First three-dimensional Typefaces
1816 CE: First Sans-Serif Typafaces

1822 CE: Early development of Photography
1822 CE: Wood used for type
1830 CE: Victorian style
1833 CE: The rise of Advertising
1873 CE: Tpewriter invented
1883 CE: Art Nouveau Movement
1890 CE: First Modernist Art Posters
1900 CE: Sans-Serif Typefaces as running text
1905 CE: Expressionism
1905 CE: Early Modern Posters
1905 CE: Art Posters for Advertising and Propaganda
1906 CE: Halftone Printing process
1909 CE: Futurism
1917 CE: Dadaism
1918 CE: Constractivism
1919 CE: Bauhaus
1925 CE: Art Deco
1945 CE: International Typographic Style
1945 CE: American Corporate Style
1950 CE: Figurative Typography
1955 CE: Kinetic Type
1984 CE: Font Formats
1984 CE: Emigre Magazine
1990 CE: Deconstraction
1990 CE: Grunge style
1991 CE: Kinetic Typography

Humanist type family category
Jenson Classico, Centaur, Cloister, Deepdene, Stratford, Souvenir,True Golden

Old Style type family category
Caslon Classico, Bembo, Caxton, Goudy Old Style, Original Garamond, Palatino, Times New Roman

Transitional type family category
John Baskerville, Cheltenham, Cochin, Corona, Electra, Mrs. Eaves, Versallies

Modern type family category
Bodoni, Bernhard Modern, De Vinne, Linotype Didot, Walbaum

Egyptian type family category
Clarendon, American Typewriter, PT Courier, Egyptienne F, Memphis, Stymie, Volta

Grotesque Sans- serif type family category
Univers, Helvetica, Akzidenz- Grotesk

Geometric Sans- serif type family category
Futura, Kabel, Eurostile

Humanist Sans- serif type family category
Gill Sans, Frutiger, Optima

Script type family category
Tekton, Dom Casual, Zapfino

Pixel type family category
Monaco, Charcoal, Lo Res

Display type family category
Vineta, Victorian LT, Kismet
Mojo, Broadway, Parisian

Baskerville
Garamond
Times New Roman

Regular Serif

Adelle
Rockwell
Serifa

Slab Serif

Avenir
Gill Sans
Verdana

Sans Serif

Adelle Sans
Gill Sans
Freight Sans Pro

Humanist Sans Serif

Franklin Gothic
Helvetica
Myriad Pro

Grotesque Sans Serif

Futura PT
Proxima Nova

Geometric Sans Serif

Courier New
Lucida Console

Monospaced Typefaces

Brush Script
Edwardian Script
Snell Roundhand

Script Typefaces

Eurostile
Industry

Square Sans Serif

ROSEWOOD
Playbill
STENCIL

Decorative Typefaces

Photography

When I click on this is going to take me to another page where I will explain little about Photography

Photography became a vital tool for social reform, documentation, and artistic expression.

Photography is increasingly recognized as an independent art form, with a growing number of celebrated photographers.

Understanding the basic tools of photography is crucial for developing skills and creativity.

“Understanding Line and Texture in Photography
The interplay between line and texture enhances the visual depth and interest in photographs.

Line conveys three-dimensional realism and can flatten an image depending on the angle of light.
Texture relates to the surface quality of objects, providing a “feel” that invites the viewer to engage with the image.
The visibility of line and texture can change dramatically with lighting; side lighting enhances texture, while front lighting emphasizes line.

Photographers should learn to notice and combine these elements for effective composition.
The relationship between the subject and negative space can convey stability or tension.
Photographers should learn to recognize and utilize negative space to enhance their images.

Light is a critical element that provides information and mood in photographs.

Photographers can manipulate light through exposure settings to achieve desired effects.
Light influences the clarity of details and the emotional tone of an image.
Understanding how to use light meters effectively is essential for accurate exposure.”

Brand Identity

When I click on this is going to take me to another page where I will explain little about Brand Identity

“Definition:
A brand identity is the visible elements of a company’s brand, including consumer perception, colors, design, and its logo.

