



# Beginners guide to Graphic Design

with freelance designer Gareth David

*"Join me as I discuss a series  
of Graphic Design topics."*



45 episode series

YouTube video series

Interactive  
PDF Worksheet

Get started



# Series index

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## Overview video

### Series introduction

Watch the course overview to find out more about the video course and what to expect.

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## Essential training

### Software courses

Learn the essential three design programs by Adobe in my beginners guides courses.

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## Section 1

### Graphic Design theory

In this section I will be discussing Graphic Design and design theory. This is essential learning for anyone who wishes to know more about Graphic Design.

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## Section 3

### Becoming a Graphic Designer

In this section I will be answering key questions on how to become a Graphic Designer.

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## Section 2

### Considering a career in Graphic Design

If you're considering a career in Graphic Design and wonder if it's right for you, I will be answering a bunch of key questions in this section.

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## Section 4

### Graphic Design and beyond

In this section I will be talking about what the industry is like and what the future can hold for a Graphic Designer.

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# Overview:

## Beginners guide to Graphic Design

[Watch video](#) ▶

### Overview

Hello and welcome to this beginners guide series to Graphic Design.

If you're interested in Graphic Design and considering becoming a Graphic Designer then join me as I discuss a series of Graphic Design topics.

From what Graphic Design is, Skills to be a Graphic Designer, Design theory, Education you need, equipment you need, to the Graphic Design portfolio and interview advice, this series is for anyone at any level.

I have created this series to share my experience and give some advice to aspiring designers at any level, who wish to find out more about Graphic Design and the industry.

To make this series easy to watch and understand I have broke it down into four sections:

**Section 1: Graphic Design theory**

**Section 2: Considering a career in Graphic Design**

**Section 3: Becoming a Graphic Designer**

**Section 4: Graphic Design and beyond**

Over the 45 episodes I will be touching on some important topics and answering some basic questions.

By the end of this series I hope you will have a good understanding of Graphic Design and what it's like to be a Graphic Designer.



# Section 1 - Graphic Design theory

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## Visual elements of Graphic Design

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## Design principle of Graphic Design

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## Section 2 - Considering a career in Graphic Design

- |              |  |                            |              |  |                            |
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| <b>Ep 17</b> | Why do Graphic Design?<br>/ Pro's & Con's                  | <a href="#">Go to page</a> | <b>Ep 24</b> | 'Be inspired' How do I begin<br>as a Graphic Designer'                       | <a href="#">Go to page</a> |
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| <b>Ep 22</b> | 'Learn & Research' How<br>do I begin as a Graphic Designer | <a href="#">Go to page</a> | <b>Ep 29</b> | Do I need to go to<br>University or Art College<br>to be a Graphic Designer? | <a href="#">Go to page</a> |
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## Section 3 - Becoming a Graphic Designer

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<b>Ep 33</b>	The Graphic Design portfolio	<a href="#">Go to page</a>	<b>Ep 39</b>	Interview preparation to be a Graphic Designer	<a href="#">Go to page</a>
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## Section 4 - Graphic Design and beyond

**Ep 43** What's the industry like for a Graphic Designer?

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**Ep 44** Further your Graphic Design career

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**Ep 45** Education to further your Graphic Design career

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# Essential training

These tutorial courses go into depth about how to use specific programmes. If you are a beginner, it's strongly advised you watch these courses for a solid foundation of knowledge.

## Beginners guide to InDesign

13 episode course



Learn how to use Adobe InDesign as we create a 3 page roll fold leaflet.

[Watch course](#) ▶

## Beginners guide to Photoshop

33 episode course

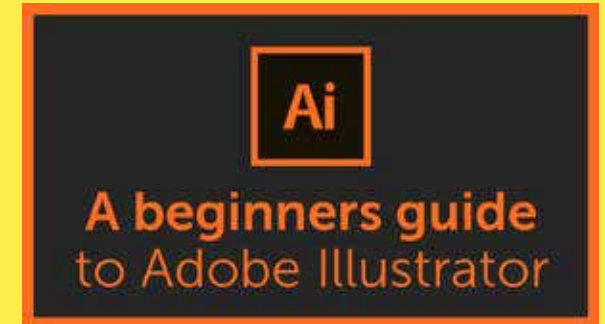


Learn how to use Adobe Photoshop as we create a book cover.

[Watch course](#) ▶

## Beginners guide to Illustrator

19 episode course



Learn how to use Adobe Illustrator as we create vector artwork for a poster design..

[Watch course](#) ▶





Section 1 - Graphic Design theory

# Episode 1:

## What is Graphic Design?

[Watch video](#) ▶

### Overview

In this video I am going to attempt to answer this question and give you my take on it from my experience.



Section 1 - Graphic Design theory

# Episode 2:

## 'Line' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

One of the most basic visual elements of design is the 'line', and it should not be underrated.

As simple as lines are they can be used as crucial elements of design.

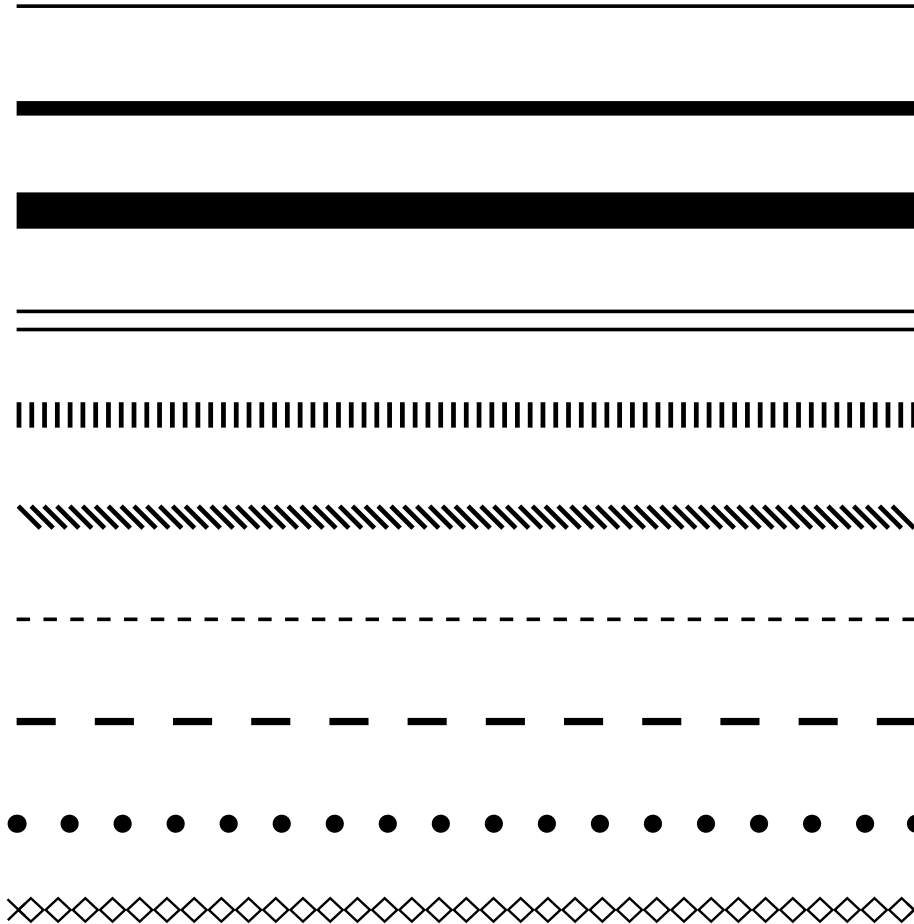
Lines can be used to add structure to a composition, to frame information and to divide information. Lines can be used to add hierarchy and emphasis, to decorate and to draw the eye to a specific point.

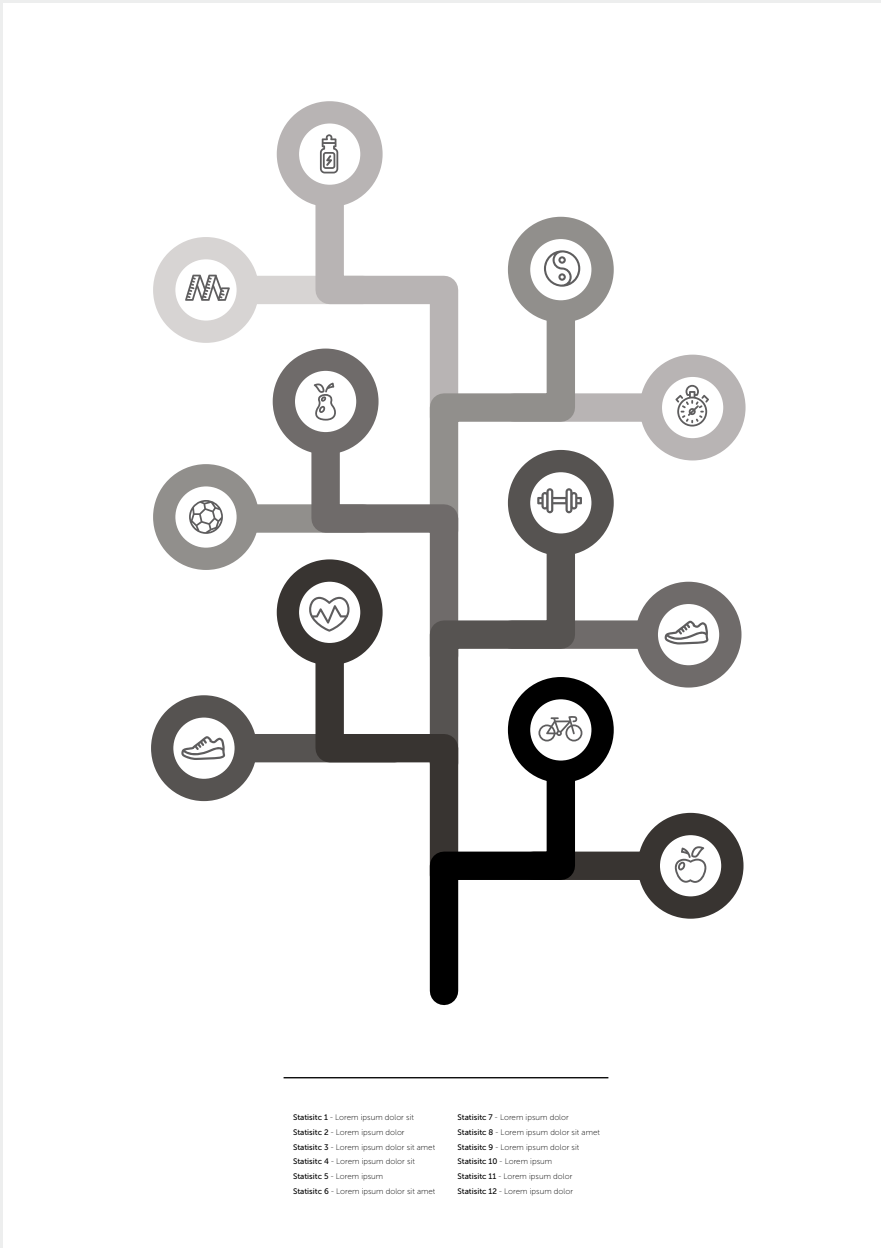
They can also be used to build and represent information in info graphics

Lines can be straight, curved, thick, thin, solid, and dashed.

[View common design examples](#) ▶

### Simple line examples





Line in Infographics.

IT'S NOT ABOUT IDEAS. IT'S ABOUT MAKING IDEAS HAPPEN.

Lines stressing a word.



Lines as borders.



Line in structure.



Line in structure.



Dividing lines.



Lines as decoration.



Section 1 - Graphic Design theory

## Episode 3:

# 'Colour' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

In this video I am going to discuss the second key visual element, and discuss 'Colour' as a visual element in Graphic design.

For an amazing resource to explore and create colours schemes visit:

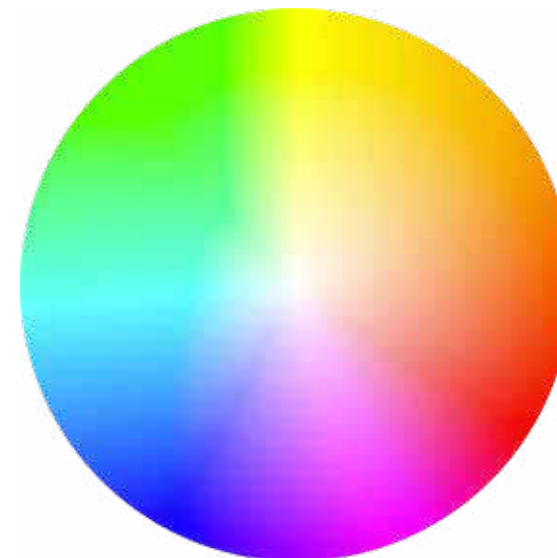
[View color.adobe.com](#) ▶

[View colour examples](#) ▶

Colour wheel  
12 colour / Red, Yellow, Blue



Colour spectrum





## Colour examples



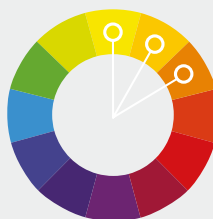
### Primary colours

Primary colors make up the basis for the colour wheel. Here they are Red, Yellow and Blue.



