

***Introduction (2) to
Graphic Design
(Overview)***



Ahmed Abedo
Creative Director



Why the Graphic Design is Important ?

Trendy Stubble Beard
Actually can't afford new Razor

Thinks from heart

Never goes anywhere without Macbook Pro

Esoteric t- shirt
Font loving t- shirt

Skinny Jeans
Look good, but restrict movement from his Workstation.



Designer

Thinks from Brain

Unavoidable stubble beard
Last opportunity to Shower/Shave: Unknown

Bring own Keyboard to work

Esoteric t- shirt
Code Snob edition

Cargo Pants
Functional , Storage Friendly, but stuck in 1998



Developer



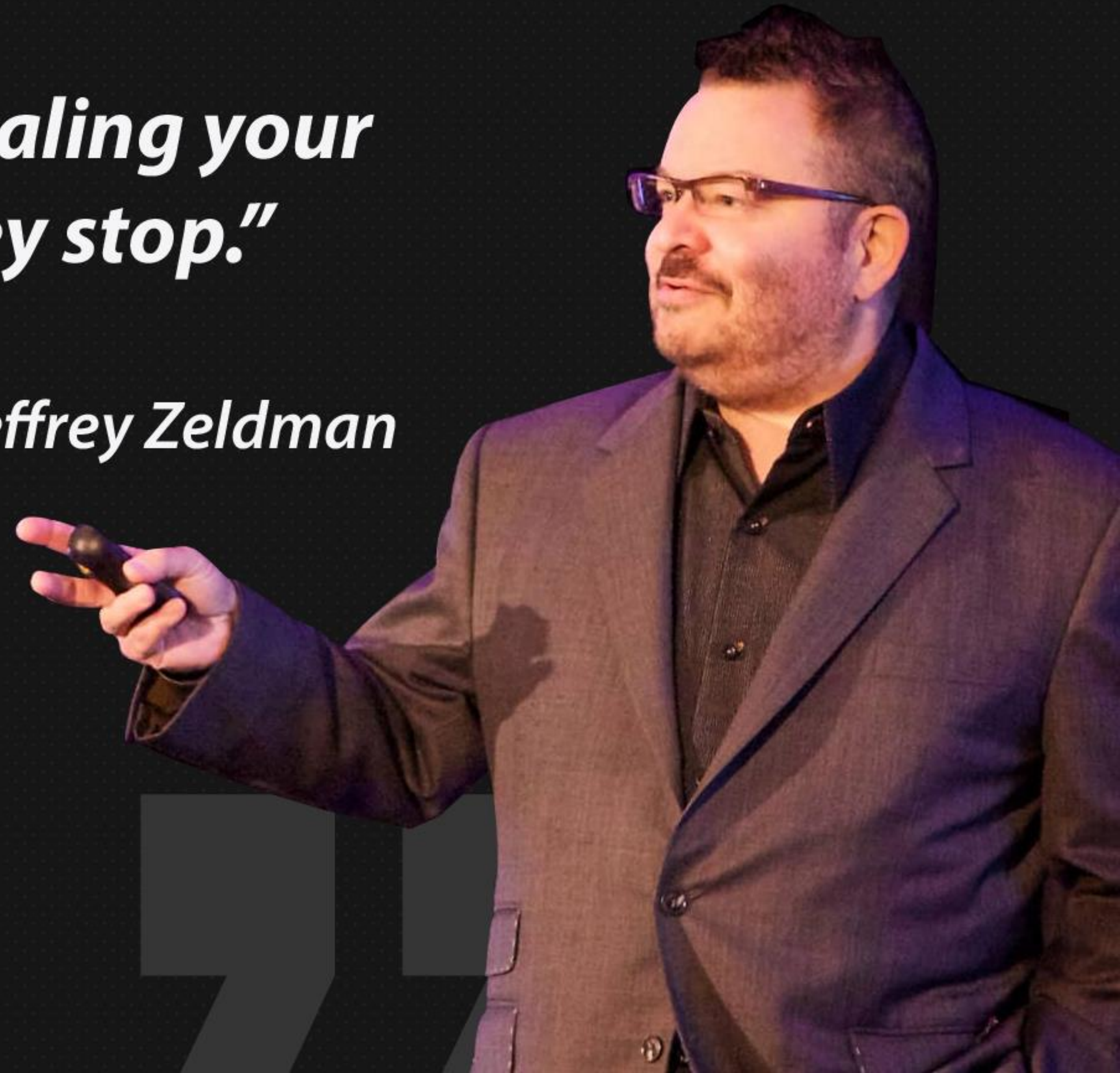
“Good design is all about making other designers feel like idiots because that idea wasn’t theirs.”

