



DESIGN FOR EVERYONE!

A WDK STUDIOS PRESENTATION

THE AIM



Welcome! Glad to have to have you!

The aim of this little presentation is to help small business owners, social media managers, bloggers and aspiring design enthusiasts learn a bit about design, it's importance, and at the same time, give a significant face lift to your business, and draw in more customers at the same time!

Next, a bit about “who we are” and what makes us an authority on this subject.



WHO WE ARE

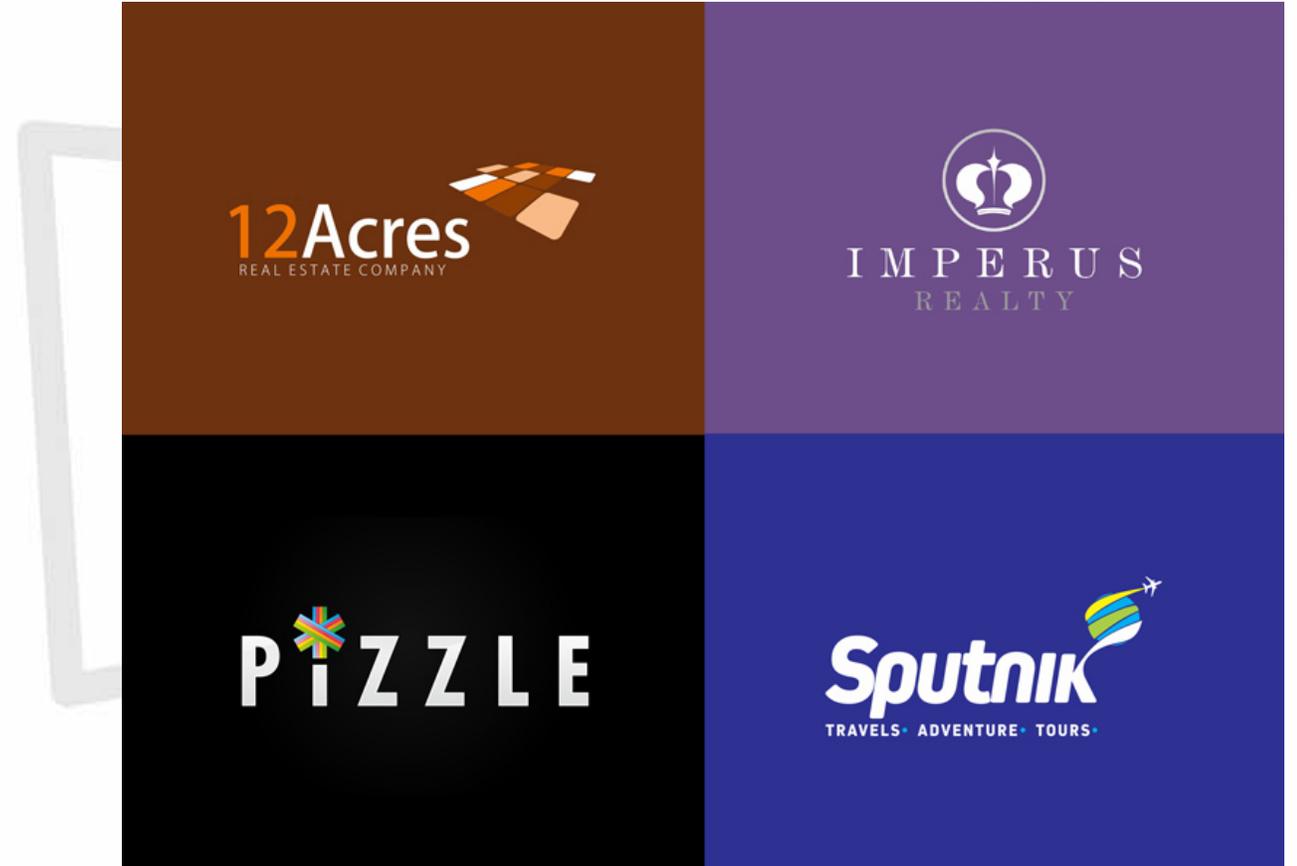


Welcome! Glad to have to have you! Here's a little bit about us.

We love businesses, we love the thought processes and ideas that come together to build a brand, we love the challenges and quirks that come with bringing a new product or idea to the customer. We love most especially that feeling of seeing the idea come alive.

Just as every business, idea or product is different, so also are their needs, this is why all we do is centred around **“getting you the right reaction every time”**.

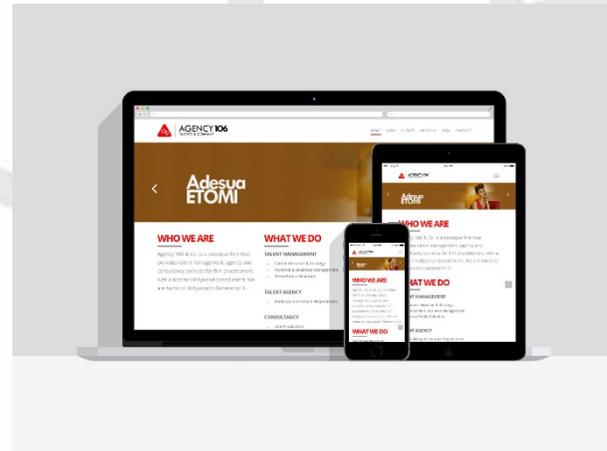
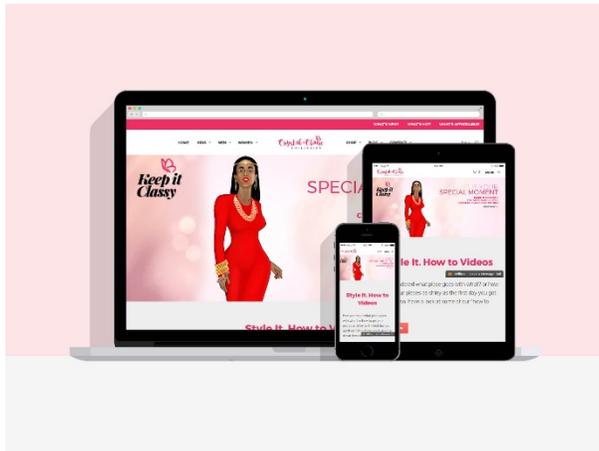
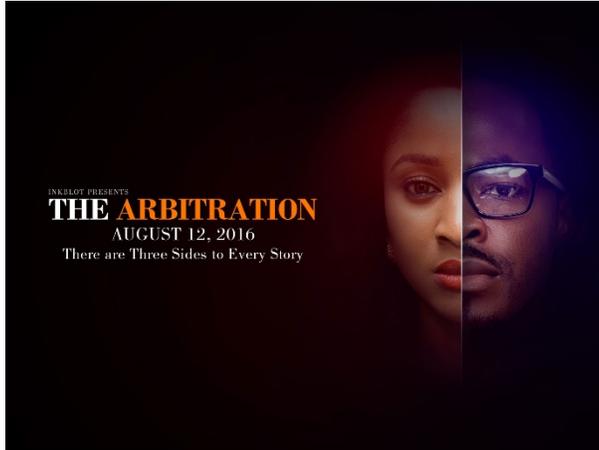
And for the past 8 years this is what we have been about.