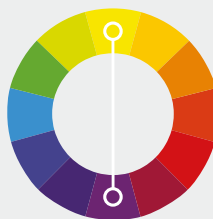
### Secondary colourus

Secondary colours are made by mixing equal portions of the primary colours. These create green, orange and purple.



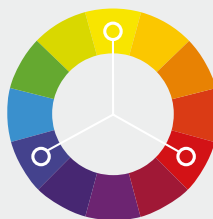
### Tertiary colours

Tertiary colours are made by mixing a primary colour with a neighbouring secondary colour.



### Warm & cool colours

Warm colours on the right.  
Cool colours on the left.



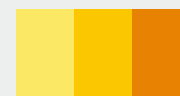
### Monochromatic

Monochromatic colours are shades and tints of the same colour. The monochromatic colour scheme is typically balanced and easy on the eye.



### Analogous

Analogous colours are balanced but are typically more interesting as the colours have more contrast.



### Complimentary

Complimentary colours have high contrast, which produce vibrant exciting colour schemes.



### Triadic

Tertiary colours typically produce vibrant effects.





Section 1 - Graphic Design theory

# Episode 4:

## 'Shape' Visual element of Graphic Design

[Watch video ▶](#)

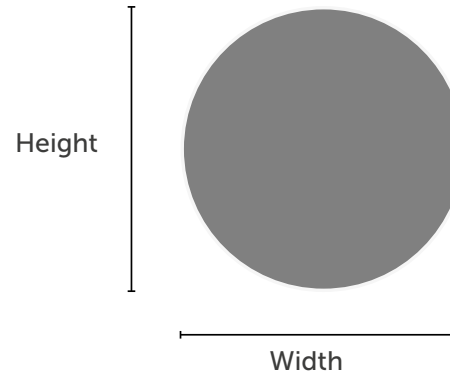
### Overview

In this video I am going to discuss the third key visual element, and discuss 'Shape' as a visual element in Graphic Design.

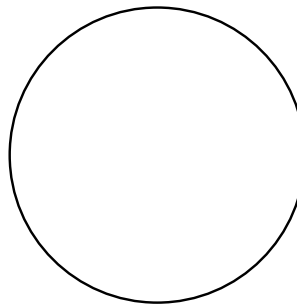
[View shape examples ▶](#)

[View logo shape examples ▶](#)

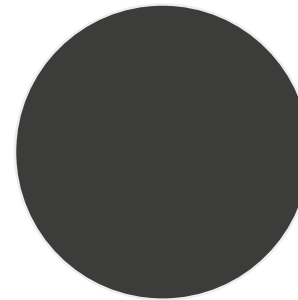
[View shape in design ▶](#)



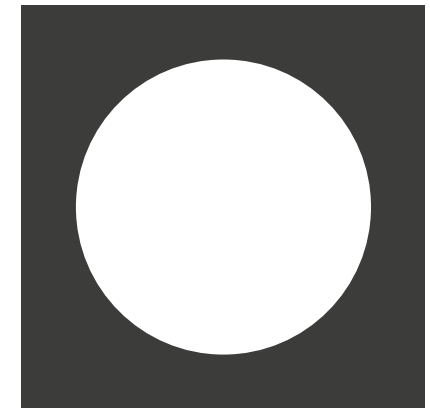
In design 'Shapes' have two dimensions and are measured by their height and width.



Shape as a line



Shape in colour

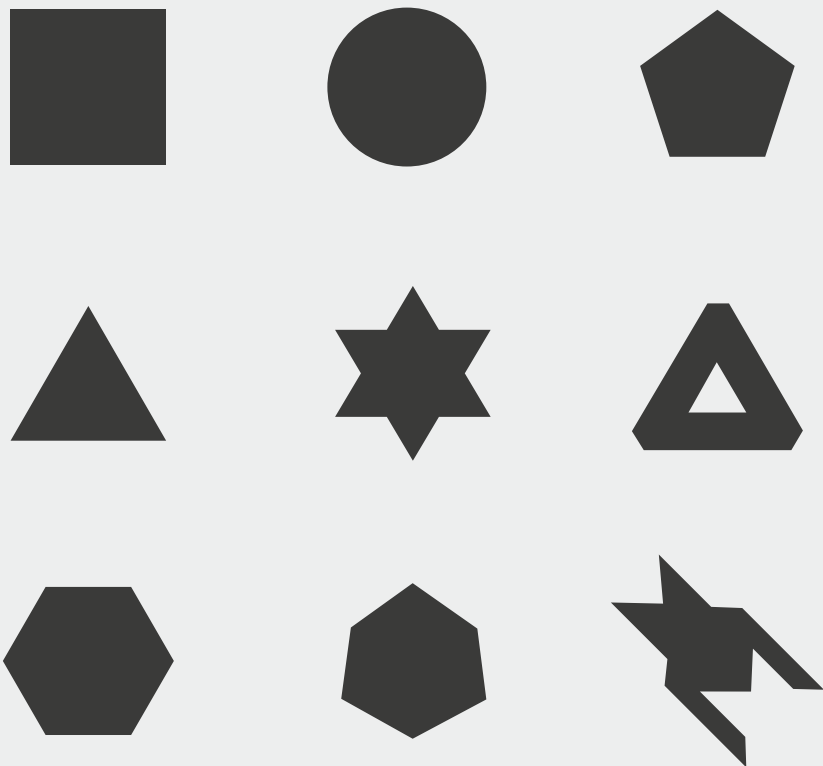


Shape in negative space

Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.



### Geometric shapes



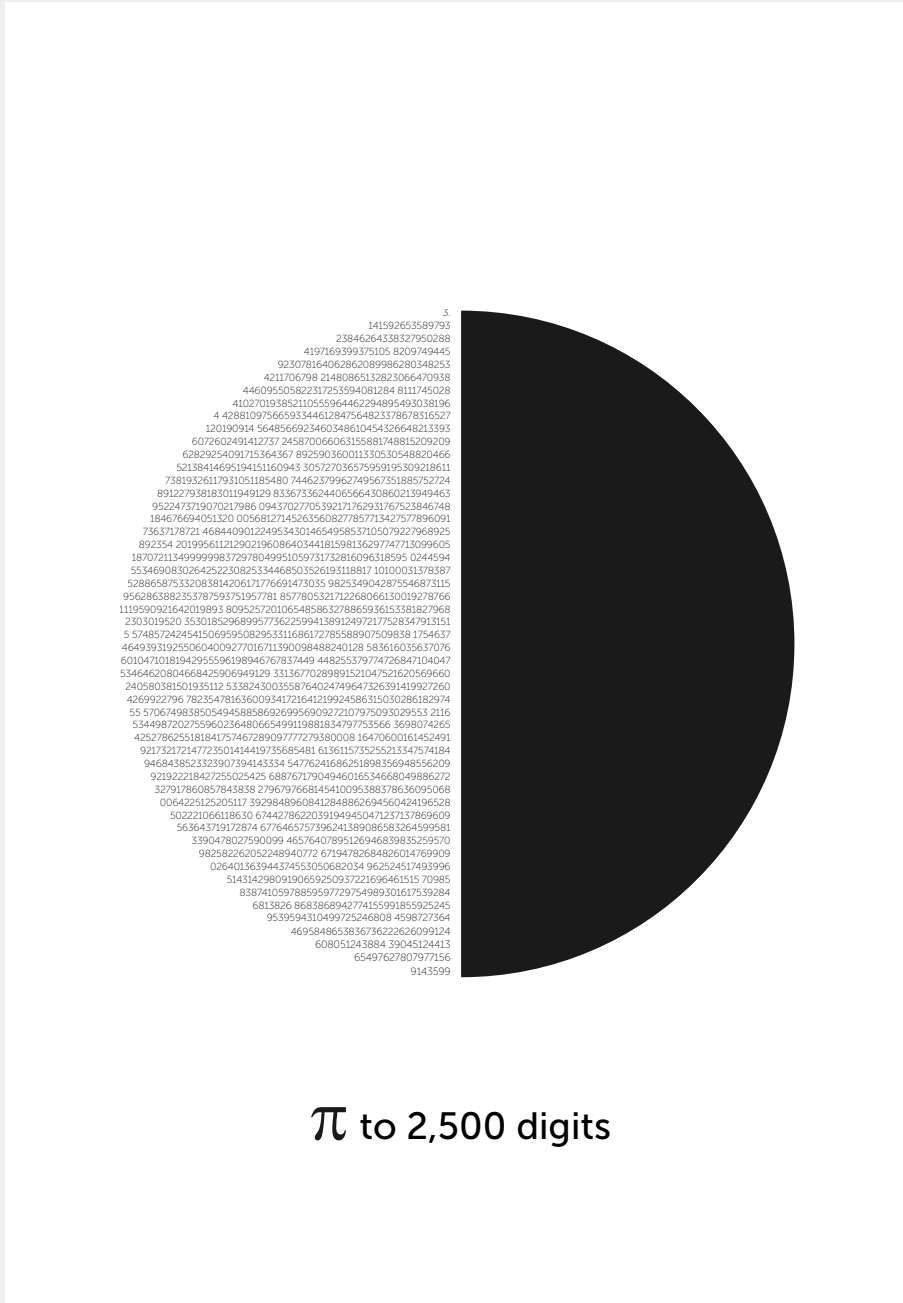
### Organic shapes





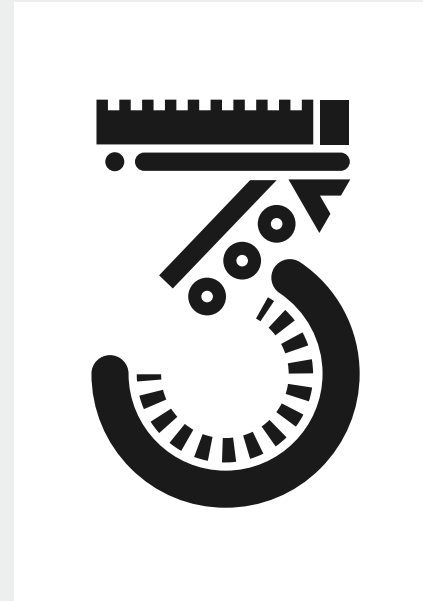
Logo shape examples.





$\pi$  to 2,500 digits

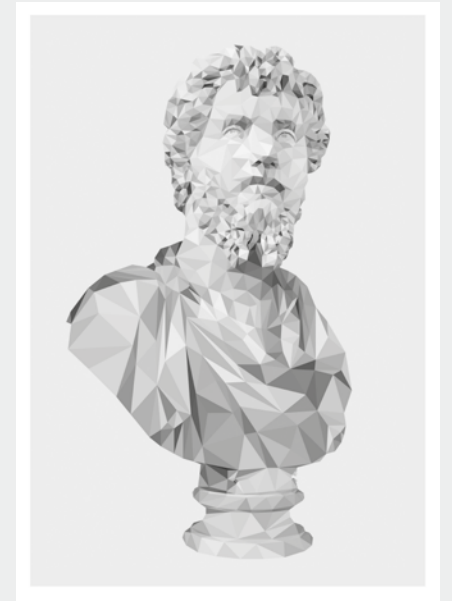
Group of individual shapes creating an overall shape in a composition.



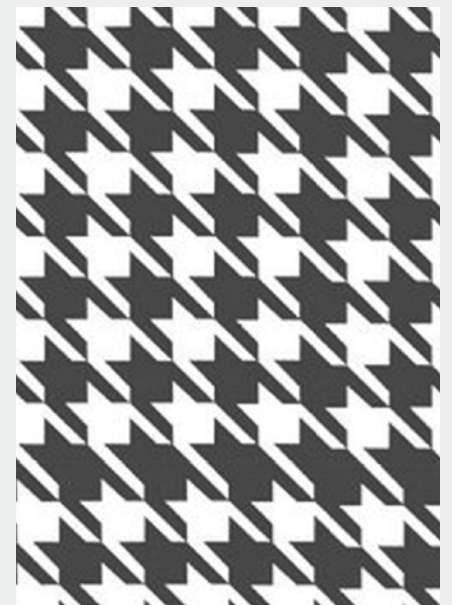
To decorate, to build and illustrate.