Frank Chimero

<https://www.designwizard.com/blog/design-trends/the-50-best-graphic-design-quotes-of-all-time>

“Don’t worry about people stealing your ideas, worry about the day they stop.”

Jeffrey Zeldman



<https://www.designwizard.com/blog/design-trends/the-50-best-graphic-design-quotes-of-all-time>



“Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated.”

Paul Rand

<https://www.designwizard.com/blog/design-trends/the-50-best-graphic-design-quotes-of-all-time>

Headlines

- **The difference between**
RGB & CMYK
Pixel & Vector
Social Media & Printing & Brand Identity
- **Dimensions & Resolution & Quality**
- **Color Theory**
The Meaning of Colors
Factors of Colors
Color Wheel & Types

The difference between

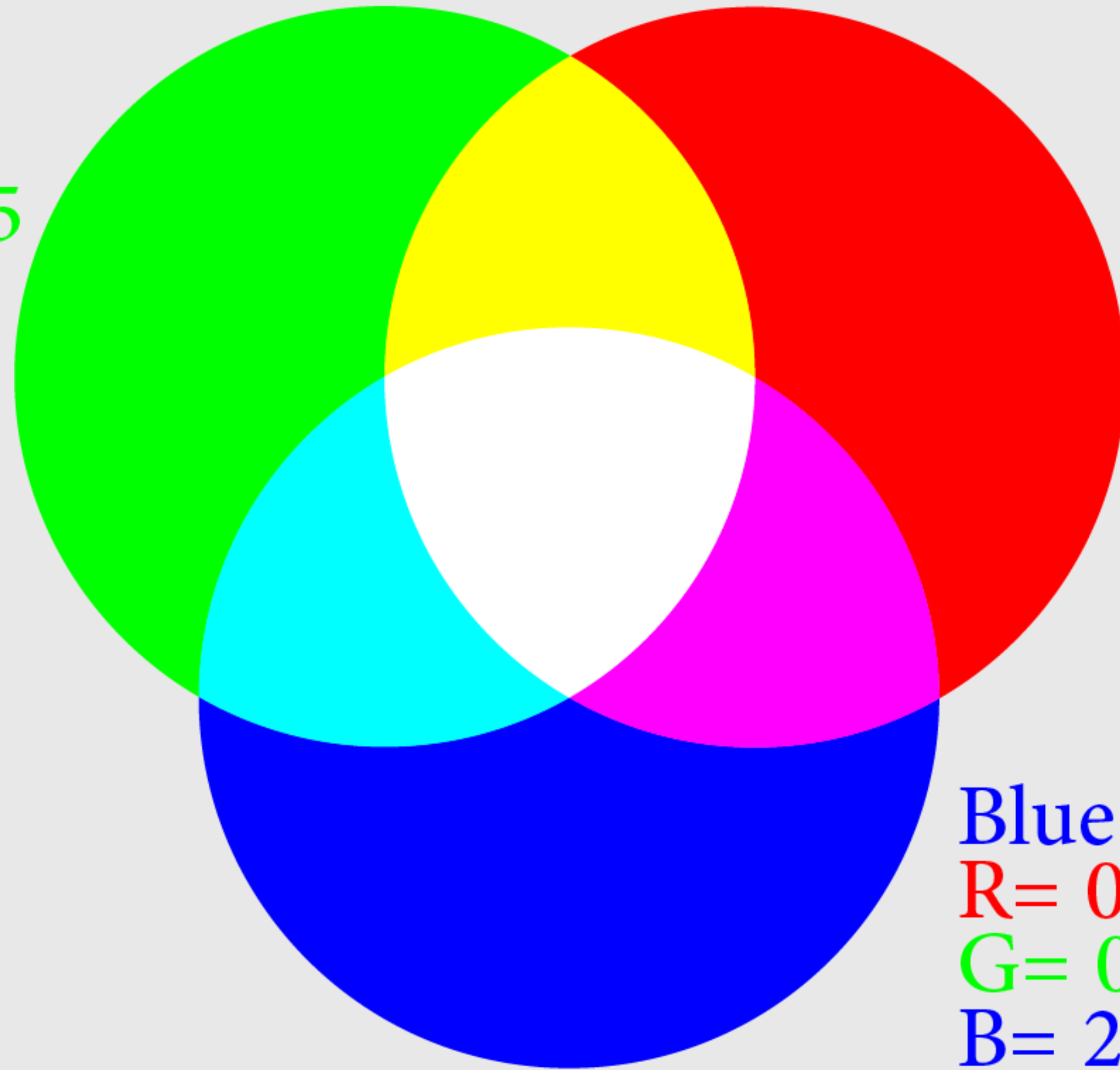
RGB & CMYK

Green
R= 0
G= 255
B= 0

RED
R= 255
G= 0
B= 0

Blue
R= 0
G= 0
B= 255

RGB



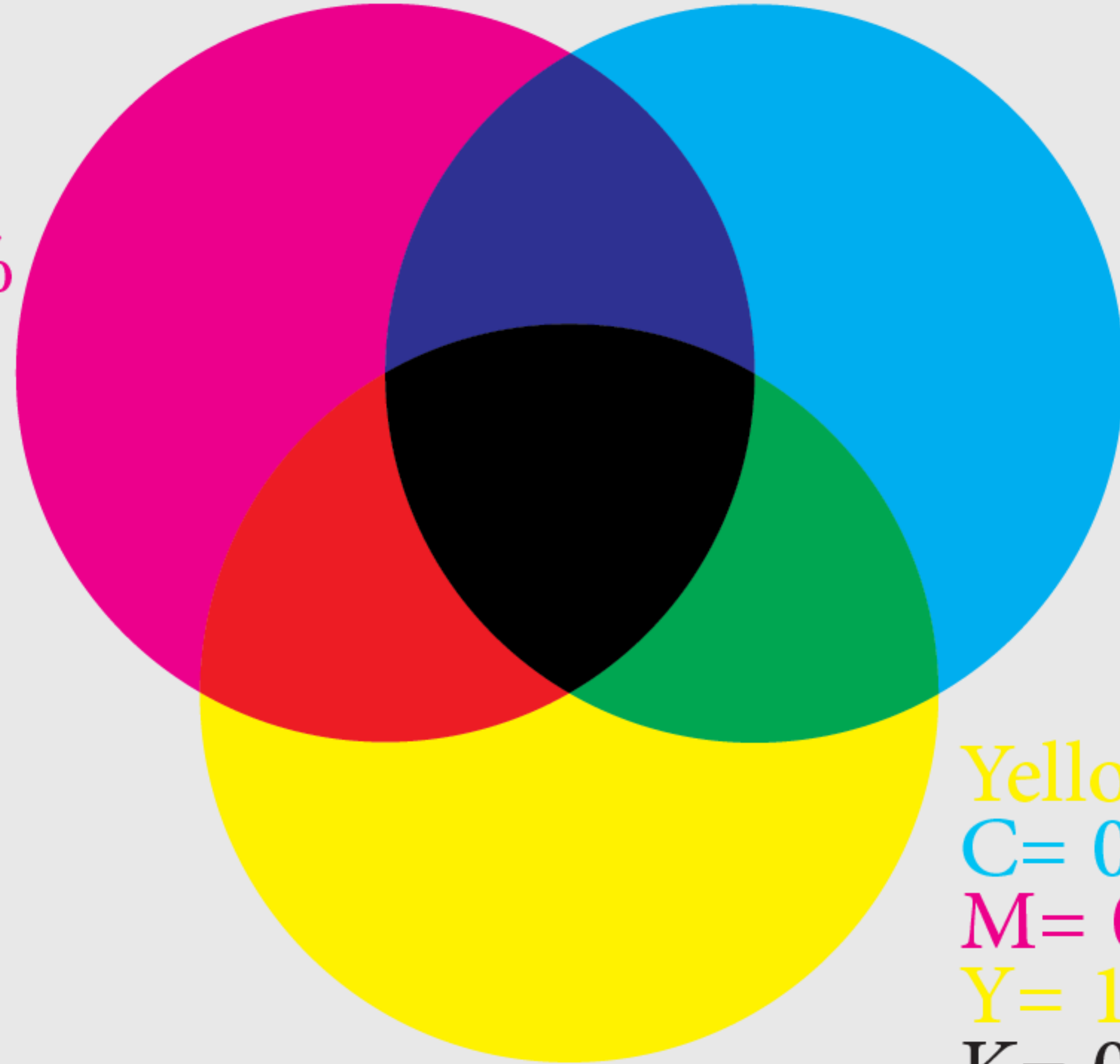
*The
difference
between
RGB & CMYK*

Magenta
C= 0%
M= 100%
Y= 0%
K= 0%

Cyan
C= 100%
M= 0%
Y= 0%
K= 0%

Yellow
C= 0%
M= 0%
