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

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.

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.
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

Visual elements of Graphic Design

Ep 2  ‘Line’ Visual element  Go to page
Ep 3  ‘Colour’ Visual element  Go to page
Ep 4  ‘Shape’ Visual element  Go to page
Ep 5  ‘Texture’ Visual element  Go to page
Ep 6  ‘Space’ Visual element  Go to page
Ep 7  ‘Form’ Visual element  Go to page
Ep 8  ‘Typography’ Visual element  Go to page

Design principle of Graphic Design

Ep 9  ‘Contrast’ Design principle  Go to page
Ep 10 ‘Hierarchy’ Design principle  Go to page
Ep 11 ‘Alignment’ Design principle  Go to page
Ep 12 ‘Balance’ Design principle  Go to page
Ep 13 ‘Proximity’ Design principle  Go to page
Ep 14 ‘Repetition’ Design principle  Go to page
Ep 15 ‘Simplicity’ Design principle  Go to page
Ep 16 ‘Function’ Design principle  Go to page
# Section 2 - Considering a career in Graphic Design

<table>
<thead>
<tr>
<th>Ep 17</th>
<th>Why do Graphic Design? / Pro’s &amp; Con’s</th>
<th>Go to page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ep 18</td>
<td>Should I do Graphic Design?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 19</td>
<td>Practical skills to be a Graphic Designer?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 20</td>
<td>Psychological skills to be a Graphic Designer?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 21</td>
<td>Talent to be a Graphic Designer?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 22</td>
<td>‘Learn &amp; Research’ How do I begin as a Graphic Designer</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 23</td>
<td>‘Collect’ How do I begin as a Graphic Designer’</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 24</td>
<td>‘Be inspired’ How do I begin as a Graphic Designer’</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 25</td>
<td>‘Practice’ How do I begin as a Graphic Designer</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 26</td>
<td>‘Seek Education’ How do I begin as a Graphic Designer</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 27</td>
<td>Books to read as a Graphic Designer?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 28</td>
<td>Education to be a Graphic Designer</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 29</td>
<td>Do I need to go to University or Art College to be a Graphic Designer?</td>
<td>Go to page</td>
</tr>
<tr>
<td>Ep 30</td>
<td>Qualifications to be a Graphic Designer</td>
<td>Go to page</td>
</tr>
</tbody>
</table>
Section 3 - Becoming a Graphic Designer

Ep 31  Equipment to be a Graphic Designer?  Go to page
Ep 32  What programs do I need to be a Graphic Designer?  Go to page
Ep 33  The Graphic Design portfolio  Go to page
Ep 34  Print or digital Graphic Design portfolio  Go to page
Ep 35  The Graphic Design CV  Go to page
Ep 36  Career change to be a Graphic Designer?  Go to page
Ep 37  ‘Apply your skills’ How do I begin as a Graphic Designer  Go to page
Ep 38  How to find a job as a Graphic Designer?  Go to page
Ep 39  Interview preparation to be a Graphic Designer  Go to page
Ep 40  Questions you’re asked at a Graphic Design Interview  Go to page
Ep 41  Questions to ask at a Graphic Design interview  Go to page
Ep 42  Interview tips to be a Graphic Designer  Go to page
Section 4 - Graphic Design and beyond

Ep 43  What’s the industry like for a Graphic Designer?
Ep 44  Further your Graphic Design career
Ep 45  Education to further your Graphic Design career
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
Episode 1: What is Graphic Design?

Overview

In this video I am going to attempt to answer this question and give you my take on it from my experience.
Episode 2:
‘Line’ Visual element of Graphic Design

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.
Episode 3:
‘Colour’ Visual element of Graphic Design

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 colour schemes visit:

Watch video
View color.adobe.com
View colour examples
### Colour examples

<table>
<thead>
<tr>
<th>Primary colours</th>
<th>Monochromatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary colours make up the basis for the colour wheel. Here they are Red, Yellow and Blue.</td>
<td>Monochromatic colours are shades and tints of the same colour. The monochromatic colour scheme is typically balanced and easy on the eye.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary colours</th>
<th>Analogous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary colours are made by mixing equal portions of the primary colours. These create green, orange and purple.</td>
<td>Analogous colours are balanced but are typically more interesting as the colours have more contrast.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tertiary colours</th>
<th>Complimentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tertiary colours are made by mixing a primary colour with a neighbouring secondary colour.</td>
<td>Complimentary colours have high contrast, which produce vibrant exciting colour schemes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Warm &amp; cool colours</th>
<th>Triadic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm colours on the right. Cool colours on the left.</td>
<td>Tertiary colours typically produce vibrant effects.</td>
</tr>
</tbody>
</table>
Episode 4:
‘Shape’ Visual element of Graphic Design