To create a surface image texture.



build a legible image as an illustration



To create a surface pattern texture.



[Section 1 - Graphic Design theory](#)

## Episode 5:

# 'Texture' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

In this video I am going to discuss the fourth key visual element, and discuss 'Texture' as a visual element in Graphic Design.

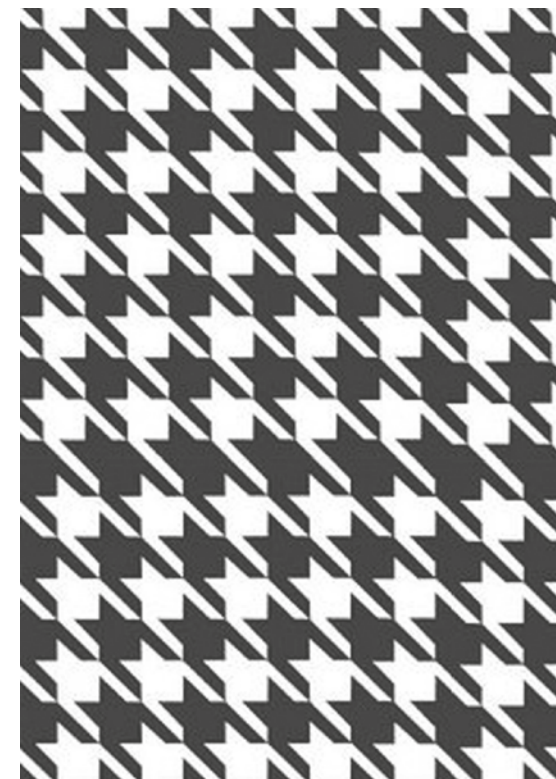
[View texture examples](#) ▶

[View pattern examples](#) ▶

In design there are 2 key types of texture:



Image textures



Pattern Texture

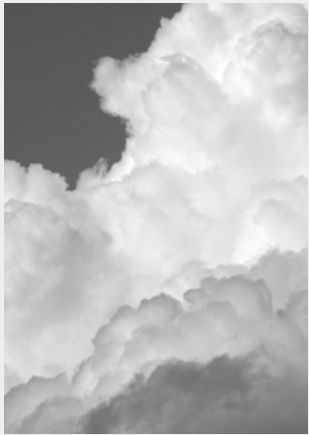
Shapes are defined by boundaries, such as a lines or colour and can also be created with negative space.



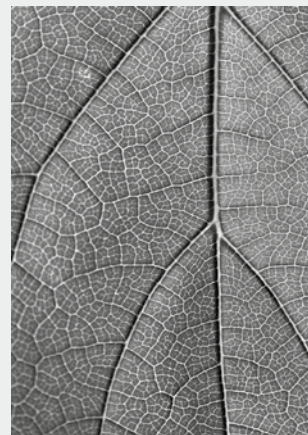
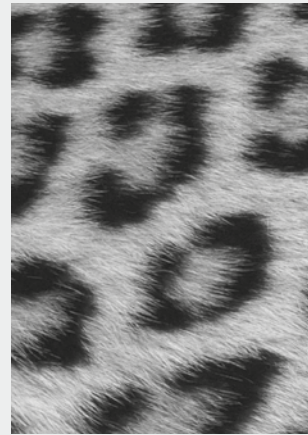


## Texture examples

### Environmental textures



### Biological textures



### Man made textures

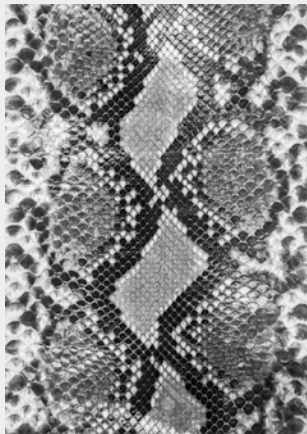
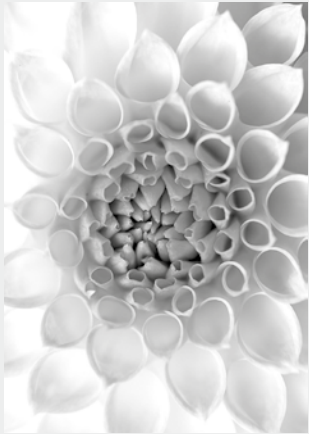
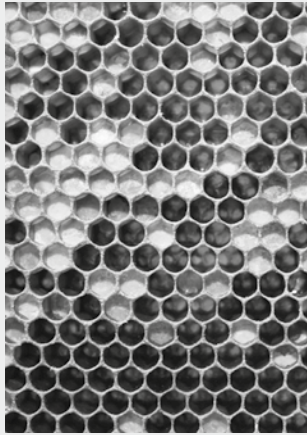




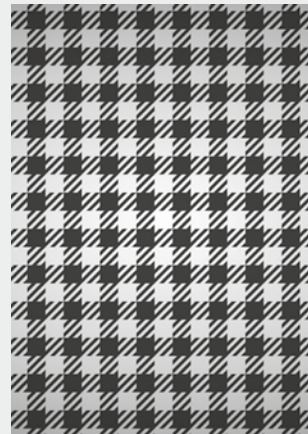
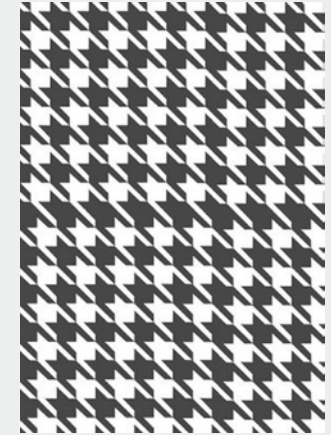
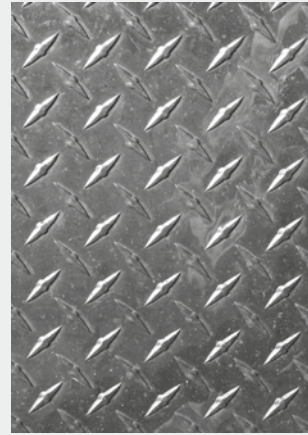
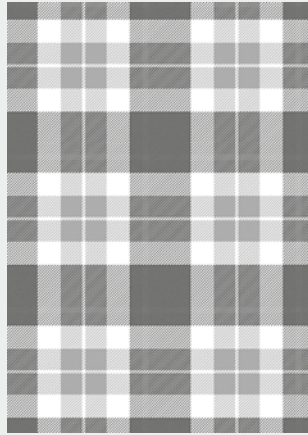


## Pattern texture examples

Biological & environmental pattern textures



Man made pattern textures





[Section 1 - Graphic Design theory](#)

## Episode 6:

# 'Space' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

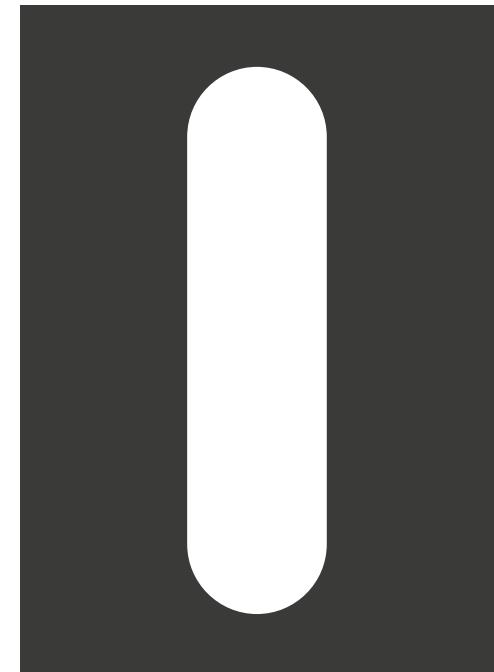
In this video I am going to discuss the fifth key visual element, and discuss 'Space' as a visual element in Graphic Design.

[View space examples](#) ▶

In design there are two types of space:



Positive space

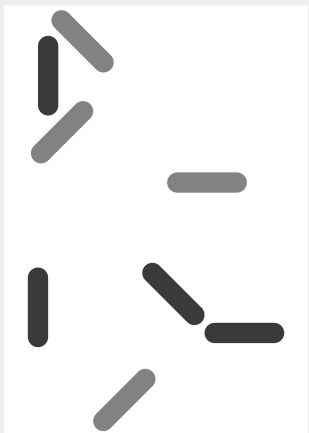


Negative space



### Space examples

Proximity



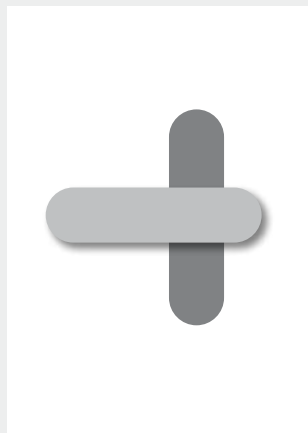
Overlap



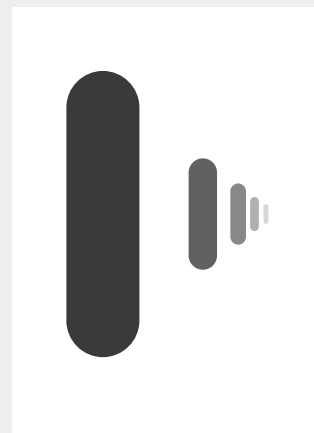
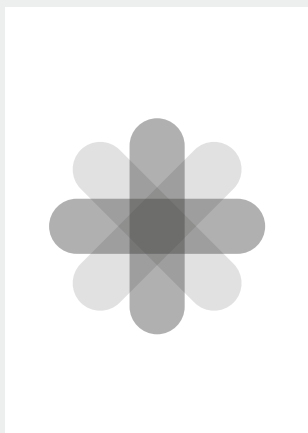
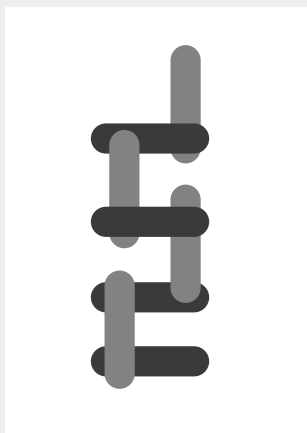
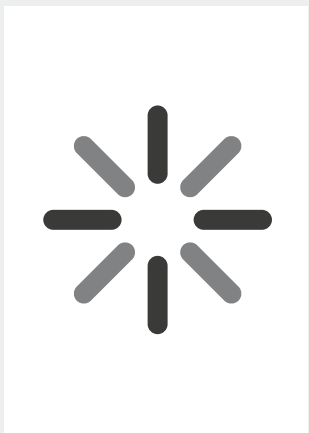
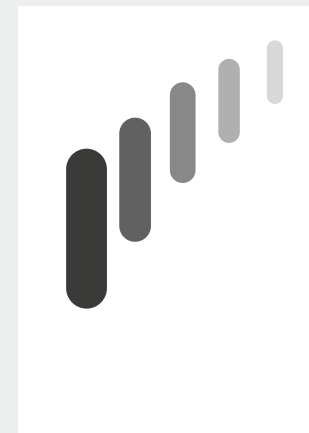
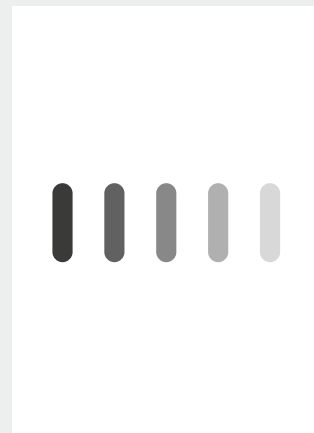
Opacity



Light & Shadow



Perspective / Depth





Section 1 - Graphic Design theory

# Episode 7:

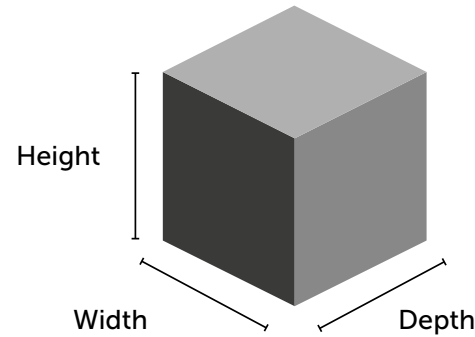
## 'Form' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

In this video I am going to discuss the 6th key visual element, and discuss 'Form' as a visual element in Graphic Design.