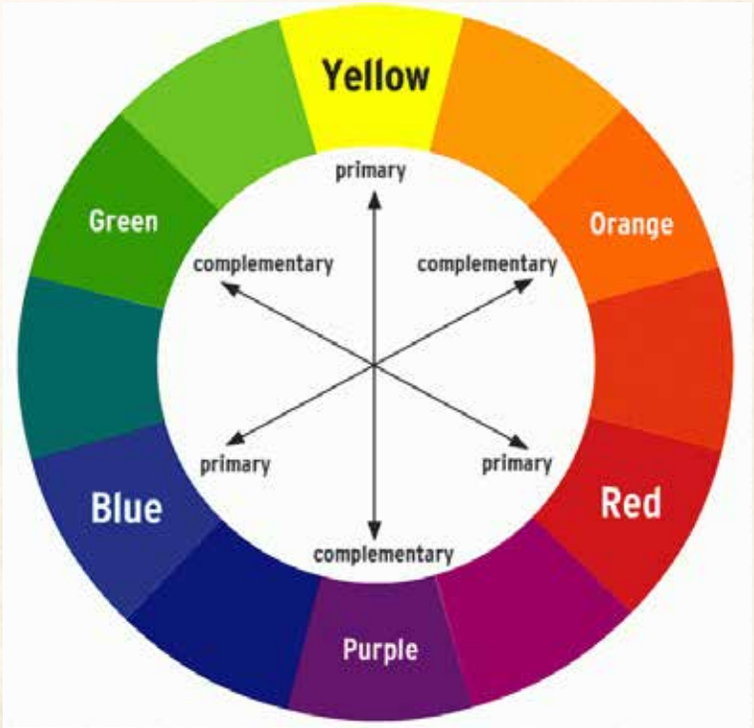
The visual system that makes your brand instantly recognizable:

Logo: Nike’s swoosh ($39.1B brand value) works globally without words
Color palette: Coca-Cola Co.’s (KO) ($64.4B) ownership of red in beverages
Typography: Apple’s ($241.2B) clean, modern font reflects their design philosophy
Product design: Mercedes-Benz’s ($28.5B) distinctive grill and star.”

Color Theory

When I click on this is going to take me to another page where I will explain little about Color Theory

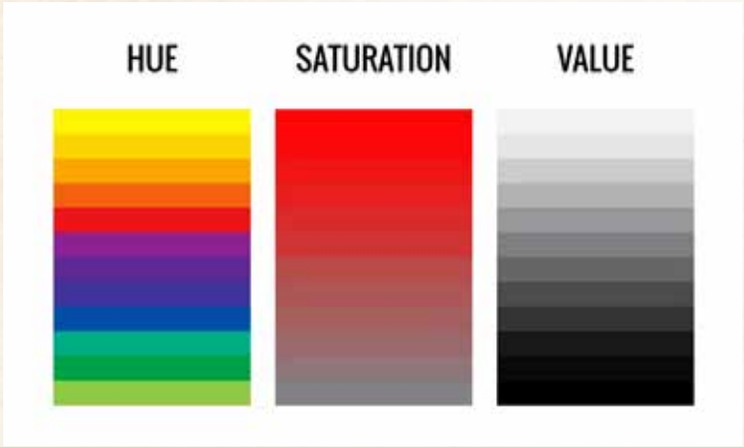
The color wheel dates back to the 17th century and arranges visible colors on a round diagram. It is essential tools in art and design.



Hue is another word for “color,” as in red, blue, and so on.

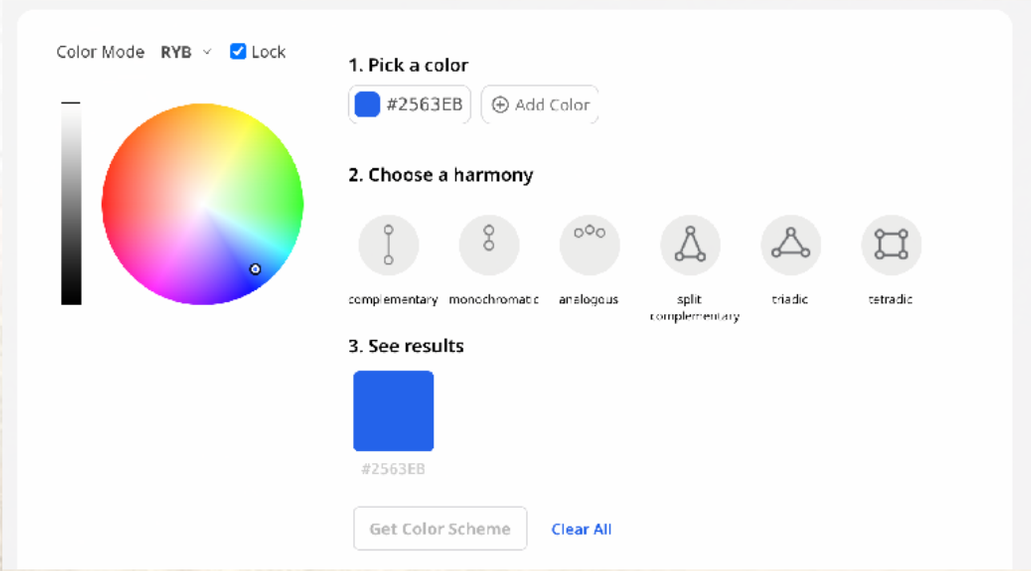
Saturation describes a color’s strength or intensity.