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

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

Shape as a line
Shape in colour
Shape in negative space
Logo shape examples.
Online video tutorial - Beginners guide to Graphic Design

To create a surface pattern texture. Group of individual shapes creating an overall shape in a composition.

To decorate, to build and illustrate. build a legible image as an illustration

π to 2,500 digits

To create a surface image texture. To create a surface pattern texture.
Episode 5:
‘Texture’ Visual element of Graphic Design

Overview

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

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

<table>
<thead>
<tr>
<th>Environmental textures</th>
<th>Biological textures</th>
<th>Man made textures</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
<td><img src="image3" alt="Image" /></td>
</tr>
<tr>
<td><img src="image4" alt="Image" /></td>
<td><img src="image5" alt="Image" /></td>
<td><img src="image6" alt="Image" /></td>
</tr>
<tr>
<td><img src="image7" alt="Image" /></td>
<td><img src="image8" alt="Image" /></td>
<td><img src="image9" alt="Image" /></td>
</tr>
<tr>
<td><img src="image10" alt="Image" /></td>
<td><img src="image11" alt="Image" /></td>
<td><img src="image12" alt="Image" /></td>
</tr>
<tr>
<td><img src="image13" alt="Image" /></td>
<td><img src="image14" alt="Image" /></td>
<td><img src="image15" alt="Image" /></td>
</tr>
<tr>
<td><img src="image16" alt="Image" /></td>
<td><img src="image17" alt="Image" /></td>
<td><img src="image18" alt="Image" /></td>
</tr>
<tr>
<td><img src="image19" alt="Image" /></td>
<td><img src="image20" alt="Image" /></td>
<td><img src="image21" alt="Image" /></td>
</tr>
<tr>
<td><img src="image22" alt="Image" /></td>
<td><img src="image23" alt="Image" /></td>
<td><img src="image24" alt="Image" /></td>
</tr>
<tr>
<td><img src="image25" alt="Image" /></td>
<td><img src="image26" alt="Image" /></td>
<td><img src="image27" alt="Image" /></td>
</tr>
</tbody>
</table>
### Pattern texture examples

<table>
<thead>
<tr>
<th>Biological &amp; environmental pattern textures</th>
<th>Man made pattern textures</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Butterfly" /> <img src="image2" alt="Honeycomb" /> <img src="image3" alt="Snake Skin" /> <img src="image4" alt="Dahlia" /></td>
<td><img src="image5" alt="Plaid" /> <img src="image6" alt="Diamond Plate" /> <img src="image7" alt="Louis Vuitton" /> <img src="image8" alt="Houndstooth" /></td>
</tr>
<tr>
<td><img src="image9" alt="Hexagon" /> <img src="image10" alt="Snake Skin" /> <img src="image11" alt="Damask" /> <img src="image12" alt="Trellis" /></td>
<td><img src="image13" alt="Houndstooth" /> <img src="image14" alt="Baroque" /> <img src="image15" alt="Greek Key" /></td>
</tr>
</tbody>
</table>
Episode 6:
‘Space’ Visual element of Graphic Design

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

In design there are two types of space:

Positive space

Negative space
<table>
<thead>
<tr>
<th>Proximity</th>
<th>Overlap</th>
<th>Opacity</th>
<th>Light &amp; Shadow</th>
<th>Perspective / Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Proximity Example 1" /></td>
<td><img src="image2" alt="Overlap Example 1" /></td>
<td><img src="image3" alt="Opacity Example 1" /></td>
<td><img src="image4" alt="Light &amp; Shadow Example 1" /></td>
<td><img src="image5" alt="Perspective / Depth Example 1" /></td>
</tr>
<tr>
<td><img src="image6" alt="Proximity Example 2" /></td>
<td><img src="image7" alt="Overlap Example 2" /></td>
<td><img src="image8" alt="Opacity Example 2" /></td>
<td><img src="image9" alt="Light &amp; Shadow Example 2" /></td>
<td><img src="image10" alt="Perspective / Depth Example 2" /></td>
</tr>
<tr>
<td><img src="image11" alt="Proximity Example 3" /></td>
<td><img src="image12" alt="Overlap Example 3" /></td>
<td><img src="image13" alt="Opacity Example 3" /></td>
<td><img src="image14" alt="Light &amp; Shadow Example 3" /></td>
<td><img src="image15" alt="Perspective / Depth Example 3" /></td>
</tr>
<tr>
<td><img src="image16" alt="Proximity Example 4" /></td>
<td><img src="image17" alt="Overlap Example 4" /></td>
<td><img src="image18" alt="Opacity Example 4" /></td>
<td><img src="image19" alt="Light &amp; Shadow Example 4" /></td>
<td><img src="image20" alt="Perspective / Depth Example 4" /></td>
</tr>
</tbody>
</table>

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

'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
Episode 8:
‘Typography’ Visual element of Graphic Design

Overview

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

Anatomy of type

- Slab serif
- Bowl
- Cap height
- X height
- Base line
- Desender line
- Stem
- Counter
- Terminal
- Descender

Letter R made of geometric shapes

Serifa ‘R’ Regular
Type categorie examples

- Sans Serif
- Serif
- Slab Serif
- Rounded
- Script
- Blackletter
- Decorative
- Abstract
Examples of type

**Functional**

**Decorative / Creative**

1. "Art and Technique"
2. "Block" Style Guides Used in Modern Type
3. "Typography Can Be Playful and Practical"
4. "Evolution of Typography"
5. "Color" - 3D Text
6. "B" - Geometric Design
7. "Nebula" - Abstract Art
8. "Stars in the Milky Way" - Typography
Episode 9:
‘Contrast’ Design principle of Graphic Design

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

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

1. Contrast in shape
2. Contrast in colour
3. Contrast in scale
4. Contrast in type
5. Contrast in layout


"Etiam velit metus, vestibulum bibendum sapien blandit, tincidunt faucibus justo."
Episode 10:

‘Hierarchy’ Design principle of Graphic Design

Overview

In this video I am going to discuss the 2nd key design principle, and discuss ‘Hierarchy’ as a design principal in Graphic Design.
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
Episode 11:
‘Alignment’ Design principle of Graphic Design

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

Alignment principles

Edge & centre alignment

Good alignment

Poor alignment

Mixed alignment
Alignment examples

Alignment to a grid

Approaches of alignment in design

Contrast in design is very effective.

Graphic Contrast

Art and Technical Stars in the Milky Way Galaxy
Episode 12:
‘Balance’ Design principle of Graphic Design

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

Three main types of balance

Symmetrical balance (formal)

Asymmetrical balance (informal)

Radial balance
Balance examples

Symmetrical balance (formal)

Asymmetrical balance (informal)

Radial balance
Episode 13:
‘Proximity’ Design principle of Graphic Design

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

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

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**

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

**Layout example 2**

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

**Layout example 3**

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

**Layout example 4**

Elements are scattered in a sporadic layout. No clear relationship between element in this layout.
Episode 14:

‘Repetition’ Design principle of Graphic Design

Overview

In this video I am going to discuss the 6th key design principle, and discuss ‘Repetition’ as a design principal in Graphic Design.
Episode 15:

‘Simplicity’ Design principle of Graphic Design

Overview

In this video I am going to discuss the 7th key design principle, and discuss ‘Simplicity’ as a design principal in Graphic Design.
Episode 16:
‘Function’ Design principle of Graphic Design

Overview
In this video I am going to discuss the 8th key design principle, and discuss ‘Function’ as a design principal in Graphic Design.
Episode 17:
Why do Graphic Design?

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 - It's 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
Episode 18:
Should I do Graphic Design?

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?
Episode 19:
Practical skills to be a Graphic Designer?

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
Episode 20:

Psychological skills to be a Graphic Designer?

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
Episode 21:

Talent to be a Graphic Designer?