[View form examples](#) ▶



Form is described as any three-dimensional object. 'Forms' are the 3D equivalents of 'shapes' and as such are measured by their height, width, and depth.



Shape



Form

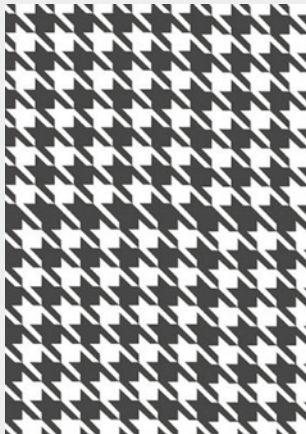
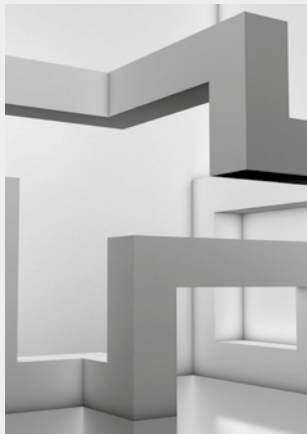
'Form' can be defined by the presence of shadows on surfaces or faces of an object and can be enhanced by tone, texture and color.



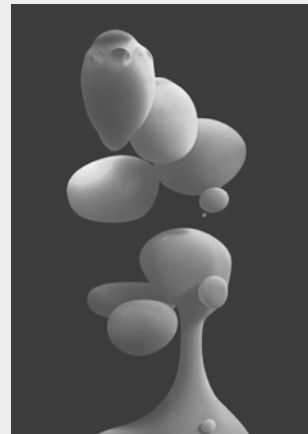
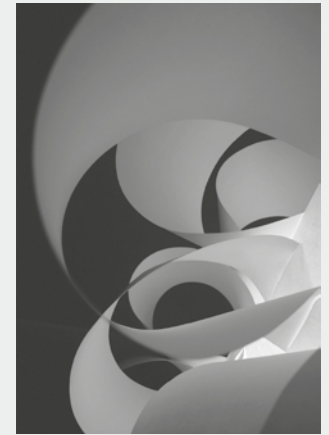


## Form examples

### Geometric forms



### Organic forms







Section 1 - Graphic Design theory

# Episode 8:

## 'Typography' Visual element of Graphic Design

[Watch video](#) ▶

### Overview

In this video I am going to discuss the 7th key visual element, and discuss 'Typography' as a visual element in Graphic Design.

[View categorie examples](#) ▶

[View design examples](#) ▶

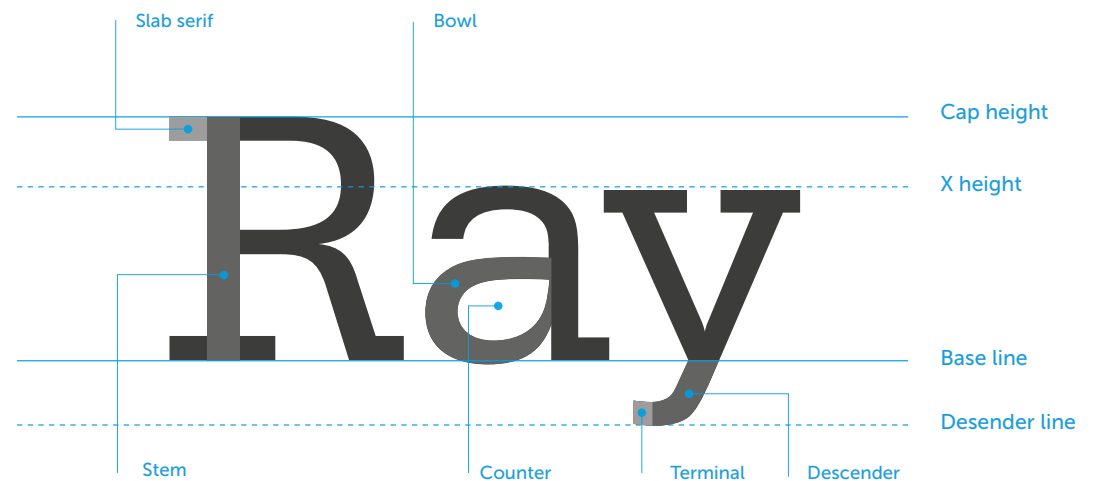
Letter R made of geometric shapes



Serifa 'R' Regular



### Anatomy of type





## Type categorie examples

---

Sans Serif



Serif



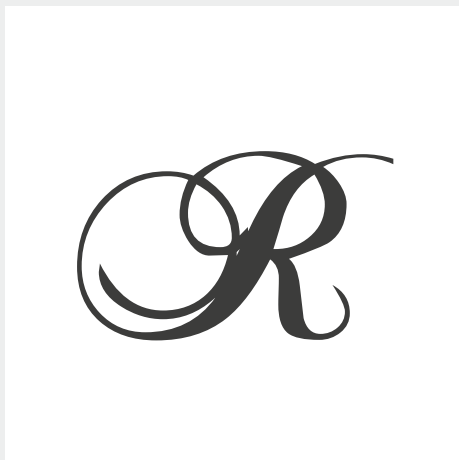
Slab Serif



Rounded



Script



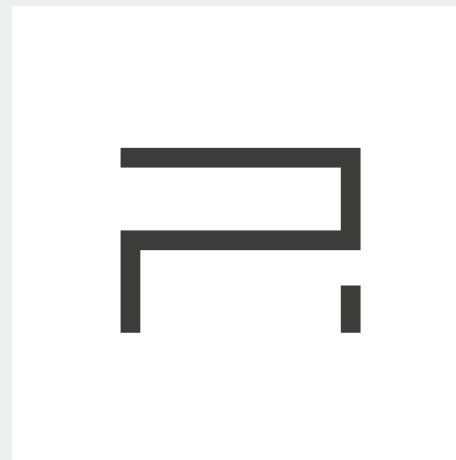
Blackletter



Decorative



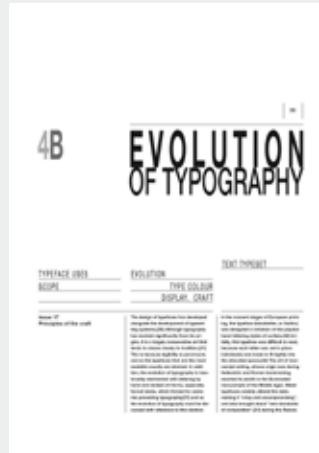
Abstract





### Examples of type

#### Functional



#### Decorative / Creative





[Section 1 - Graphic Design theory](#)

## Episode 9:

# 'Contrast' Design principle of Graphic Design

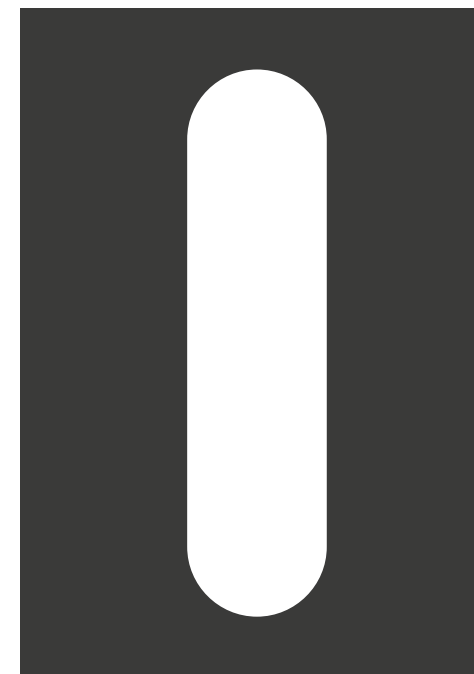
[Watch video](#) ▶

### Overview

In this video I am going to discuss the 1st key design principle, and discuss 'Contrast' as a design principal in Graphic Design.

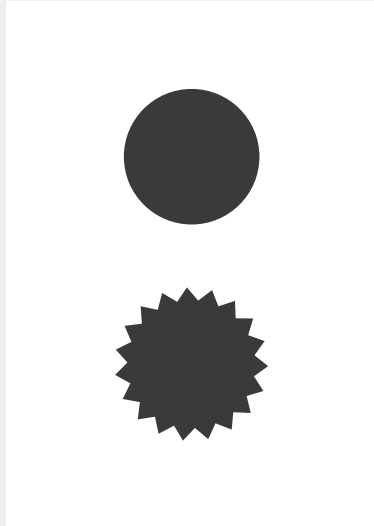
[View contrast examples](#) ▶

Contrast occurs when two or more visual elements in a composition are different.

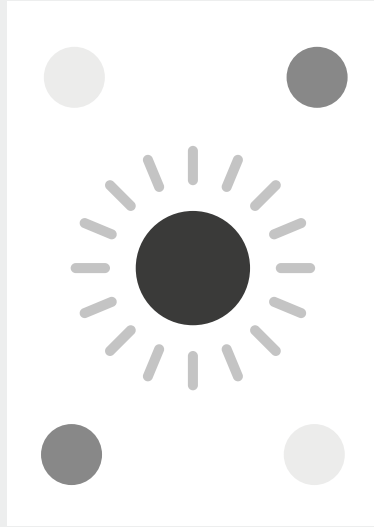




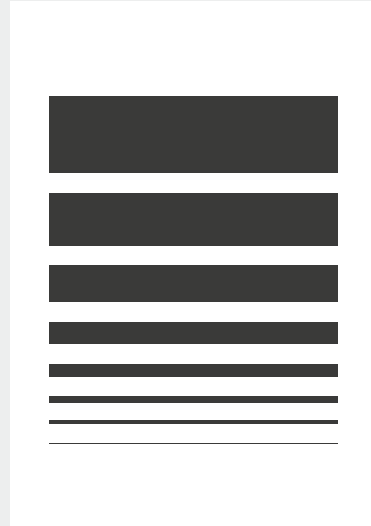
## Contrast examples



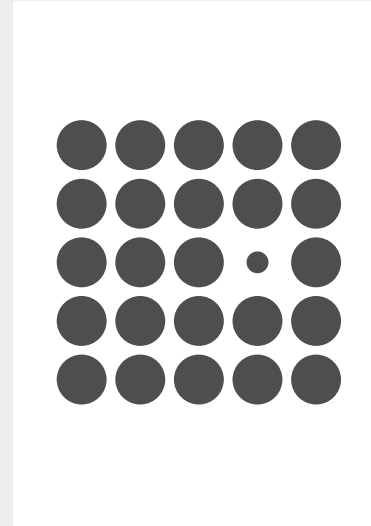
Contrast in shape



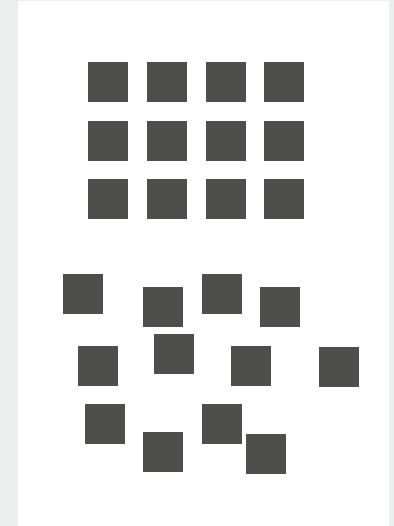
Contrast in colour



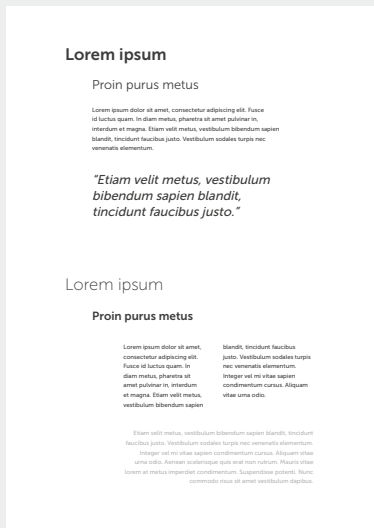
Contrast in scale



Contrast in scale



Contrast in layout



Contrast in type



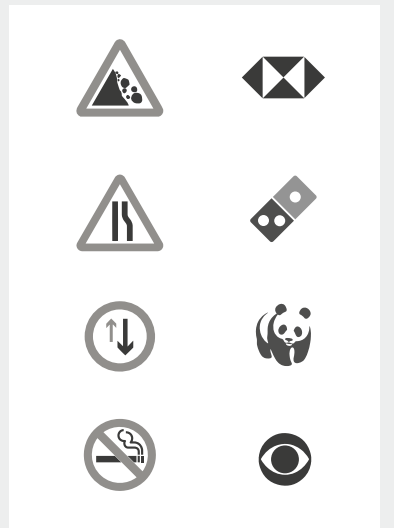
Contrast in colour



Contrast in type & alignment



Contrast in colour & type



Contrast in shapes & colour



Section 1 - Graphic Design theory

## Episode 10:

### 'Hierarchy' Design principle of Graphic Design

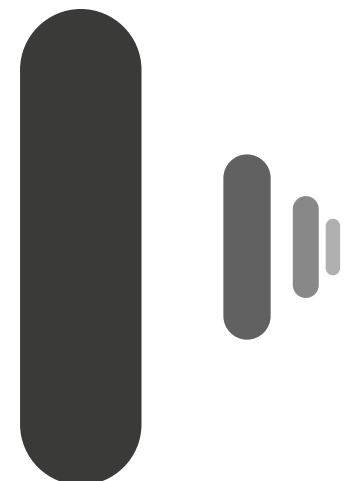
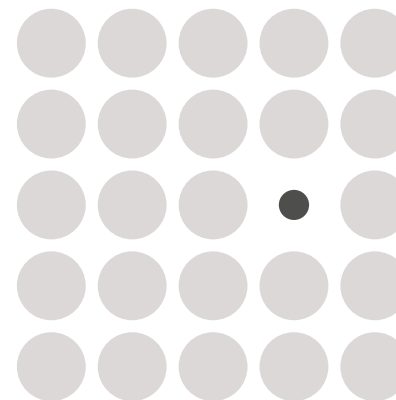
[Watch video](#) ▶

#### Overview

In this video I am going to discuss the 2nd key design principle, and discuss 'Hierarchy' as a design principal in Graphic Design.