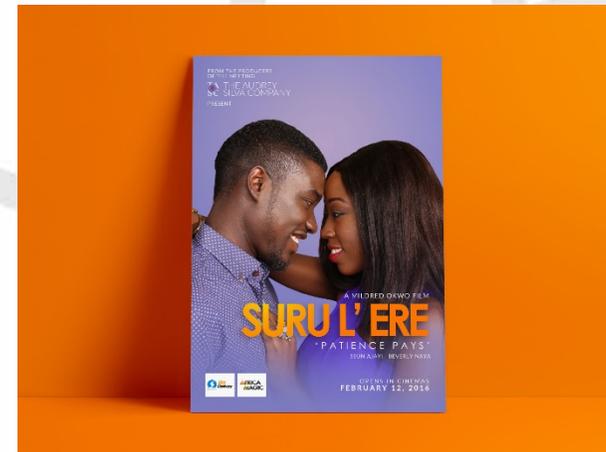
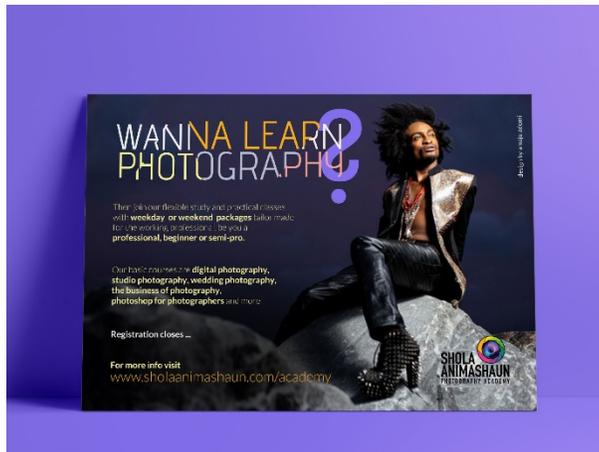
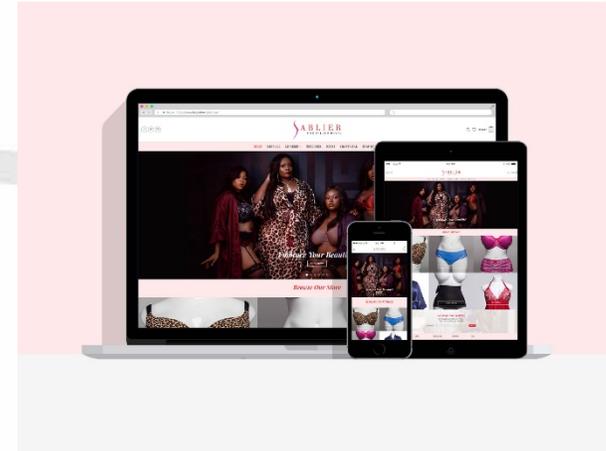
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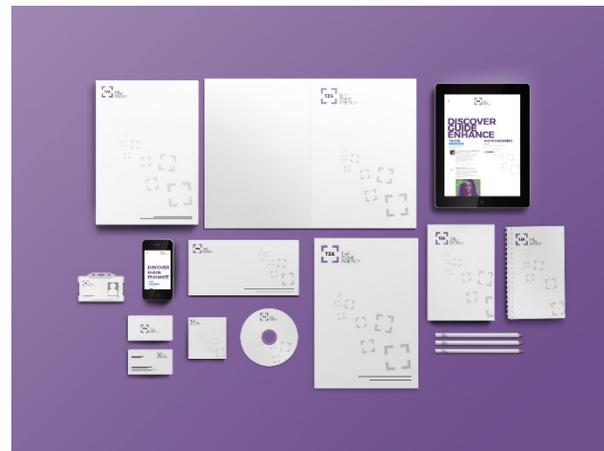
SOME PROJECTS



SOME PROJECTS



SOME PROJECTS



WHAT IS DESIGN?



**DESIGN
IS NOT**



WHAT IS DESIGN?



**DESIGN IS
COMMUNICATION**



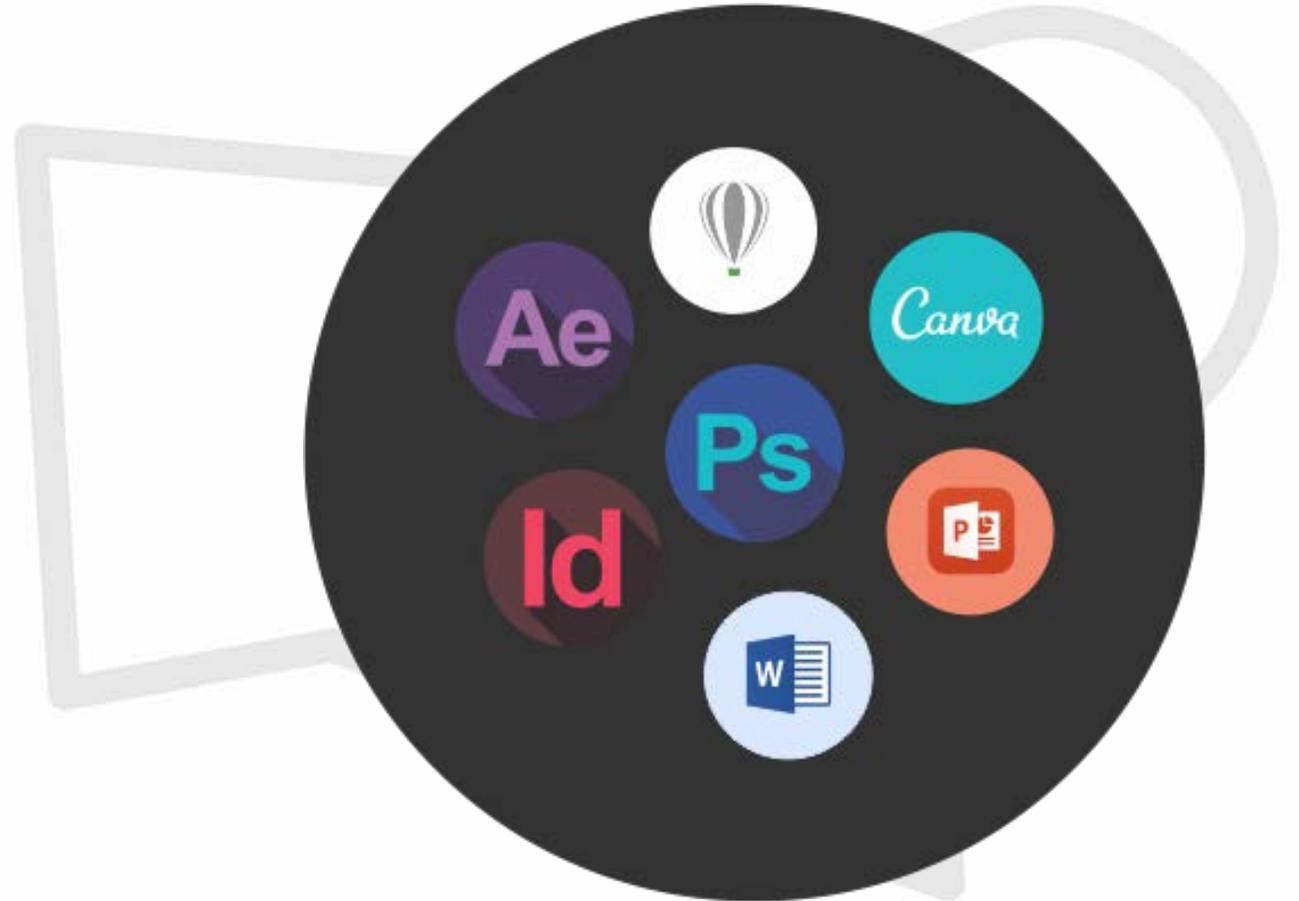
TOOLS



The rules have changed people! Years ago you HAD to be an artist to design great, now we have so many tools that make it easier, so when asked what I use to design, I say WHATEVER fits the purpose: Coreldraw, Illustrator, Canva, Word, Office, Powerpoint, Sketch, Photoshop, Aftereffects, Paper, Cardboard, Cinema 4D.

All you need to remember is that the principles remain the same, so start from where you are most comfortable.