Y= 100%
K= 0%

CMYK

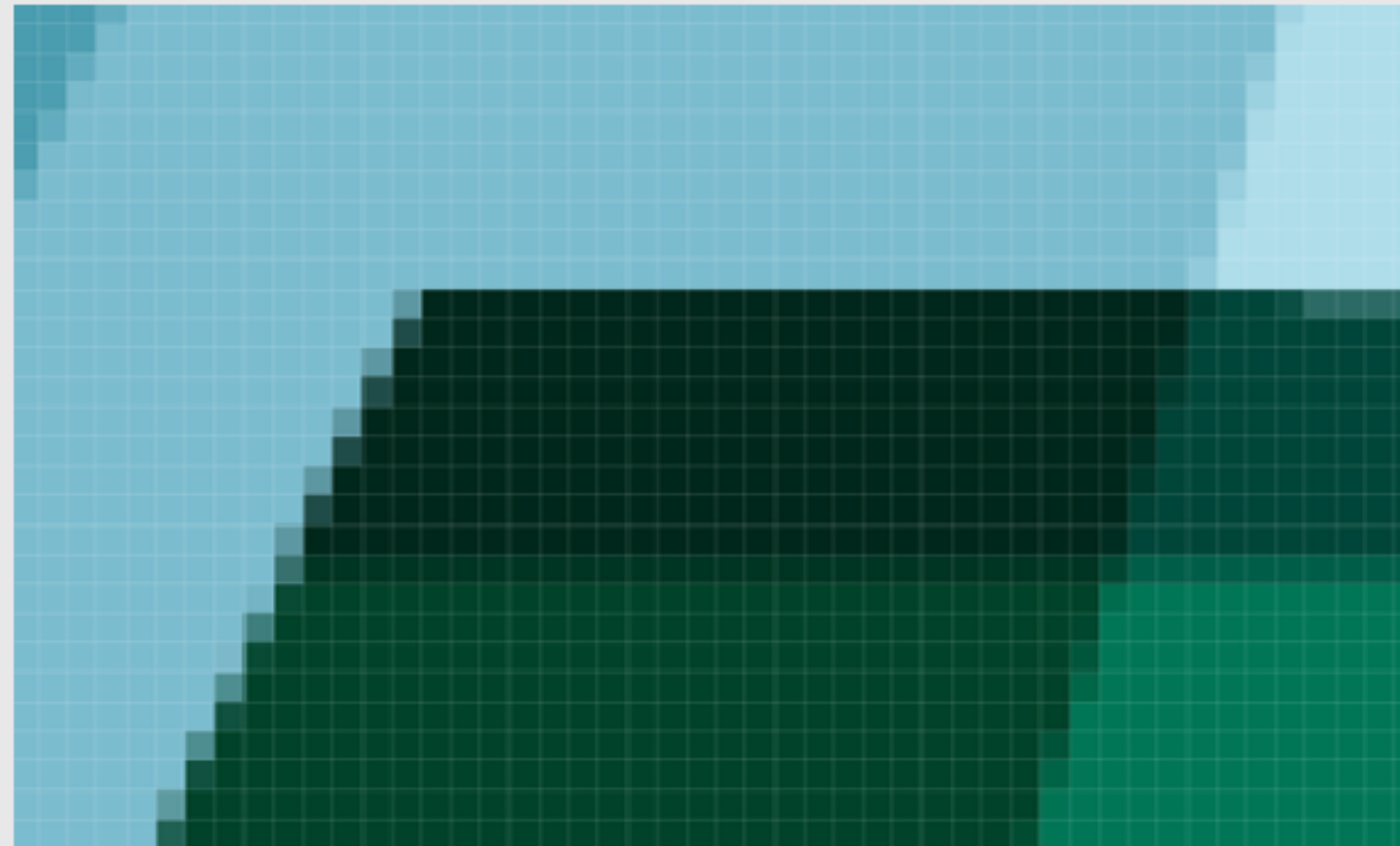


The difference between Pixel & Vector



*The
difference
between
Pixel & Vector*

Pixel



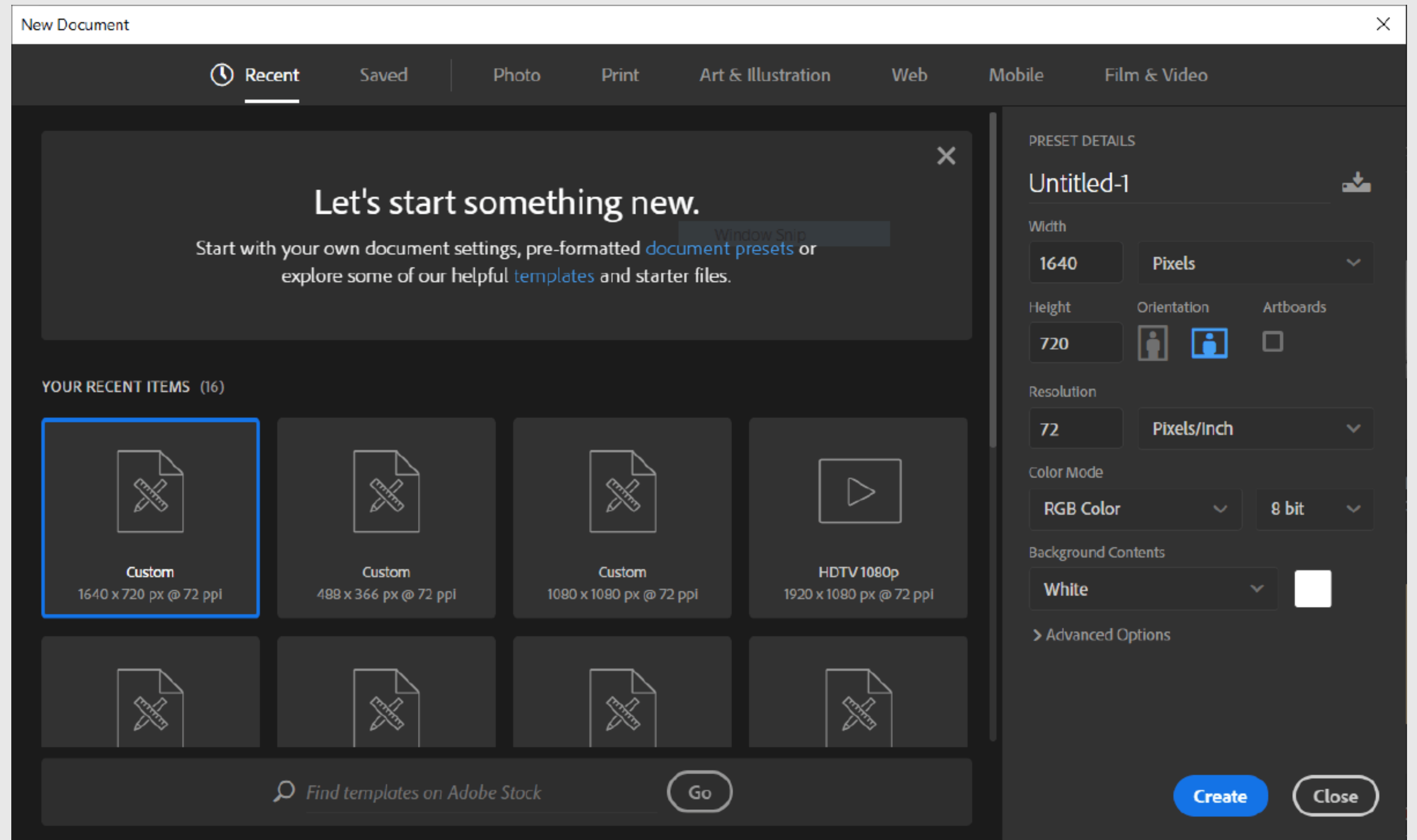
Vector



***The
difference
between
Social Media
& Printing &
Brand Identity***

	RGB & CMYK	Pixel & Vector
Social Media	<i>RGB</i>	<i>Pixel & Vector</i>
Printing	<i>CMYK</i>	<i>Pixel & Vector</i>
Brand Identity	<i>RGB & CMYK</i>	<i>Vector</i>

Dimensions & Resolution & Quality



Color Theory

 fa ▶ احنا بتوع الموشن ...
Yesterday at 11:04 PM • 🌐

السلام عليكم ورحمة الله وبركاته
ياريت رابط بالته الوان جميله
جدا وشكرا مسبقا

1 Comment



Like



Comment



Share

Color Theory
The Meaning of Colors

RED

Red evokes a passionate and visceral response. It's a color that increases your heart rate, makes you breathe more heavily and activates the pituitary gland

COLOR CODE

aggression energy provocativeness passion power

YELLOW

Yellow communicates hope and optimism. Yellow stimulates creativity and energy, and its brightness is particularly useful in catching the customer's eye.

COLOR CODE

positivity light warmth creativity motivation

BLUE

Blue is arguably the most popular color used in brand creation and identity. Blue is thought to put people at ease as it relates to the sky and the ocean.

COLOR CODE

trustworthiness dependability security integrity calmness

BLACK

Black is used by companies wishing to evoke a classic sophistication and simplicity. Black works especially well for brands wishing to promote luxury.