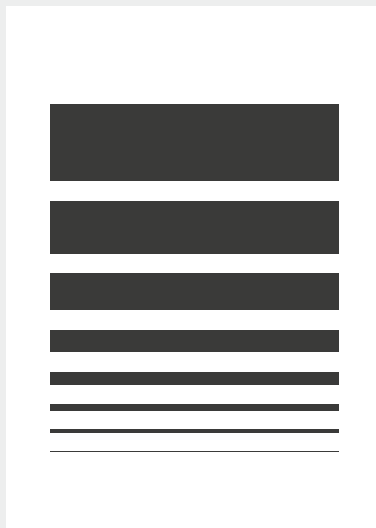
[View hierarchy examples](#) ▶

[View design examples](#) ▶

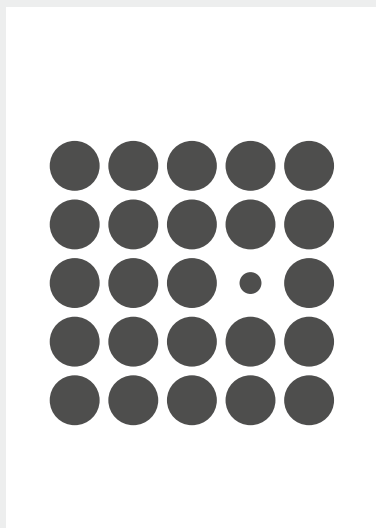




## Basic hierarchy design principles



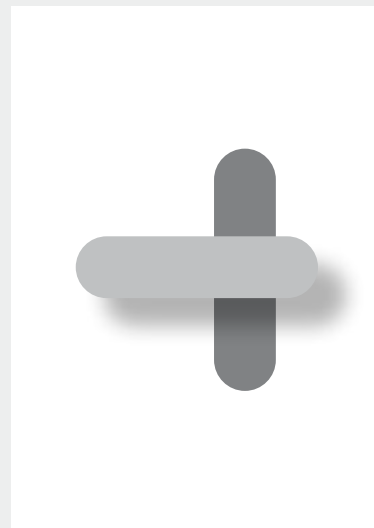
Hierarchy in scale



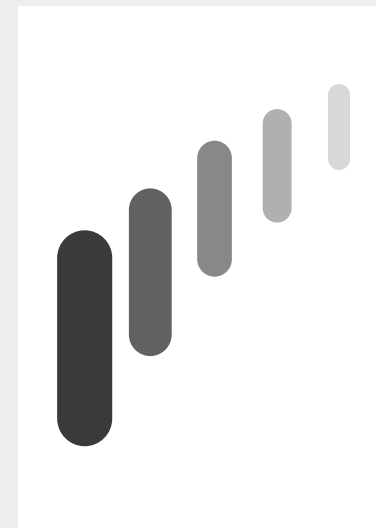
Hierarchy in scale



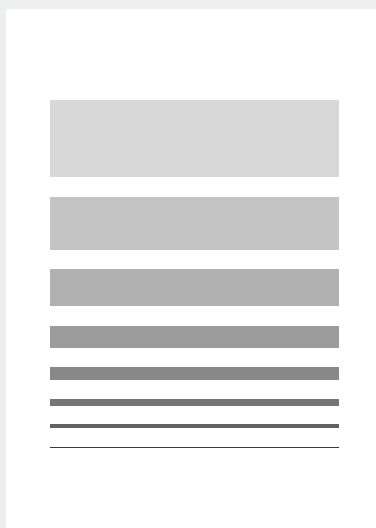
Hierarchy in colour



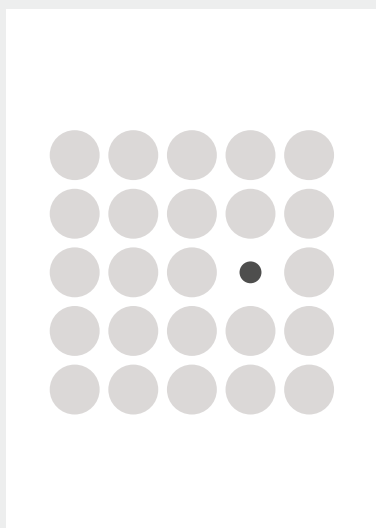
Hierarchy in space



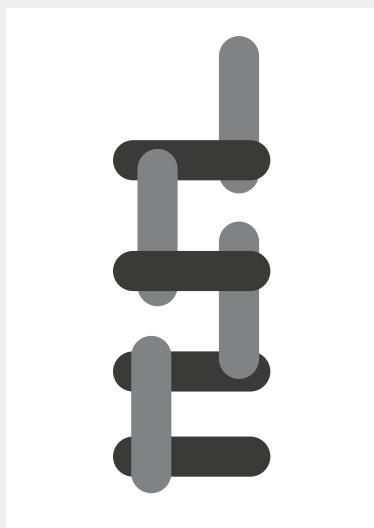
Hierarchy in perspective



Hierarchy in colour



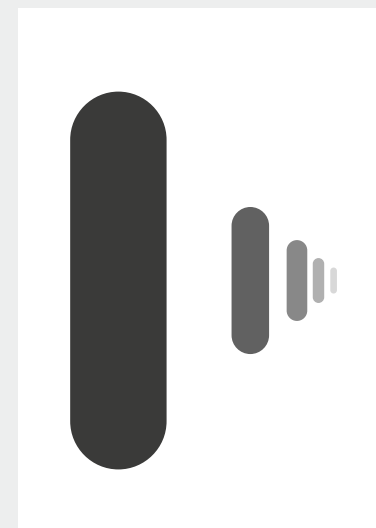
Hierarchy in colour



Hierarchy in space



Hierarchy in depth



Hierarchy in perspective



# Basic hierarchy design examples

**Beginners guide to Graphic Design**

**Section 1 - Graphic Design theory**

In this section I will be discussing Graphic Design and design theory. This is essential learning for anyone who wishes to know more about Graphic Design.

**Visual elements**

- What is Graphic Design? 00:01
- Line: Visual element of Graphic Design / Design theory 00:02
- Colour: Visual element of Graphic Design / Design theory 00:03
- Shape: Visual element of Graphic Design / Design theory 00:04
- Texture: Visual element of Graphic Design / Design theory 00:05
- Space: Visual element of Graphic Design / Design theory 00:06
- Form: Visual element of Graphic Design / Design theory 00:07
- Typography: Visual element of Graphic Design / Design theory 00:08

**Design principles**

- Contrast: Design principle of Graphic Design / Design theory 00:09
- Balance: Design principle of Graphic Design / Design theory 00:10
- Alignment: Design principle of Graphic Design / Design theory 00:11
- Balance: Design principle of Graphic Design / Design theory 00:12
- Proximity: Design principle of Graphic Design / Design theory 00:13
- Repetition: Design principle of Graphic Design / Design theory 00:14
- Consistency: Design principle of Graphic Design / Design theory 00:15
- Visual Hierarchy: Design principle of Graphic Design / Design theory 00:16

**Section 2 - Considering a career in Graphic Design**

If you're considering a career in Graphic Design and wonder if it's right for you, I will be answering a bunch of key questions for you.

- Why do Graphic Designers? Pros & Cons 00:17
- Should I be a Graphic Designer? 00:18
- Practical skills to be a Graphic Designer? 00:19
- Psychological skills to be a Graphic Designer? 00:20
- Team to be a Graphic Designer? 00:21
- Learn & Research: How do I begin as a Graphic Designer? 00:22
- Collect: How do I begin as a Graphic Designer? 00:23
- Be inspired: How do I begin as a Graphic Designer? 00:24
- Practice: How do I begin as a Graphic Designer? 00:25
- Seek Education: How do I begin as a Graphic Designer? 00:26

**PLATONIC STREET**

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UK

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07766 737 256

platinic@plangr.com

**Dear who ever it is concerns**

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Just William  
Inventor master planning

MOB: 0204 2340  
07766 737 256  
justwilliam@plangr.com

Part of the Blue Arts group

Registered in the Companies House  
Registered office: 18 Burlington House,  
25-26 Pall Mall Road, London, W1K 2RF

12.00  
Visual elements

12.01  
Chapters

12.01  
Colour theory

12.02  
Line

12.03  
Proximity / Balance

13.00  
Alignment

13.01  
Shape & Form

13.02  
Hierarchy

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Trapped by a deadly dustfire

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**The DRESS SHOWCASE**

The #1 Mistake Even Good Doctors Make

'LET'S DO THIS!'  
THE CAREER MOVE MORE WOMEN ARE MAKING

**Lorem ipsum**

Proin purus metus

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*"Etiam velit metus, vestibulum bibendum sapien blandit, trucidunt faucibus justo."*

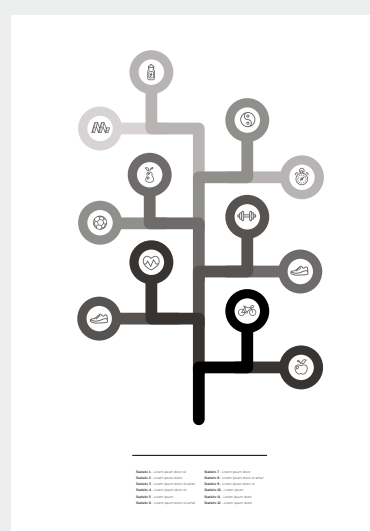
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**Info  
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**DAILY SUN**

FREE POP

Frederick Jacobs Makenrow

**THE IRON MAN BLOW OUT**

THE PM WHO DIVIDED THE NATION

Cowell: I am so chuffed

Holly's £10M followers





Section 2 - Graphic Design theory

# Episode 11:

## 'Alignment' Design principle of Graphic Design

[Watch video ▶](#)

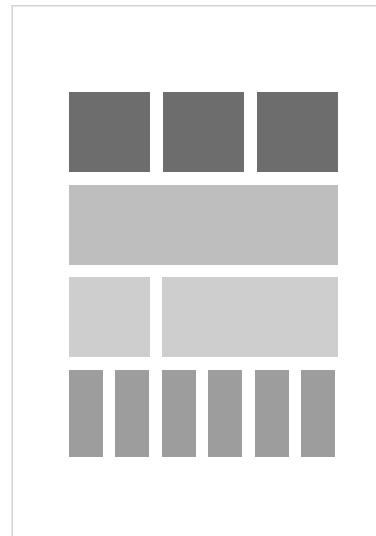
### Overview

In this video I am going to discuss the 3rd key design principle, and discuss 'Alignment' as a design principal in Graphic Design.