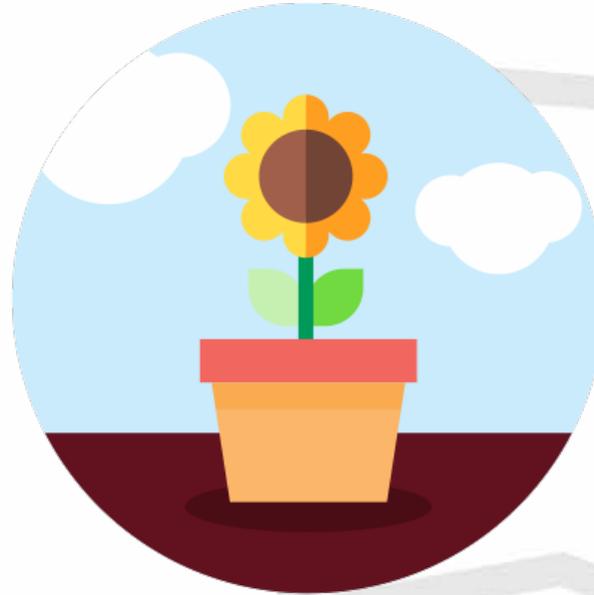
PS: There are certain software they are the industry standard in the different design fields, if you want to design professionally, you will need to learn those in particular



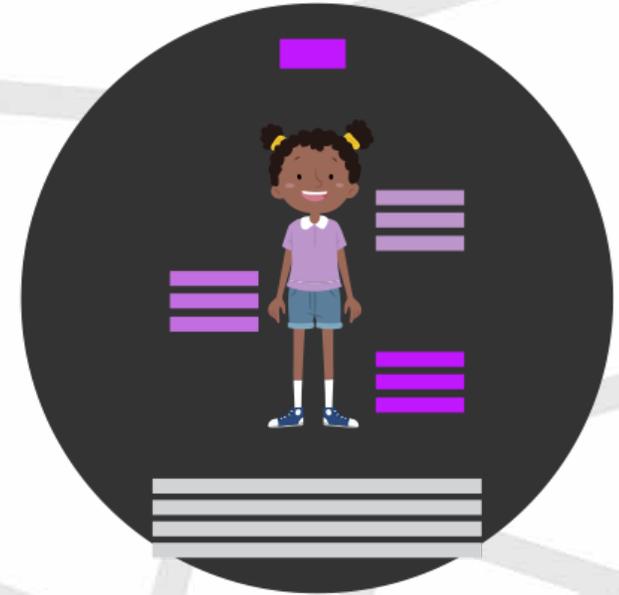
WHAT MAKES A GOOD DESIGN?



FUNCTION



AESTHETICS



LAYOUT & COMPOSITION

FUNCTION

1. PURPOSE
2. TYPOGRAPHY
3. LEGIBILITY
4. COMMUNICATION
5. EXECUTABLE



PURPOSE FUNCTION



This is the most important part of design, the why. If we say design is communication, it means that at a minimum, we have at least two people. So when we talk about purpose here are a few questions.

1. What is your product?
2. What are you trying to say?
3. Who are you talking to?

The answers to these questions, will determine the look and feel of your design, whether it be playful, corporate, feminine or hippy.

Remember design **MUST COMMUNICATE**

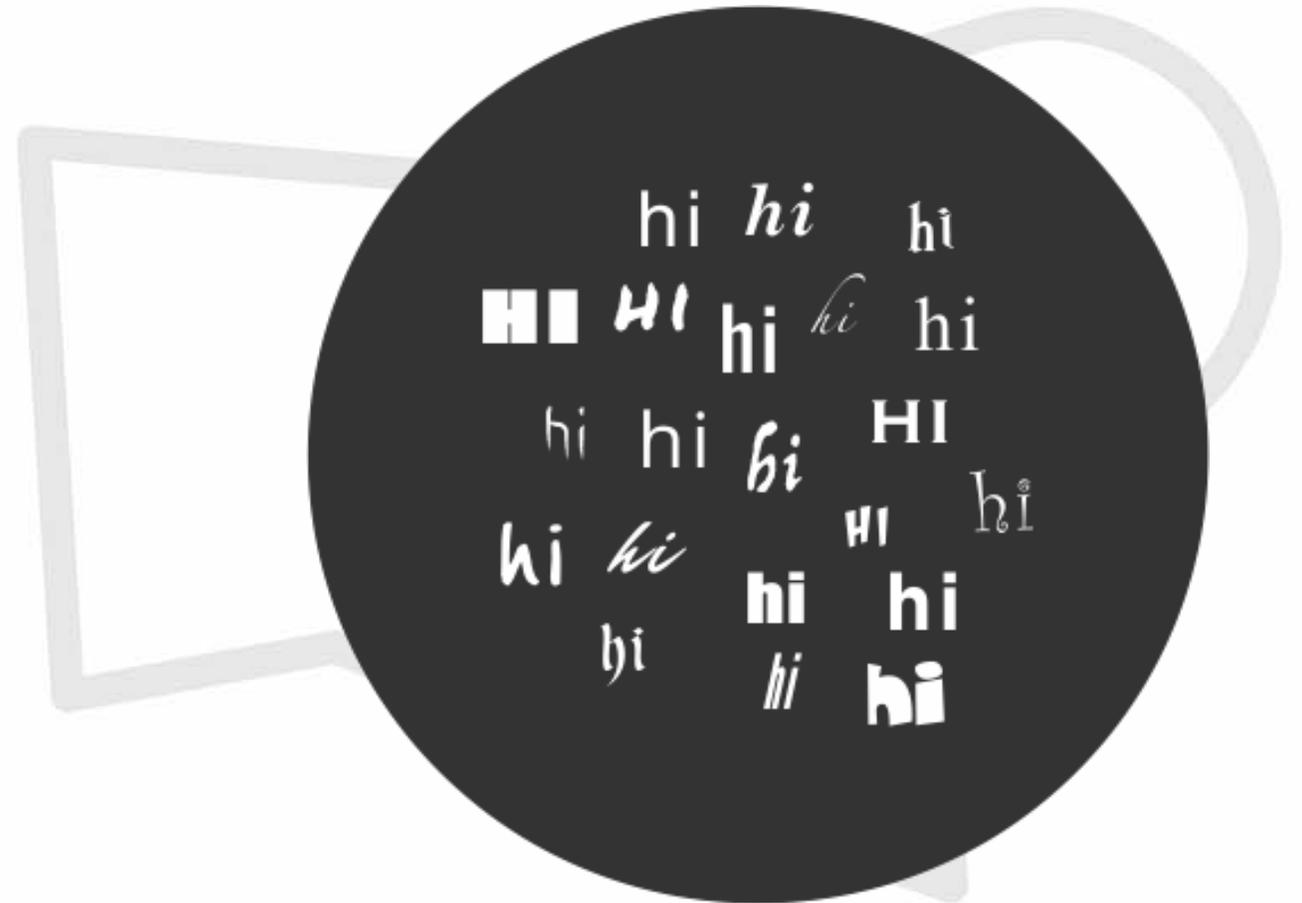


TYPOGRAPHY FUNCTION



Every font / typeface has a character or shall we say personality. So it makes sense when designing for a particular audience, to use fonts that fit the ambiance of that event, for instance cursive fonts for a wedding invite or comic sans for children's flyer

NEVER pick a font just because you like it.



STICK TO TWO FONTS FUNCTION



Lastly stick to two fonts, one for your header, a simpler more readable one for your body. This provides simplicity, making your design easier to read. Instead of adding an extra font to call attention use color, italics, bold text or size.