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
Episode 22:
‘Learn & Research’ How do I begin as a Graphic Designer

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’.
Episode 23:
‘Collect’ How do I begin as a Graphic Designer

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
Episode 24:
‘Be inspired’ How do I begin as a Graphic Designer

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
Episode 25: ‘Practice’ How do I begin as a Graphic Designer

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.
Episode 26: ‘Seek Education’ How do I begin as a Graphic Designer

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’.
Episode 27: Books to read as a Graphic Designer

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.
Other book suggestions

Design books:
- Layout essentials: 100 Design principles for using grids (Essential design handbooks)
  Beth Tomdene
- What to put in your portfolio and get a job: Graphic Design
  Drew de Soto
- What Is Graphic Design? (Essential design handbooks)
  Quentin Newark
- The Thames & Hudson dictionary of Graphic Design and designers (World of art)
  Alan Livingstone & Isabell Livingstone
- Know your onions: Graphic Design
  Drew de Soto
- What they didn’t teach you in design school
  Phil Corr
- Damn good advice
  George Lois
- Work for money, design for love
  David Aley
- Show your work!: 10 things nobody told you about getting discovered
  Austin Kleon
- 2000 Colour combinations: For graphic, web, textile and craft designers
  Garth Lewis
- Creative workshop
  David Shenh
- Grid systems: Principles of organizing type (Design Brief)
  Kimberly Elam

Branding books:
- Designing brand identity: an essential guide for the whole branding team
  Alina Wheeler
- Logo modernism (Design)
  Jens Muller
- Just my type: A book about fonts
  Simon Garfield
- The geometry of type: The anatomy of 100 essential typefaces
  Erik Spiekermann
- Logo: The reference guide to symbols and logotypes (Mini)
  Michael Evamy
- Typogrophy sketchbooks
  Steven Heller
- Type: New perspectives in typography
  Scott Williams

Typography book:
- Typography workbook: A real-world guide to using type in Graphic Design
  Timothy Samara
- Fifty typefaces that changed the world: design museum fifty
  John L Walters
- Drawing type: An introduction to illustrating letterforms
  Alex Fowkes
- Type matters!
  Jim Williams
- Type and Typography (Portfolio)
  Phil Barnes & Andrew Hazam
Wednesday 28th June 2017

**Episode 28:**

**Education to be a Graphic Designer**

**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.
Episode 29:
Do I need to go to University / Art College to be a Graphic Designer

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.
Episode 30:
Qualifications to be a Graphic Designer

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

Episode 31:
Equipment to be a Graphic Designer

Watch video

View essential equipment

View accessory equipment
# Essential equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>More info online</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Staedtler</strong></td>
<td></td>
</tr>
<tr>
<td>mars micro, graphic pencil 0.3mm, 0.5mm</td>
<td></td>
</tr>
<tr>
<td>Triplus Fineliners case</td>
<td></td>
</tr>
<tr>
<td><strong>Pentel</strong></td>
<td></td>
</tr>
<tr>
<td>micro tipex</td>
<td></td>
</tr>
<tr>
<td><strong>Goldline</strong></td>
<td></td>
</tr>
<tr>
<td>layout Pad A4 / A3</td>
<td></td>
</tr>
<tr>
<td><strong>Letraset Pro</strong></td>
<td></td>
</tr>
<tr>
<td>markers</td>
<td></td>
</tr>
<tr>
<td><strong>Chartwell</strong></td>
<td></td>
</tr>
<tr>
<td>graph Pad A4 / 50 Sheets</td>
<td></td>
</tr>
<tr>
<td><strong>Sticky neon</strong></td>
<td></td>
</tr>
<tr>
<td>indexing bookmark tabs</td>
<td></td>
</tr>
<tr>
<td><strong>Swann Morton</strong></td>
<td></td>
</tr>
<tr>
<td>no3 handle</td>
<td></td>
</tr>
<tr>
<td><strong>Westcott</strong></td>
<td></td>
</tr>
<tr>
<td>stainless steel ruler</td>
<td></td>
</tr>
<tr>
<td><strong>Am-Tech</strong></td>
<td></td>
</tr>
<tr>
<td>A3 cutting mat</td>
<td></td>
</tr>
<tr>
<td><strong>Zip document wallet</strong></td>
<td></td>
</tr>
<tr>
<td>job folders</td>
<td></td>
</tr>
<tr>
<td>Essential equipment</td>
<td>Accessories</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Suitable camera</td>
<td>Synthetic Material Sketch Bag</td>
</tr>
<tr>
<td>Adequate computer</td>
<td>Scanner - Canon CanoScan</td>
</tr>
<tr>
<td>Creative software tools</td>
<td>Craft box</td>
</tr>
<tr>
<td></td>
<td>Highlighters chisel tip</td>
</tr>
<tr>
<td></td>
<td>Telescopic transport tube</td>
</tr>
<tr>
<td></td>
<td>Printer - Canon PIXMA iP7250</td>
</tr>
<tr>
<td></td>
<td>Wacom Bamboo splash pen tablet</td>
</tr>
<tr>
<td></td>
<td>Prestige Cartridge PGI-550XL / CLI-551XL Ink Cartridges</td>
</tr>
<tr>
<td></td>
<td>Spyder4 PRO Advanced colour calibration</td>
</tr>
</tbody>
</table>
Episode 32:
What programs do I need to be a Graphic Designer?