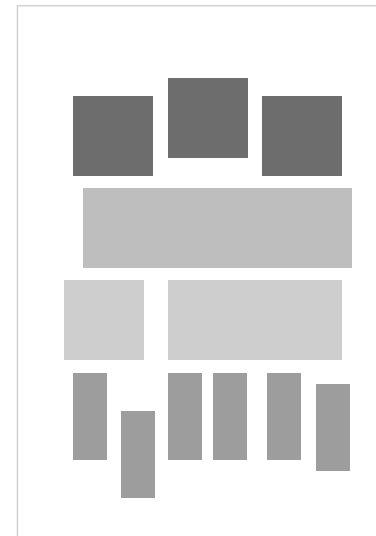
[View alignment examples ▶](#)

### Alignment principles

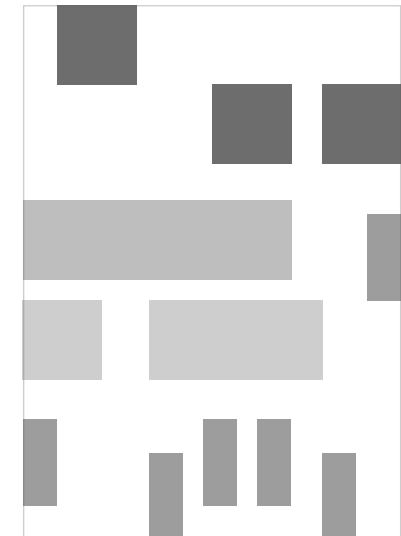
#### Edge & centre alignment



Good alignment



Poor alignment

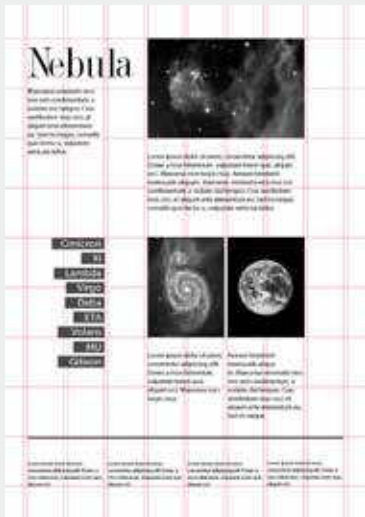
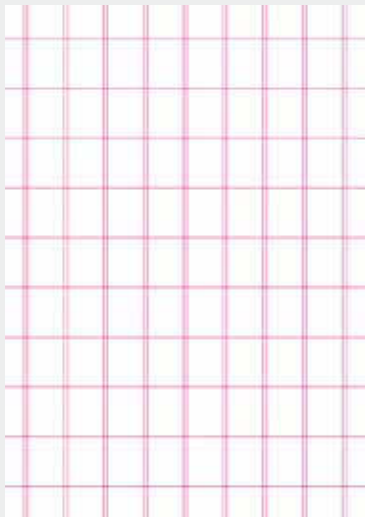
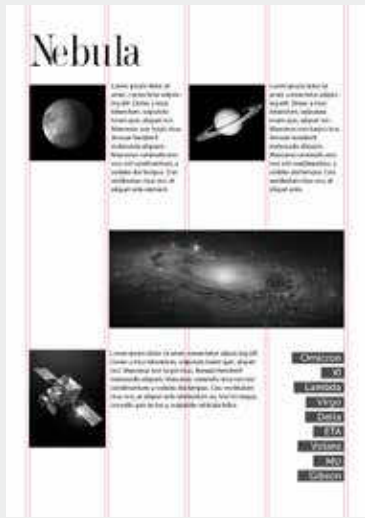
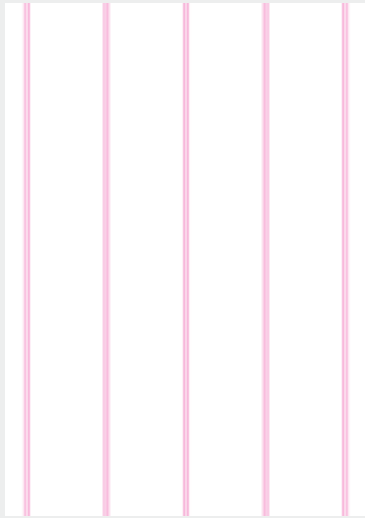


Mixed alignment

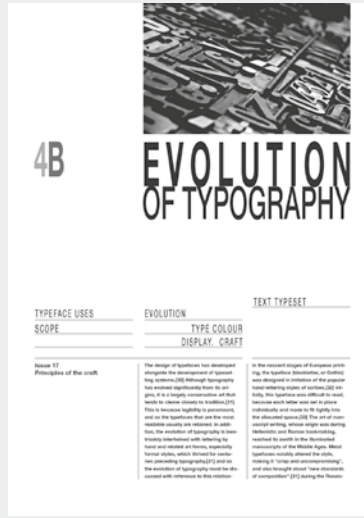


# Alignment examples

## Alignment to a grid



## Approaches of alignment in design





Section 1 - Graphic Design theory

## Episode 12:

# 'Balance' Design principle of Graphic Design

[Watch video](#) ▶

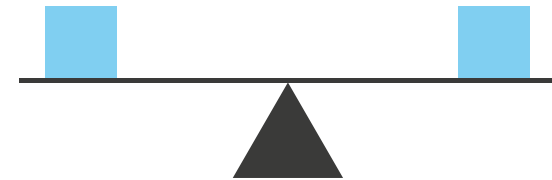
### Overview

In this video I am going to discuss the 4th key design principle, and discuss 'Balance' as a design principal in Graphic Design.

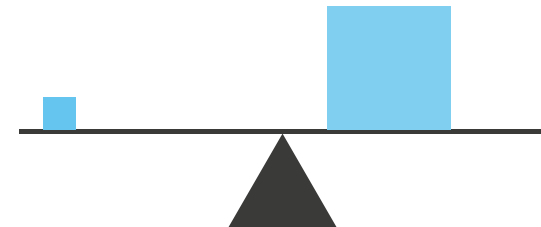
[View balance examples](#) ▶

### Three main types of balance

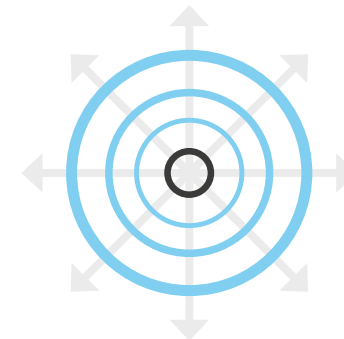
Symmetrical balance (formal)



Asymmetrical balance (informal)



Radial balance







Section 1 - Graphic Design theory

## Episode 13:

# 'Proximity' Design principle of Graphic Design

[Watch video](#) ▶

### Overview

In this video I am going to discuss the 5th key design principle, and discuss 'Proximity' as a design principal in Graphic Design.

[View proximity examples](#) ▶

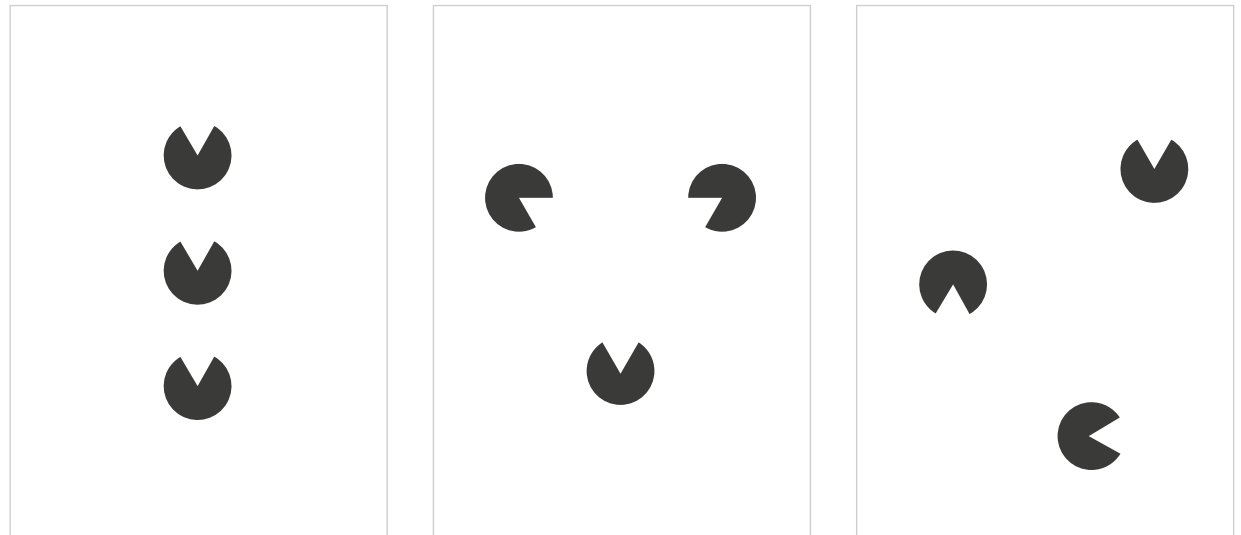
### Principle

When we begin to place shapes together we create a particular relationship between them.

In this example we have three individual shapes.

If placed together in just the right proximity, negative space is made to suggest a new visual shape entirely. This gives new meaning to the individual shapes that make this composition.

If we move them apart ever so slightly, this visual, this message is lost.





## Proximity examples

Sample content, in various layouts

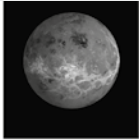
Layout example 1

Layout example 2


Layout example 3

Layout example 4


Page 11



Planet picture



Author name




Galaxy picture


**Header title** Sub title

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Page 11


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Author name

**Header title**



Sub title

Galaxy picture



Planet picture

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius eleifend mi, eget sagittis nulla vehicula eget."

Adequate relationships are established in this layout. Elements are in close proximity in a comprehensive order.

Clear relationships are established in this layout. Elements are in close proximity in a clear order.

Elements are in close proximity but in no particular order creating a random and confusing layout.

Elements are scattered in a sporadic layout. No clear relationship between element in this layout.



[Section 1 - Graphic Design theory](#)

## Episode 14:

### 'Repetition' Design principle of Graphic Design

[Watch video](#) ▶

#### Overview

In this video I am going to discuss the 6th key design principle, and discuss 'Repetition' as a design principal in Graphic Design.





[Section 1 - Graphic Design theory](#)

## Episode 15:

### 'Simplicity' Design principle of Graphic Design

[Watch video](#) ▶

#### Overview

In this video I am going to discuss the 7th key design principle, and discuss 'Simplicity' as a design principal in Graphic Design.



[Section 1 - Graphic Design theory](#)

## Episode 16:

### 'Function' Design principle of Graphic Design

[Watch video](#) ▶

#### Overview

In this video I am going to discuss the 8th key design principle, and discuss 'Function' as a design principal in Graphic Design.



Section 2 - Considering a career in Graphic Design

## Episode 17:

### Why do Graphic Design?

[Watch video](#) ▶

#### Overview

So you're wondering if you want to focus your creative energy into a career in Graphic Design?

In this video I am going to discuss some pro's and cons of Graphic Design, being a designer and becoming a designer.

#### Pro's:

- 01 - Creative
- 02 - Fun
- 03 - Challenging
- 04 - Educational
- 05 - Contains multiple creative disciplines
- 06 - Something to show for your hard work
- 07 - Expressive
- 08 - Rewarding
- 09 - Collaborative
- 10 - Career prospects

#### Con's:

- 01 - Location specific
- 02 - Competitive
- 03 - The road is long
- 04 - Learning creative software tools
- 05 - Finding the right job can be hard
- 06 - Its a desk job
- 07 - Long hours
- 08 - Working under pressure
- 09 - Have to do things you do not want and working under others direction.
- 10 - Dealing with bad clients



Section 2 - Considering a career in Graphic Design

## Episode 18:

# Should I do Graphic Design?

[Watch video](#) ▶

### Overview

So you're thinking about getting into a creative career. With all the creative disciplines out there, you're wondering if Graphic Design is right for you.

In this episode I am going to discuss a range of creative careers and suggest a couple of key questions you can ask yourself.

I propose these questions because the answers will give you a good indication if Graphic Design is something you should consider or maybe you're more suited to another creative discipline.

### Questions:

Are you good at drawing?

Can you communicate well verbally?

Can you present your work?

Do you like to research?

Do you like to problem solve?

Are you good at conceptual thinking?

Can you harness your creativity into realistic solutions?

Can you work with limitations?

Can you pay close attention to detail?

Are you happy creating commercial work?

Do you have a passion for typography?

Do you like working in teams?

Can you take direction from others?

Can you work under pressure?

Can you work to a specific brief?

Can you take criticism?

Are you prepared to work on computer most of the time?

Can you see yourself being creative for the foreseeable future?



Section 2 - Considering a career in Graphic Design

## Episode 19:

### Practical skills to be a Graphic Designer?

[Watch video](#) ▶

#### Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to discuss about the practical skills required.