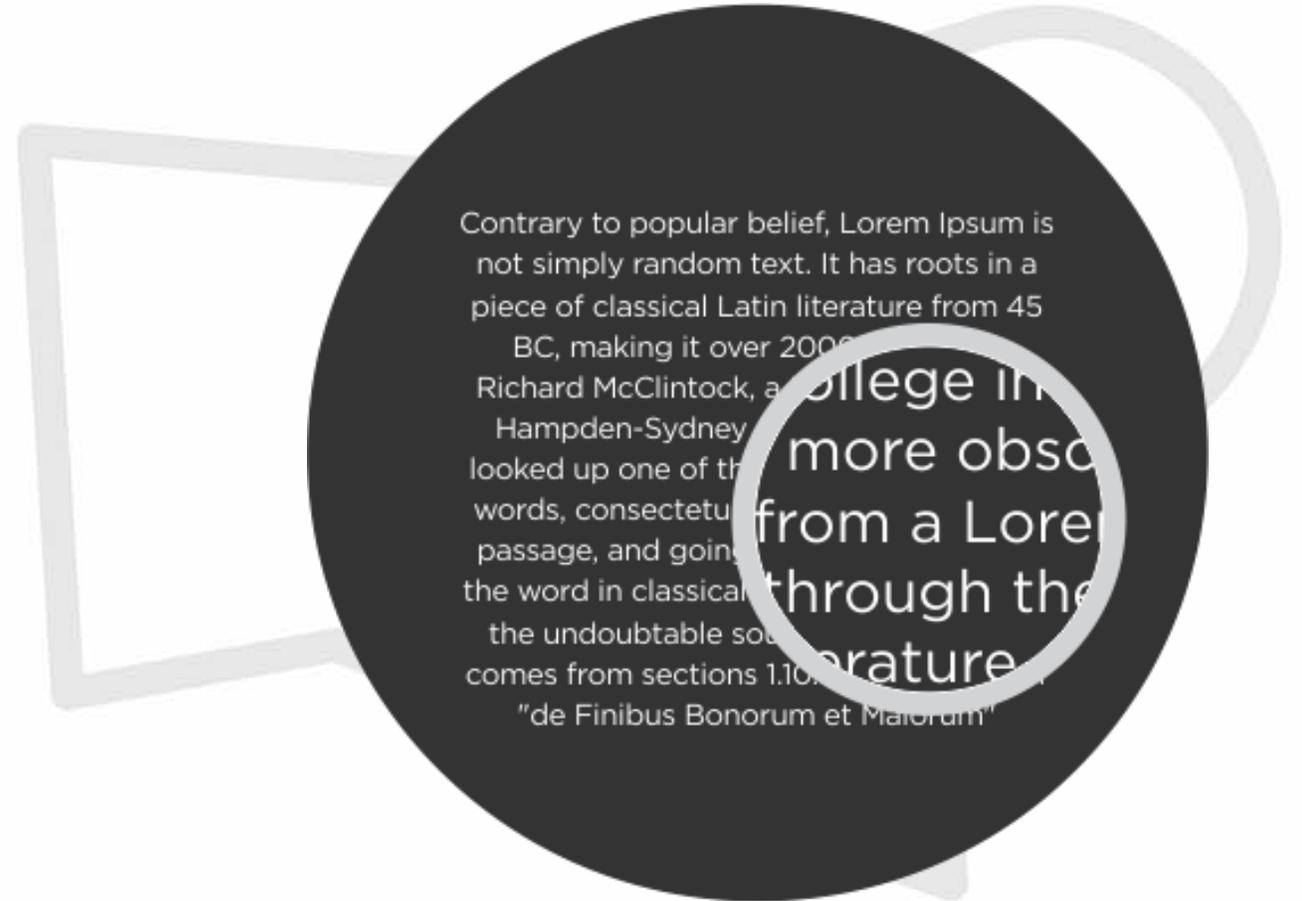


LEGIBLE FUNCTION



Again, design is communication, hence your target genre should be able to read your content easily.

This usually starts from the fonts size you use, as rule one of the best ways to be sure it is legible, is to test it by viewing how it looks in it's end media i.e phone, laptop, billboard, call card, flier e.t.c



COMMUNICATE FUNCTION



We can't over flog this, use terms your target genre understand



EXECUTABLE FUNCTION



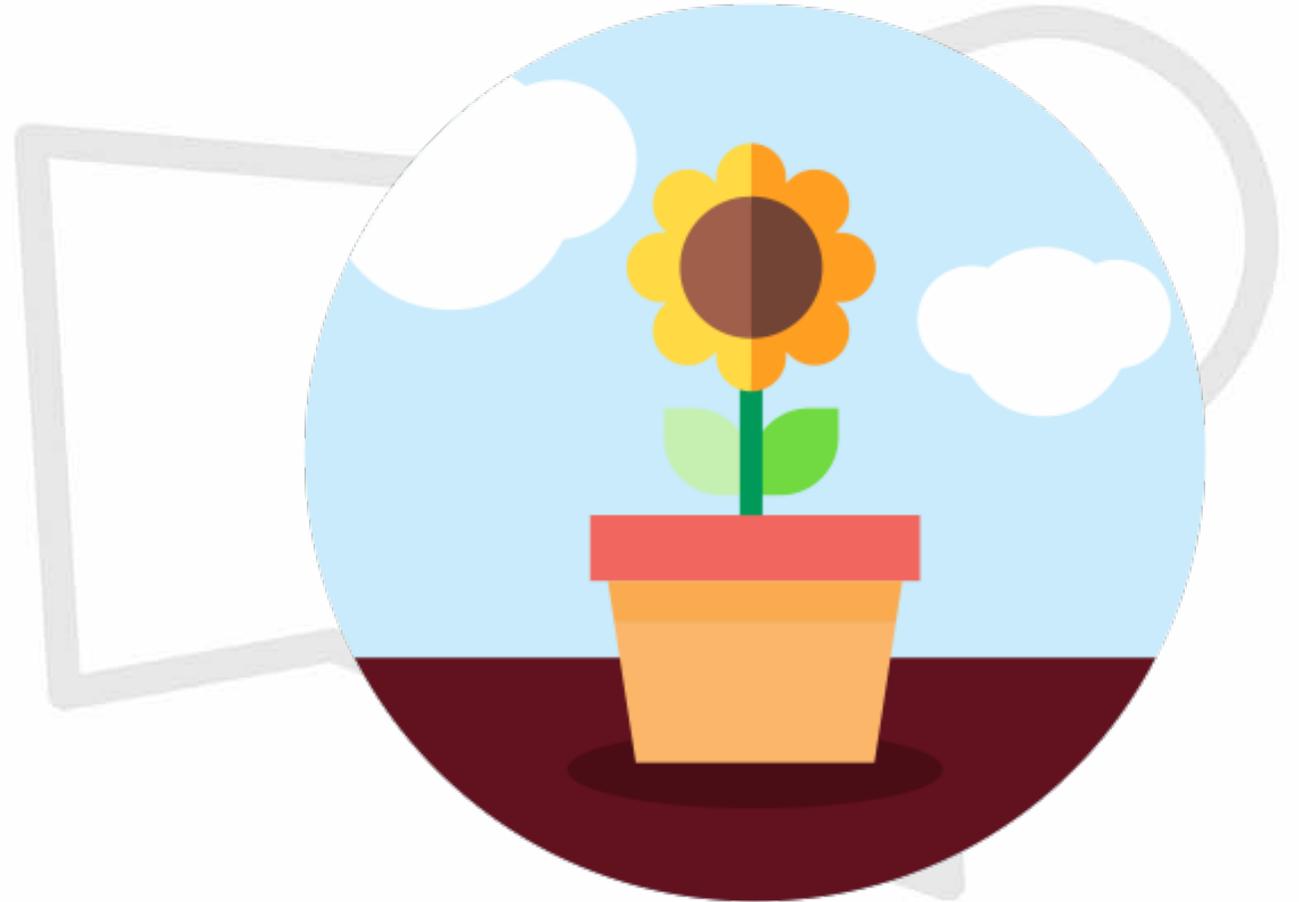
When you design, always factor in what media your target genre is going to be viewing your design on.