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.
Episode 33:
The Graphic Design portfolio

Overview

I often get asked question about the Graphic Design portfolio,

Questions like?
What makes, for a good portfolio?
What's 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.
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.
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.
Episode 36:
Career change to be a Graphic Designer?

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 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.
Episode 37:
‘Apply your skills’ How do I begin as a Graphic Designer

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’.
Episode 38:

How to find a job as a Graphic Designer?

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.
Episode 39:
Interview preparation to be a Graphic Designer

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 beforehand
- 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
Episode 40:
Questions you’re asked at a Graphic Design Interview

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**

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?

View more questions
# Questions asked at a Graphic Design interview

<table>
<thead>
<tr>
<th>Company questions:</th>
<th>Design experience questions:</th>
<th>Work experience questions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What do you know of us?</td>
<td>1. What were your biggest creative achievements in your last creative role.</td>
<td>1. Why did you leave your last job?</td>
</tr>
<tr>
<td>2. Why do you want to work for this agency?</td>
<td>2. What is your typical approach to a design brief?</td>
<td>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?</td>
</tr>
<tr>
<td>3. What’s your favourite piece of work we have done?</td>
<td>3. How much time should be dedicated to research?</td>
<td>3. Have you ever been in a leadership role? Please explain the situation.</td>
</tr>
<tr>
<td>4. Which one of our clients would you like to work on?</td>
<td>4. What would you approach be to meet a deadline for 5 hours?</td>
<td>4. How do you cope under pressure?</td>
</tr>
<tr>
<td>5. Why do you think you are suitable for this role?</td>
<td>5. What would you approach be to meet a deadline for 5 weeks?</td>
<td>5. How do you work with others?</td>
</tr>
<tr>
<td>6. What do you want to achieve at this agency?</td>
<td>6. How many design ideas do you usually sketch before choosing one?</td>
<td>6. Tell us a time you worked in a team and how you worked together to accomplish a task?</td>
</tr>
<tr>
<td>7. What challenges are you looking for in this position?</td>
<td>7. Tell us a time, you had to compromise on a project, and how you dealt with it?</td>
<td>7. Can you present to a room of 20?</td>
</tr>
<tr>
<td>8. You may be given strict parameters for your designs. Will that stifle your creativity?</td>
<td>8. How would you tackle something you have no experience at?</td>
<td>8. How do you deal with criticism?</td>
</tr>
<tr>
<td>10. How comfortable are you meeting and presenting to clients?</td>
<td>10. List some of the designs you have created, and their success?</td>
<td>10. What do you enjoy most about working as a Graphic Designer?</td>
</tr>
</tbody>
</table>
Episode 41:
Questions to ask at a Graphic Design interview

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

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

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?
Episode 42:
Interview tips to be a Graphic Designer

Character tips:
Show up exactly on time
Memories 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 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

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't's

Watch video
Episode 43:
What’s the industry like for a Graphic Designer?

Overview
In this video I am going to talk about the position system in Graphic Design and the typical career options within the industry.
Episode 44: Further your Graphic Design career

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
Episode 45:
Education to further your Graphic Design career

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

- Attend galleries and exhibitions
- Undertake a Master’s Degree
- Watch video tutorials
- Read more