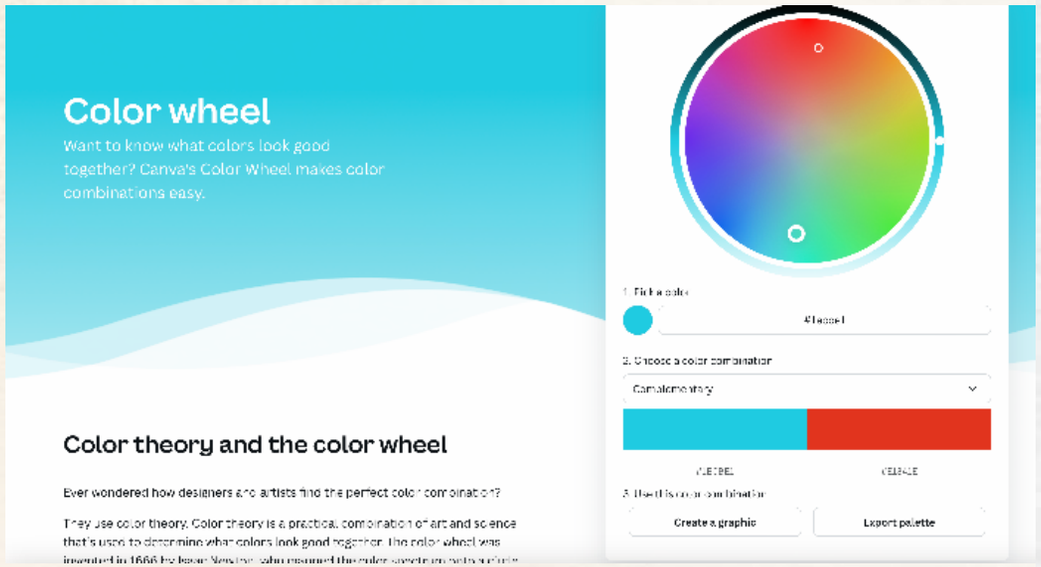
Brightness (or lightness), which is usually measured in terms of percent, determines how light or dark a color appears.



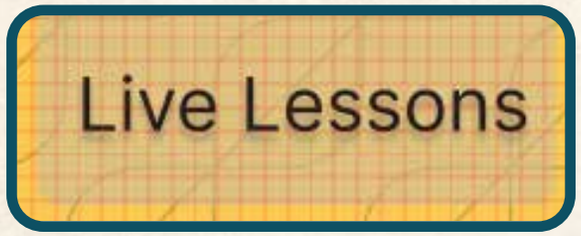
https://www.sessions.edu/color-calculator/

https://www.canva.com/colors/color-wheel/





GRAPHIC DESIGN 101



When I click on this is going to take me to another

page where I will explain little about the lessons that I will offer.

The live lessons will be at least once a week.

I think I can ask people like Paul Trani or Jesus Ramirez to have 30 min session.

What they will get on return - bigger audience (with the low cost of subscription I think I will have many people sign up) and a pay (witch I will put on the side from the profit for this purpose).

When I click on this is going to take me to another

page where I will include information about what is new in the field.

This section is going to look like this examples:

https://www.creativeboom.com/news/its-official-ai-is-coming-for-your-graphic-design-job/

https://www.creativereview.co.uk/landing-page/graphic-design-news/

Worried about your job in graphic design? If not, then maybe you should be. Because the latest Future of Jobs Report from the World Economic Forum (WEF) has delivered sobering news for the profession.

The 2025 report surveyed 1,000 employers representing over 14 million workers across 55 countries and identified graphic design as the 11th fastest-declining job category over the next five years.

That's a stark turnaround from the previous report, which categorised graphic design as a "moderately growing" profession. And there are no prizes for guessing the main culprit.

Yes, it's AI, and this technology increases the capability to perform knowledge-based work, including creative tasks traditionally handled by human designers.

Creative Inspiration

First major retrospective of Dutch design legend Karel Martens opens

16/07/2025

Creative Inspiration

New exhibition maps out a century of Japanese graphic design

15/07/2025

Creative Insight

Exploring a more-than-human future for design

15/07/2025

Ideas For Inspiration

When I click on this is going to take me to another page where I will include many sources for ideas.

This is actually going to be my project 2 -
a collection of what I think can inspire you
to create a unique design.

GRAPHIC DESIGN 101

https://www.figma.com/proto/Ex4SV1iHNGkmtF6Ex72val/Project1-Desktop-version2--?page-id=0%3A1&node-id=1-2&p=f&viewport=1170%2C939%2C0.46&t=gyaqUPnANglhL7G1-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=3%3A75

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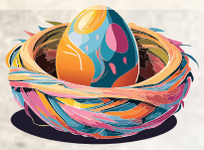
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