AESTHETICS



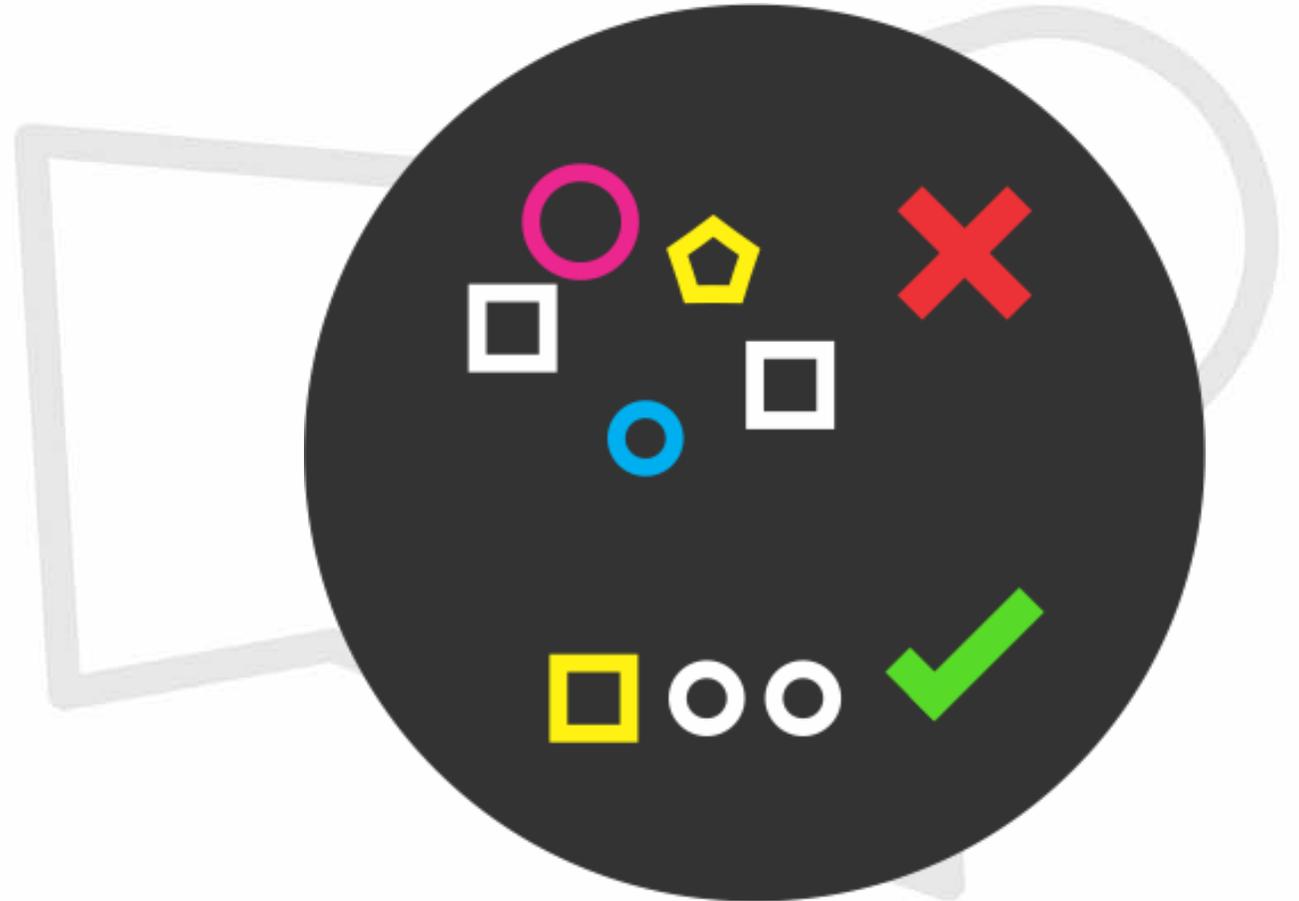
1. KEEP IT SIMPLE
2. PICK ONE THING TO BE THE STAR.
3. STICK TO TWO FONTS.
4. PLAY WITH FOUR COLOURS MAX.
5. ALWAYS USE AN IMAGE.



KEEP IT SIMPLE AESTHETICS



In design and life in general, the KISS rule always applies. Less design is more, avoid clutter as it makes it harder for your target genre to see your main message. Your design needs to breathe, we will talk about this later when we talk about "white space" A Star needs space to shine. In movie parlance "there can be only ONE!"



PICK A STAR AESTHETICS



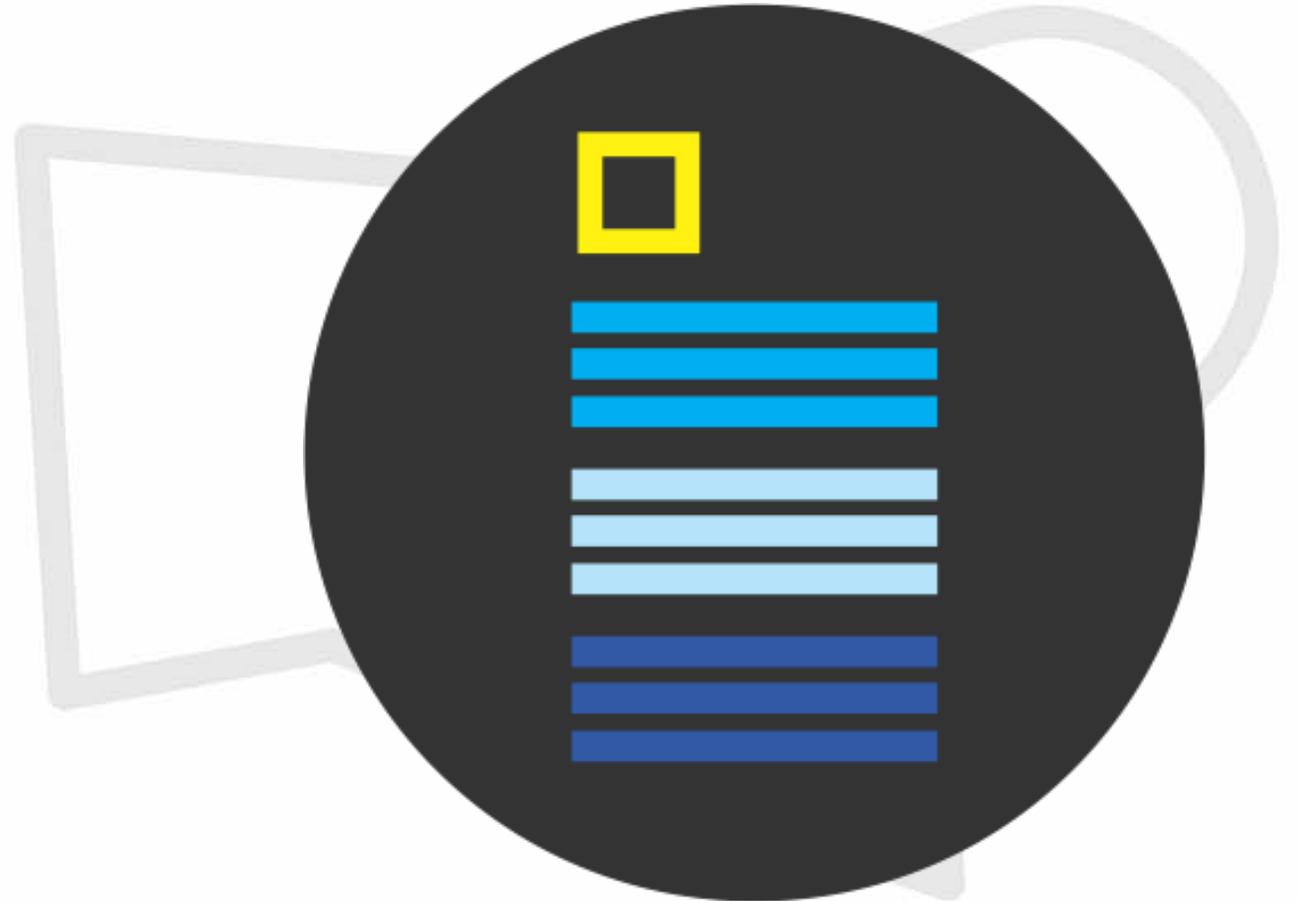
For most design, you get only a few seconds to attract your target genre's attention, use it wisely, make sure your main message is the first thing they see.