Now the Practical skills can be taught and acquired through practice and determination and are the typical skills that are encouraged and acquired in art school.

#### Practical skills:

Verbal communication

Drawing & sketching

Research

Software skills

Time management

Attention to detail



Section 2 - Considering a career in Graphic Design

## Episode 20:

# Psychological skills to be a Graphic Designer?

[Watch video](#) ▶

### Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In this video I am going to talk about psychological skills.

Now the psychological skills can give you an edge as a designer and help you stand out. These are skills that can in no way be taught in a classroom, these are skills that make you unique and can only come from within.

### Psychological skills:

Objectiveness

Creative discipline  
& Judgement

Confidence

Receive criticism

Coping with failure

Determination

Team player

Patience



Section 2 - Considering a career in Graphic Design

## Episode 21:

# Talent to be a Graphic Designer?

[Watch video](#) ▶

### Overview

Graphic Design is a very creative and specialised job, there are lots of skills and qualities you will need in order to become a designer and to become a good designer.

In the next video I am going to discuss talent qualities that will give you the edge as a Graphic Designer.

Now like with the psychological skills, these qualities can give you a serious edge as a designer. these are qualities that make you stand out. These are qualities that make you who you are, and can not be taught, only encouraged.

### Talent:

Imagination

Curiosity

Open mindedness

Passion

Conceptual thinking

Problem solving

Harness creativity

Craftsmanship



Section 2 - Considering a career in Graphic Design

## Episode 22:

# 'Learn & Research' How do I begin as a Graphic Designer

[Watch video](#) ▶

### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 1 'Learn & Research'.





Section 2 - Considering a career in Graphic Design

## Episode 23:

### 'Collect' How do I begin as a Graphic Designer

[Watch video](#) ▶

#### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 2 'Collect'.

#### Collect:

Found objects

Photos

Your thoughts

Books



Section 2 - Considering a career in Graphic Design

## Episode 24:

# 'Be inspired' How do I begin as a Graphic Designer

[Watch video](#) ▶

### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 3 'Be inspired'.

### Inspiration sources:

Found objects

Books & subscriptions

Online inspiration

Everyday inspiration

Museums & galleries

People

Creative agencies

Literature



## Section 2 - Considering a career in Graphic Design

# Episode 25:

## 'Practice' How do I begin as a Graphic Designer

[Watch video](#) ▶

### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 4 'Practice'.

### Practice:

Practice your drawing

- Observation and still life drawing
- Copy what you see

Practicing your Graphic Design  
[Mini brief]

Practise your software skills  
[Imitation project]

### Mini brief

Think of a local coffee shop you like, or make one up.

- 1** - Design or redesign a logo for that coffee shop.
- 2** - Define some colours, a choice of fonts, and create a theme, a brand to go with your logo.
- 3** - Take that brand and Design a poster to promote the coffee shop and include the logo.
- 4** - Take the poster design which should include your brand elements and design a menu for their coffee list.

### Imitation project

Find a poster you really like or a magazine article, and attempt to copy it on the computer.

Study everything about it, and see the creative decisions the designer made. By trying to imitate the design on computer, you will not only be practising your software skills but learning about design principles.



Section 2 - Considering a career in Graphic Design

## Episode 26:

# 'Seek Education' How do I begin as a Graphic Designer

[Watch video](#) ▶

### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 5 'Seek education'.



Section 2 - Considering a career in Graphic Design

# Episode 27: Books to read as a Graphic Designer

[Watch video ▶](#)

## Overview

If you're interested to learn more about the field of Graphic Design, the history of Graphic Design, principals of Graphic Design, design theory, books on typography, general tips, good practice and inspiration there are a number of Graphic Design books I would recommend you invest in.

In this video I am going to list my top 10 books and give the reasons why I would recommend you read them.

[View more books ▶](#)

## Recommended books for beginners:



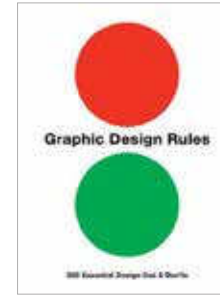
Graphic Design:  
A concise history  
Richard Hollis

[View book online ▶](#)



Graphic Design  
school:  
A foundation  
course  
David Dabner  
& Sandra Stewart

[View book online ▶](#)



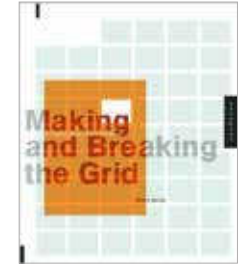
Graphic Design  
Rules: 365 Essential  
design dos  
and don'ts  
Stefan G. Bucher

[View book online ▶](#)



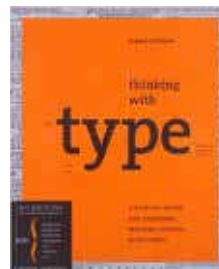
Color design  
workbook  
Adams Morioka

[View book online ▶](#)



Making and  
breaking the grid  
Timothy Samara

[View book online ▶](#)



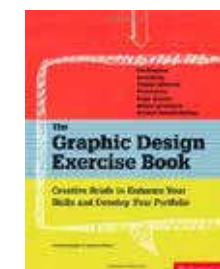
Thinking with type.  
A critical guide for  
designers [second  
revised edition]  
Ellen Lupton

[View book online ▶](#)



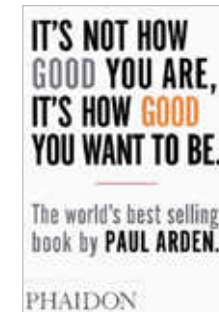
Logo design love  
David Airey

[View book online ▶](#)



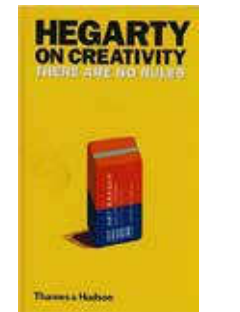
The Graphic  
Design  
Exercise Book  
by Carolyn Knight  
& Jessica Glaser

[View book online ▶](#)



It's not how  
good you are,  
It's how good  
you want to be  
Paul Arden

[View book online ▶](#)




Hegarty on  
creativity:  
There are no rules  
John Hegarty


[View book online ▶](#)

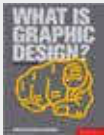



## Other book suggestions


### Design books:


- 


**Layout essentials: 100 Design principles for using grids (Essential design handbooks)**  
Beth Tondreau  
[View book online ▶](#)
- 


**What to put in your portfolio and get a job: Graphic Design**  
Drew de Soto  
[View book online ▶](#)
- 


**What Is Graphic Design? (Essential design handbooks)**  
Quentin Newark  
[View book online ▶](#)
- 


**100 ideas that changed Graphic Design**  
Steven Heller  
[View book online ▶](#)
- 


**How to create a portfolio & get hired: A guide for Graphic Designers & Illustrators**  
Fig Taylor  
[View book online ▶](#)
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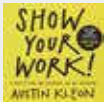
**The Thames & Hudson dictionary of Graphic Design and designers (World of art)**  
Alan Livingston & Isabella Livingston  
[View book online ▶](#)
- 


**Know your onions: Graphic Design**  
Drew de Soto  
[View book online ▶](#)
- 


**What they didn't teach you in design school**  
Phil Cleaver  
[View book online ▶](#)
- 


**Damn good advice**  
George Lois  
[View book online ▶](#)
- 

**The Graphic Design exercise book**  
Jessica Glaser  
[View book online ▶](#)
- 

**Work for money, design for Love**  
David Airey  
[View book online ▶](#)
- 


**Show your work!: 10 things nobody told you about getting discovered**  
Austin Kleon  
[View book online ▶](#)
- 


**2000 Colour combinations: For graphic, web, textile and craft designers**  
Garth Lewis  
[View book online ▶](#)
- 


**Creative workshop**  
David Sherwin  
[View book online ▶](#)
- 


**Grid systems: Principles of organizing type (Design Briefs)**  
Kimberly Elam  
[View book online ▶](#)


### Branding books:

- 

**Designing brand identity: an essential guide for the whole branding team**  
Alina Wheeler  
[View book online ▶](#)
- 


**Logo modernism (Design)**  
Jens Muller  
[View book online ▶](#)
- 

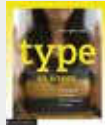
**Logotype**  
Michael Evamy  
[View book online ▶](#)
- 


**Logo: The reference guide to symbols and logotypes (Mini)**  
Michael Evamy  
[View book online ▶](#)
- 


**Symbol (Mini)**  
Angus Hyland  
[View book online ▶](#)


### Typography book:


- 


**Typography workbook: A real-world guide to using type in Graphic Design**  
Timothy Samara  
[View book online ▶](#)
- 


**Type on Screen: A critical guide for designers, writers, developers, & students**  
Ellen Lupton  
[View book online ▶](#)
- 


**Just my type: A book about fonts**  
Simon Garfield  
[View book online ▶](#)
- 


**Fifty typefaces that changed the world: design museum fifty**  
John L Walters  
[View book online ▶](#)
- 

**The geometry of type: The anatomy of 100 essential typefaces**  
Erik Spiekermann  
[View book online ▶](#)
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**Drawing type: An introduction to illustrating letterforms**  
Alex Fowkes  
[View book online ▶](#)
- 

**Typography sketchbooks**  
Steven Heller  
[View book online ▶](#)
- 

**Type matters!**  
Jim Williams  
[View book online ▶](#)
- 

**Type: New perspectives in typography**  
Scott Williams  
[View book online ▶](#)
- 

**Type and Typography (Portfolio)**  
Phil Baines & Andrew Haslam  
[View book online ▶](#)



Section 2 - Considering a career in Graphic Design

## Episode 28:

# Education to be a Graphic Designer

[Watch video](#) ▶

### Overview

You may be wondering:

**What subjects, should I study at school?**

**What should I do after school?**

**Do I need to go to college, Art school or university**

and if so

**What will I do at University / art college?**

In this video I am going to discuss these questions and I'll be recommending some approaches and things you can keep in mind.

In this video I'll also be sharing my experience, and opinions on your education options.



## Section 2 - Considering a career in Graphic Design

# Episode 29:

## Do I need to go to University / Art College to be a Graphic Designer

[Watch video ▶](#)

### Overview

So you're thinking about a career in Graphic Design and you're wondering if you really need to go to University or Art college.

In this video I am going to discuss the Pro's and Cons of seeking higher creative education. In this video I'll also be sharing my experience, and opinions on higher education, why I think it's important and why I would encourage anyone who has the opportunity to do it.





Section 2 - Considering a career in Graphic Design

## Episode 30:

### Qualifications to be a Graphic Designer

[Watch video](#) ▶

#### Overview

In this video I am going to discuss the qualifications you will need to be a graphic designer.



Section 3 - Becoming a Graphic Designer

# Episode 31:

## Equipment to be a Graphic Designer

[Watch video](#) ▶

### Overview

Graphic Design is a very broad and diverse creative discipline. Depending on your preferred design process or the project you're undertaking you will need a variety of equipment.

In this video I am going to discuss the equipment I use and how I use it, all of which I would recommend to you.

[View essential equipment](#) ▶

[View accessory equipment](#) ▶

### Essential equipment:



### Accessory equipment:





## Essential equipment



Staedler mars micro, graphic pencil  
0.3mm, 0.5mm

[More info online](#) ▶



Staedler Triplus Fineliners case

[More info online](#) ▶



Fold back clips

[More info online](#) ▶



Swann Morton no3 handle

[More info online](#) ▶

10A blades

[More info online](#) ▶



Staedler lumocolor permanent markers

Superfine, Fine, Medium, Bold

[More info online](#) ▶



Pentel micro tipex

[More info online](#) ▶



Post it notes

[More info online](#) ▶



Westcott stainless steel ruler

[More info online](#) ▶



Staedler Triplus Fineliners

[More info online](#) ▶



Goldline layout Pad A4 / A3

[More info online](#) ▶



Sticky neon indexing bookmark tabs

[More info online](#) ▶



Am-Tech A3 cutting mat

[More info online](#) ▶



Letraset Pro markers

[More info online](#) ▶



Chartwell graph Pad A4 / 50 Sheets

[More info online](#) ▶



Scrapbook folder Daler-Rowney Earthbound Portfolio A3

[More info online](#) ▶



Zip document wallet job folders

[More info online](#) ▶



## Essential equipment

## Accessories



Suitable camera



Adequate computer



Creative software tools

[More info online](#) ▶



Synthetic Material Sketch Bag

[More info online](#) ▶



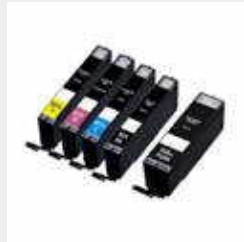
Highlighters chisel tip

[More info online](#) ▶



Printer - Canon PIXMA iP7250 Colour Inkjet Printer

[More info online](#) ▶



Prestige Cartridge PGI-550XL / CLI-551XL Ink Cartridges

[More info online](#) ▶



Scanner - Canon CanoScan

[More info online](#) ▶



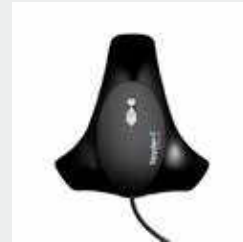
Telescopic transport tube

[More info online](#) ▶



Wacom Bamboo splash pen tablet

[More info online](#) ▶



Spyder4 PRO Advanced colour calibration

[More info online](#) ▶



Craft box



### Section 3 - Becoming a Graphic Designer

## Episode 32:

# What programs do I need to be a Graphic Designer?

[Watch video ▶](#)

### Overview

As a Graphic Designer depending on what job you're doing, you will have to use particular design software.