PLAY WITH 4 COLOURS MAX AESTHETICS



Sometimes even four colours are a lot. What I do is pick 3 colours in the same shade and one star. This makes sure your design looks clean and cohesive, at the same make sure nothing fights with your star's shine "See past posts"



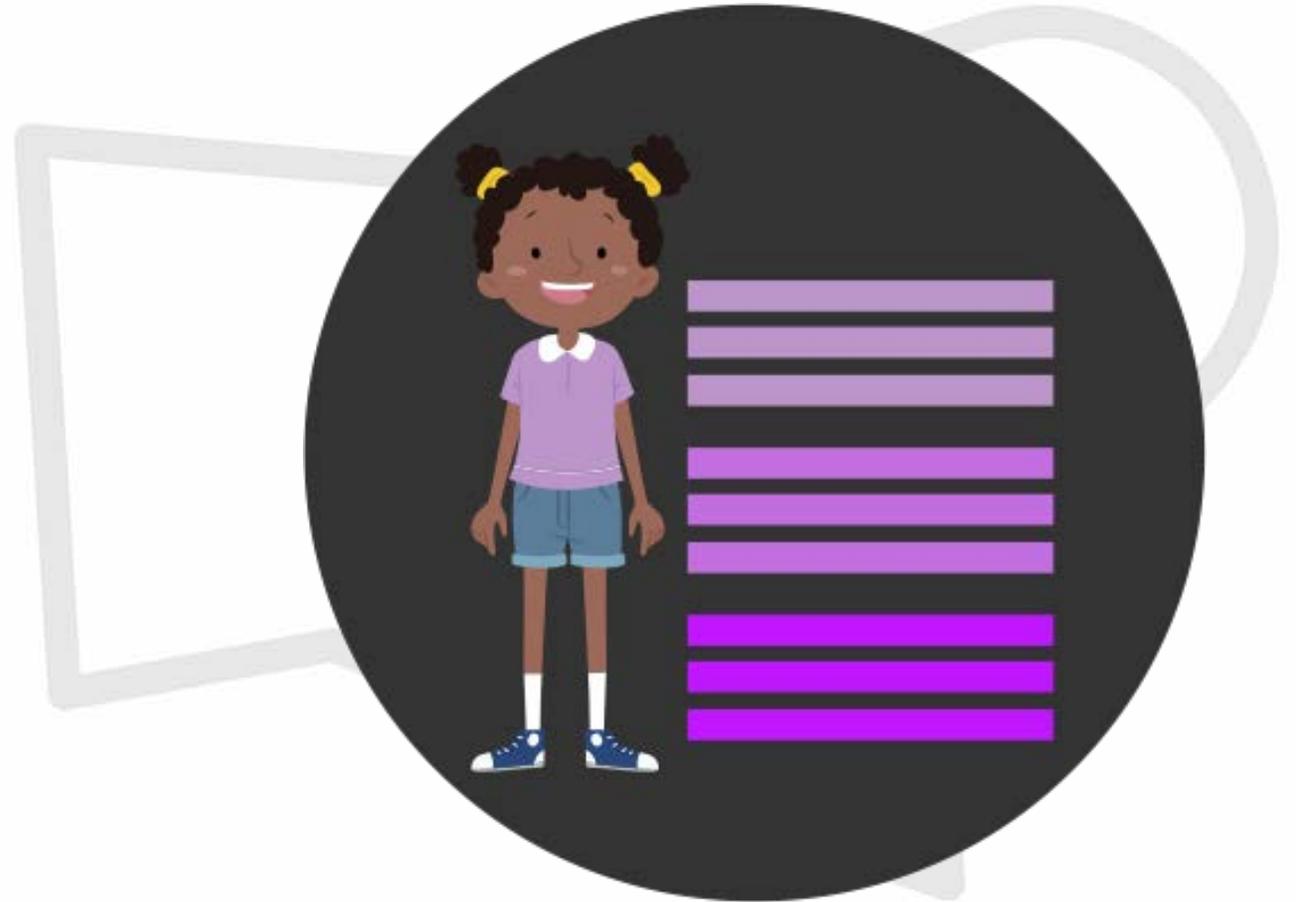
ALWAYS USE AN IMAGE AESTHETICS



An image or illustration will always get your message across faster and better than text can. It also has a way introducing vibrant colours you never would have thought of to your design. It's basically a cheat.

Warning though, if your image or illustration isn't as sharp or as bright and crisp, it will end up having a negative effect on your design as a whole. So make sure you use the best images.

You can do this by using images with the highest resolution possible "at least 800px at the smallest side" or if you are taking them yourself, make sure the HDR function on your phone is turned on, your venue well light and your light sources behind you



LAYOUT AND COMPOSITION



We designers have a superpower and we all recognize it when one of US does a design. We can make you see exactly WHAT we want to see, WHEN we want you to see it. This is what good design should do. It is what people mean when they say a design looks *professional*. A few components are

1. HIERACHY
2. BALANCE
3. PROXIMITY
4. ALIGNMENT
5. REPETITION
6. CONTRAST



HIERACHY LAYOUT AND COMPOSITION

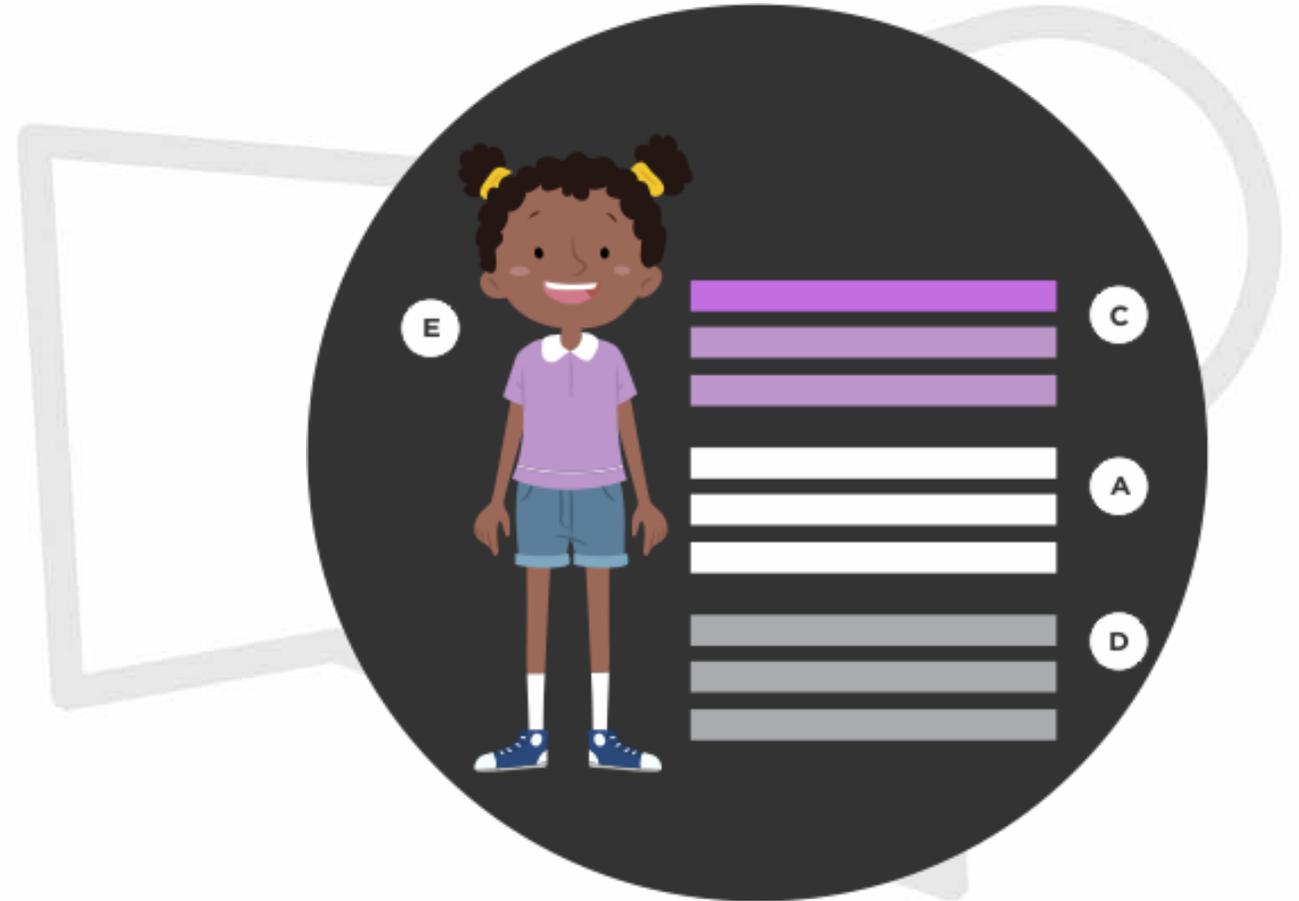


Wait! You don't believe I have a superpower?
Alright let's test it. Make a list of the things you see
in the design on the right in terms of hierarchy.

You See!

Hierarchy is using color, size amongst other things
to guide your target genre along the path that you
have chosen.

Inserts *evil laugh* here



BALANCE LAYOUT AND COMPOSITION

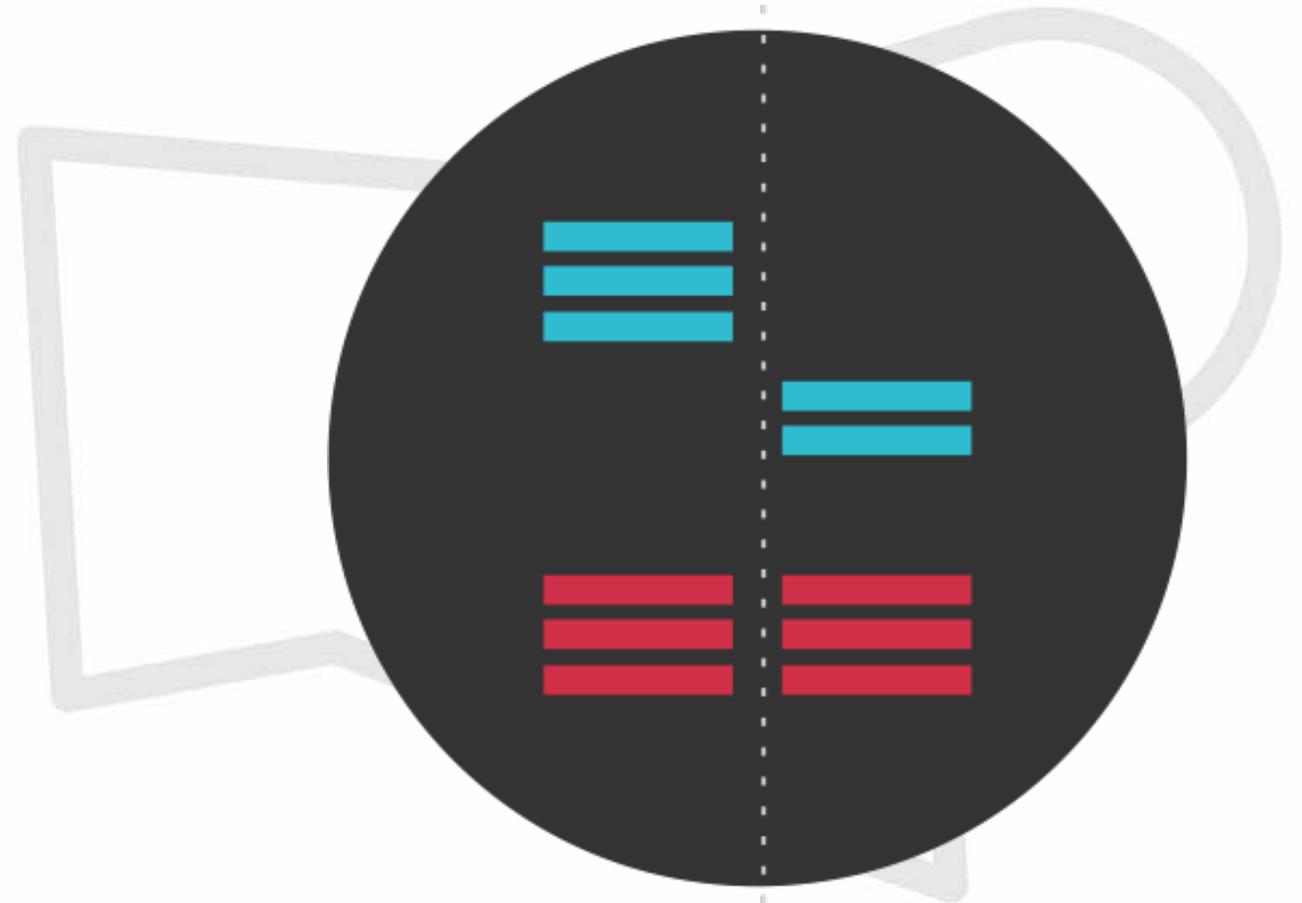


BALANCE

Balance is the concept of visual equilibrium, and relates to our physical sense of balance. Successful designs achieve balance in one of two ways: **symmetrically** or **asymmetrically**.

ALIGNMENT

Without balance there is no alignment, bad alignment confuses the eye, you can either right align, left align, center align, or a combination of all of them, just make sure your elements balance.