In this video I am going to discuss the creative software tools you will need as a Graphic Designer, and which software you might use for which design scenario.



## Section 3 - Becoming a Graphic Designer

# Episode 33: The Graphic Design portfolio

[Watch video](#) ▶

## Overview

I often get asked question about the Graphic Design portfolio,

Questions like?

*What makes, for a good portfolio?*

*Whats the best type of portfolio? Print or digital?*

*Do I need a website?*

*How many projects do I include?*

*What If i don't have any projects to show?*

*What are employers looking for?*

*How much type do I include?*

*What's the best program to use to build my portfolio?*

So In this video I am going to discuss the Graphic Design portfolio and answer these questions. In this video I'll also be sharing my experience, and offer some tips to keep in mind.



### Section 3 - Becoming a Graphic Designer

## Episode 34:

# Print or digital Graphic Design portfolio

[Watch video](#) ▶

### Overview

2 questions I often get asked are,

*What portfolio should I use, print or digital?*

and

*Which one is best?*

Well the answers to these questions vary depending on what type of designer you consider yourself to be and the approach you take to look for jobs, apply for jobs and present at interviews.

So In this video I am going to discuss the print and digital Graphic Design portfolio and recommend which strategy is best for which type of Graphic Designer.



## Section 3 - Becoming a Graphic Designer

# Episode 35:

## The Graphic Design CV

[Watch video](#) ▶

### Overview

I often get asked a lot of question about the Graphic Design CV.

Questions like:

*What makes for a good CV?*

*What type of CV is best, Print or digital?*

*What should I include?*

*How many pages should it be?*

*How much type do I include?*

*What are employers looking for?*

*Whats the best program to use to build the CV?*

So In this video I am going to discuss the Graphic Design CV and answer these questions. In this video I'll also be sharing my experience, and offer some tips for you to keep in mind.





### Section 3 - Becoming a Graphic Designer

## Episode 36:

# Career change to be a Graphic Designer?

[Watch video](#) ▶

### Overview

If you're currently in a different creative career, or perhaps you have not gone through the traditional creative education process, you don't not have any creative qualifications and you're wondering:

*'Is it too late for me to be a Graphic Designer?'*

*'Where Do I begin?'*

and

*'Do I need to go back to school?'*

In this video I am going to discuss these questions and I'll be recommending some approaches and things you can keep in mind. In this video I'll also be sharing my experience, and advice on your education options.



## Section 3 - Becoming a Graphic Designer

# Episode 37:

## 'Apply your skills' How do I begin as a Graphic Designer

[Watch video](#) ▶

### Overview

To get started I would suggest you undertake 6 key steps, and I would recommend you do them in the following order.

**Step 1 Learn & Research, Step 2 Collect, Step 3 Be inspired, Step 4 Practice, Step 5 Seek Education & Step 6 Apply your skills**

Now these steps can be taken at any stage in your life. If young, still in school, and looking to get into Graphic Design, you can follow these steps, if your older, perhaps you're thinking about a career change, you can also follow these steps.

In this video I am going to talk about step 6 'Apply skills'.



## Section 3 - Becoming a Graphic Designer

# Episode 38:

## How to find a job as a Graphic Designer?

[Watch video ▶](#)

### Overview

Now I often get asked the question

*"How do I find a Graphic Design job?"*

In this video I am going to attempt to answer this question and talk from experience and give some tips and advice to keep in mind.



Section 3 - Becoming a Graphic Designer

## Episode 39:

### Interview preparation to be a Graphic Designer

[Watch video](#) ▶

#### Overview

Often get asked the question:

*“What things can I do to best prepare for a design interview?”*

In this video I am going to attempt to answer this question and share some of my experiences and offer some tips you can do to help prepare for a Graphic Design interview.

#### Prepare for your presentation:

Practice your portfolio presentation

Be prepared to only talk about 3 of your projects

Tailor your portfolio

Have the portfolio ready on device

Have examples at the ready

Have something to leave behind after the interview

#### Prepare for questions:

Clue up on the company before hand

Have a few projects of theirs in mind to talk about

Know what your ideal project would be

Know what you want to achieve at the company

Have at least 6 questions for them



## Section 3 - Becoming a Graphic Designer

# Episode 40:

## Questions you're asked at a Graphic Design Interview

[Watch video](#) ▶

### Overview

At an interview you will typically be asked a range of questions. In this video I am going to share some of the questions I have been asked at interview and list some others you can consider asking yourself in preparation for a Graphic Design interview.

For this video I have broken the questions into four categories

**Personal questions**

**Company questions**

**Design experience questions**

**Work experience questions**

[View more questions](#) ▶

### Questions asked at a Graphic Design interview

#### Personal questions:

- 1** Why have you chosen Graphic Design as a career?
- 2** Who inspired you to become a Graphic Designer?
- 3** Name a designer who has inspired you?
- 4** What are your 3 strengths, and what are your 3 weaknesses?
- 5** Of all your projects, which one represents you the best, and why?
- 6** If you had to redo one of your projects, which one would it be and how would you do it?
- 7** What are your goals for personal development, and what steps have you taken to accomplish these goals?
- 8** Which brand would you love to work on, and why?
- 9** Given the freedom what would your ideal project be?
- 10** What do you see yourself doing in 5 years? What are your goals?



## Questions asked at a Graphic Design interview

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### Company questions:

- 1 What do you know of us?
- 2 Why do you want to work for this agency?
- 3 What's your favourite piece of work we have done?
- 4 Which one of our clients would you like to work on?
- 5 Why do you think you are suitable for this role?
- 6 What do you want to achieve at this agency?
- 7 What challenges are you looking for in this position?
- 8 You may be given strict parameters for your designs. Will that stifle your creativity?
- 9 How comfortable are you being told what to design?
- 10 How comfortable are you meeting and presenting to clients?

### Design experience questions:

- 1 What were your biggest creative achievements in your last creative role.
- 2 What is your typical approach to a design brief?
- 3 How much time should be dedicated to research?
- 4 What would your approach be to meet a deadline for 5 hours?
- 5 What would your approach be to meet a deadline for 5 weeks?
- 6 How many design ideas do you usually sketch before choosing one?
- 7 Tell us a time, you had to compromise on a project, and how you dealt with it?
- 8 How would you tackle something you have no experience at?
- 9 Do you prefer working alone or in a team and why?
- 10 List some of the designs you have created, and their success?

### Work experience questions:

- 1 Why did you leave your last job?
- 2 If a client disagreed with you, but you know it's a good idea, how would you convince them it's a good direction?
- 3 Have you ever been in a leadership role? Please explain the situation.
- 4 How do you cope under pressure?
- 5 How do you work with others?
- 6 Tell us a time you worked in a team and how you worked together to accomplish a task?
- 7 Can you present to a room of 20?
- 8 How do you deal with criticism?
- 9 Which software do you prefer to work with and why?
- 10 What do you enjoy most about working as a Graphic Designer?



## Section 3 - Becoming a Graphic Designer

# Episode 41:

## Questions to ask at a Graphic Design interview

[Watch video ▶](#)

### Overview

typically you will want to ask questions about the agency, the role you're applying for and questions about career prospects within the agency.

In this video I am going to list a bunch of questions you can consider asking an agency at the end of an interview.

For this video I have broken the questions into three categories:

#### Agency questions

#### Job role questions

#### Career prospect question

[View more questions ▶](#)

## Questions to ask at a Graphic Design interview

### Agency questions:

- 1** What are the factors that really drive results for this agency?
- 2** What clients are the agency looking to get in future?
- 3** What team building programs do you have?
- 4** How does the team work together? Is it collaborative or more instructional?
- 5** How much time is typically allocated to design briefs?
- 6** How often do you pitch for new work and clients?
- 7** What does the agency pride itself on most?
- 8** How would you describe how creative decision-making gets done at this agency?
- 9** What is this agency most passionate about?
- 10** What are the common attributes of your top performers?



## Questions to ask at a Graphic Design interview

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### Job role questions:

- 1** What are you looking for in the candidate?
- 2** What are the main skills you are looking for in the applicant?
- 3** Who will the candidate be working with, and reporting to?
- 4** What sort of work will be expected of this candidate?
- 5** Will this role involves dealing with clients?
- 6** What responsibilities are involved?
- 7** How many projects will I typically be working on?
- 8** What level of creative freedom will there be?
- 9** What's the worst thing about working here?
- 10** What do you see as the biggest challenge for this new candidate?

### Career prospect questions:

- 1** Are opportunities available for me to develop new skills.
- 2** Do you offer training opportunities?
- 3** Will I get to learn from senior designs?
- 4** What are the opportunities to progress?
- 5** If a designer works well, do you consider them for promotion?
- 6** If the candidate progresses as you like, what would be the next step in be in this agency?
- 7** If I get the job, how do I earn a "gold star" on my performance review?
- 8** What criteria will be used to assess my performance?
- 9** What have previous designers gone on to do?
- 10** After everything you have seen and heard, do you see me as a good fit for this agency?





## Section 3 - Becoming a Graphic Designer

# Episode 42:

## Interview tips to be a Graphic Designer

[Watch video](#) ▶

### Overview

In this video I am going to share some of my experiences and offer some tips you can keep in mind to help you have a successful interview.

For this video I am going to separate my tips into four sections:

#### Character tips

#### Presentation tips

#### Essential do's

#### Essential don'ts

### Character tips:

Show up exactly on time

Memorise the names of the people you will be meeting before you arrive

Give a good firm handshake

Eye contact, with everyone

Take your time answering questions

Where you lack experience make up for it in eagerness to learn

### Presentation tips:

Stand up and present

Start on a high

Talk in detail about your work:

- Say what you did, your involvement in the project.
- If you worked in a team talk about who was involved
- Talk about the challenges you faced
- Talk about your inspirations
- If you can, show your design process and talk about your research method
- Explain your design decisions

- Talk about how long it took to develop
- Explain how it satisfied the brief
- Did you exceed expectations?
- Finish with any success stories, how did the design benefit them, and how?

Talk calmly and anticipate questions.

Show print examples

End on a high

### Essential do's:

Ask questions

Pull out a note pad/sketch book and take notes

Ask for a business card

Leave your business card or something interesting behind.

### Essential don'ts:

Don't moan or criticise your last job or people you worked with

Don't talk about money

Don't talk about holiday

Don't appear desperate for the job



Section 4 - Graphic Design and beyond

## Episode 43:

### What's the industry like for a Graphic Designer?

[Watch video ▶](#)

#### Overview

In this video I am going to talk about the position system in Graphic Design and the typical career options within the industry.



Section 4 - Graphic Design and beyond

## Episode 44:

### Further your Graphic Design career

[Watch video ▶](#)

#### Overview

One of the key ways to progress is through Career development.

In this video I am going to discuss some of the options you can consider to become a pro Graphic Designer and how to take your career in a new direction.

#### Options you can consider:

Simply become better at your job

Rise the ranks

Specialise

Network and use Social media

Become Freelance

Start your own business



Section 4 - Graphic Design and beyond

## Episode 45:

### Education to further your Graphic Design career

[Watch video ▶](#)

#### Overview

In this video I am going to discuss some of the education options you can consider to help develop your Graphic Design career.

#### Education to consider:

Take evening classes  
(recommended)

- Screen printing
- Photography
- Life drawing and painting
- Sculpture
- Software courses

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[Undertake a Master's Degree](#)



# TastyTuts

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**Design & digital arts**

Creative video tutorials



Beginners guide to Graphic Design series created  
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