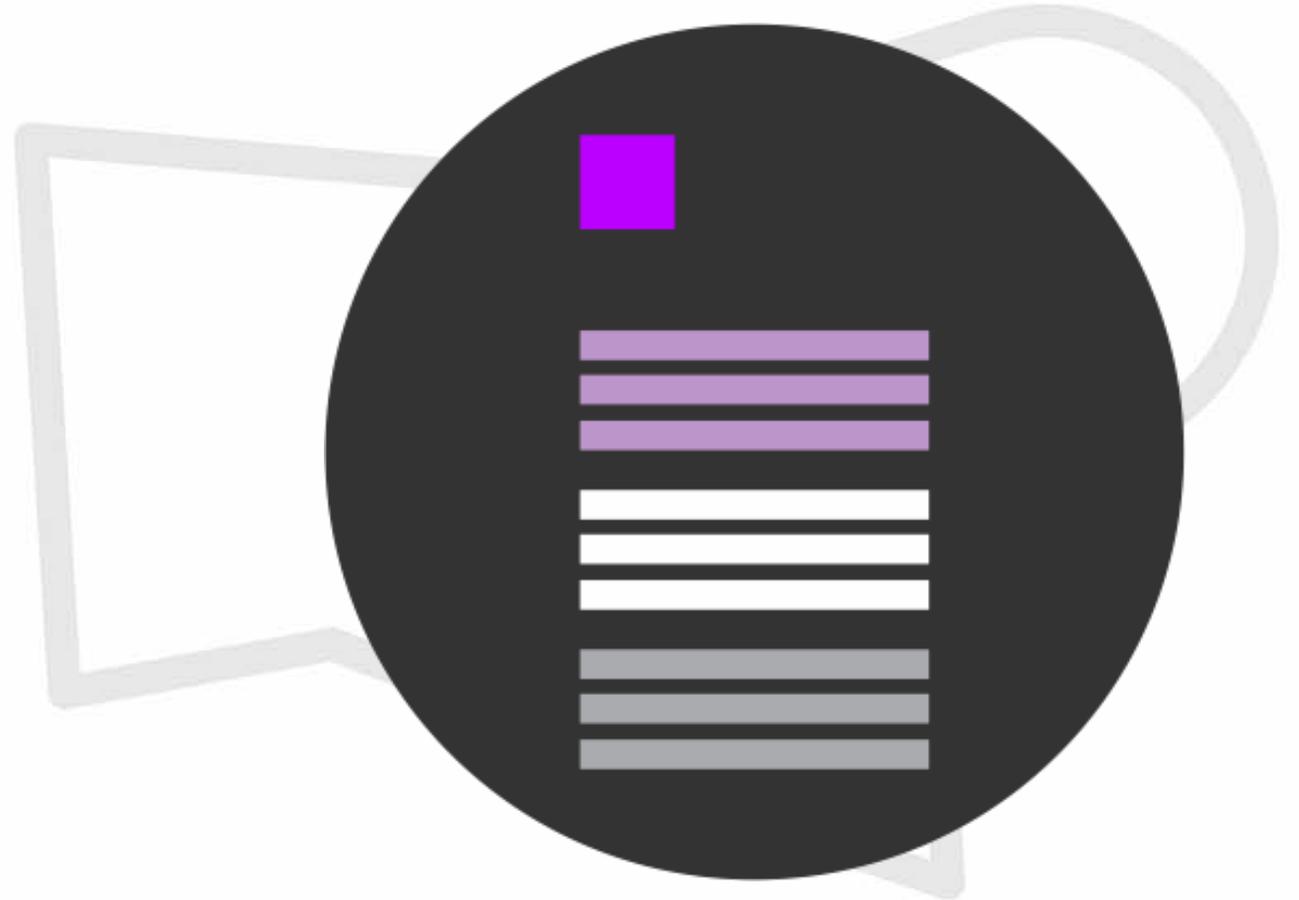
PROXIMITY LAYOUT AND COMPOSITION



Use proximity to group similar information.

HINT!

Make sure your spacings are equal or else... *imbalance*



ALIGNMENT LAYOUT AND COMPOSITION



Bad alignment confuses the eye, you can either right align, left align, center align, or all of them, just make your elements balance



REPETITION LAYOUT AND COMPOSITION



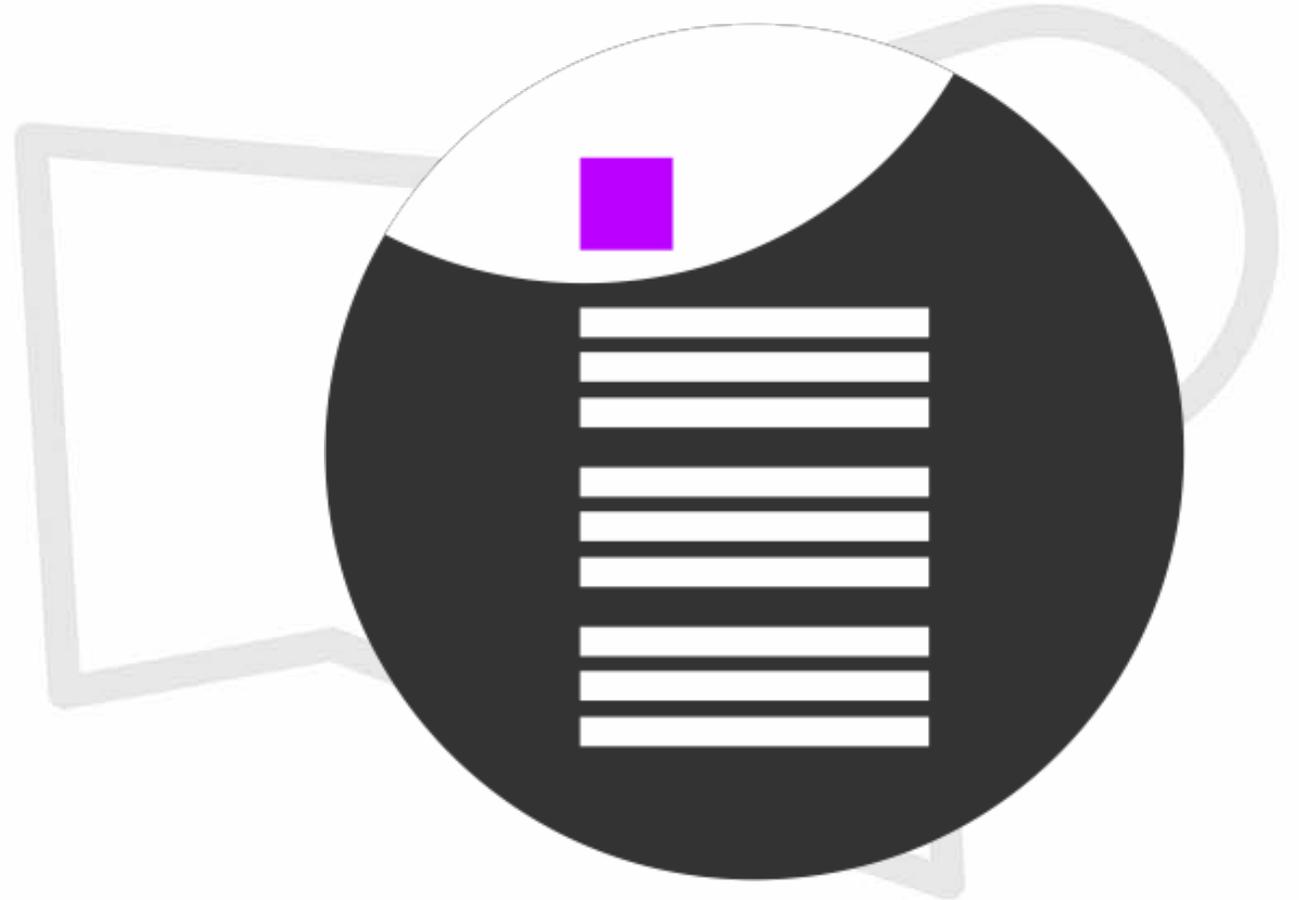
Repetition gives a sense of intent and cohesive to your design, brand or communication, it says *“Hey, we are a family!”* It can be logo placement, similar colors or layout, as long it’s constant, it makes it easy for your target genre to recognise your product.



CONTRAST LAYOUT AND COMPOSITION



Contrast refers to the arrangement of opposite elements (light vs. dark colors, rough vs. smooth textures, large vs. small shapes, etc.) in a design so as to create visual interest, excitement and drama.



SOME EXAMPLES



SOME EXAMPLES



SOME EXAMPLES



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SOME EXAMPLES



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2000 - 3999	7 - 1 FREE
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SOME EXAMPLES



SOME EXAMPLES



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