COLOR CODE

prestige value timelessness sophistication formality

Color Theory
Factors of Colors

YELLOW

YELLOW

Color Theory

Factors of Colors

HUE



Saturation

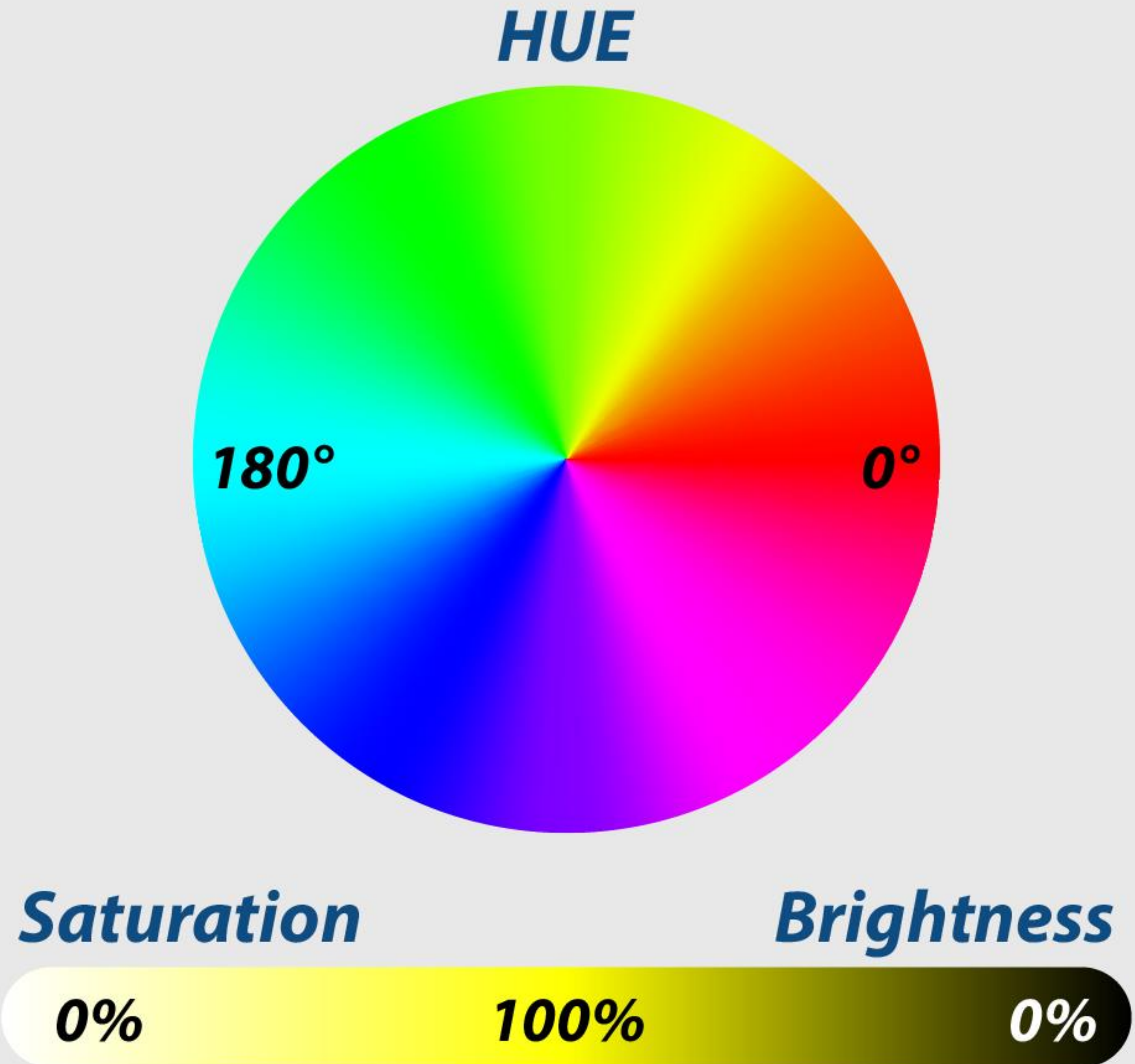


Brightness



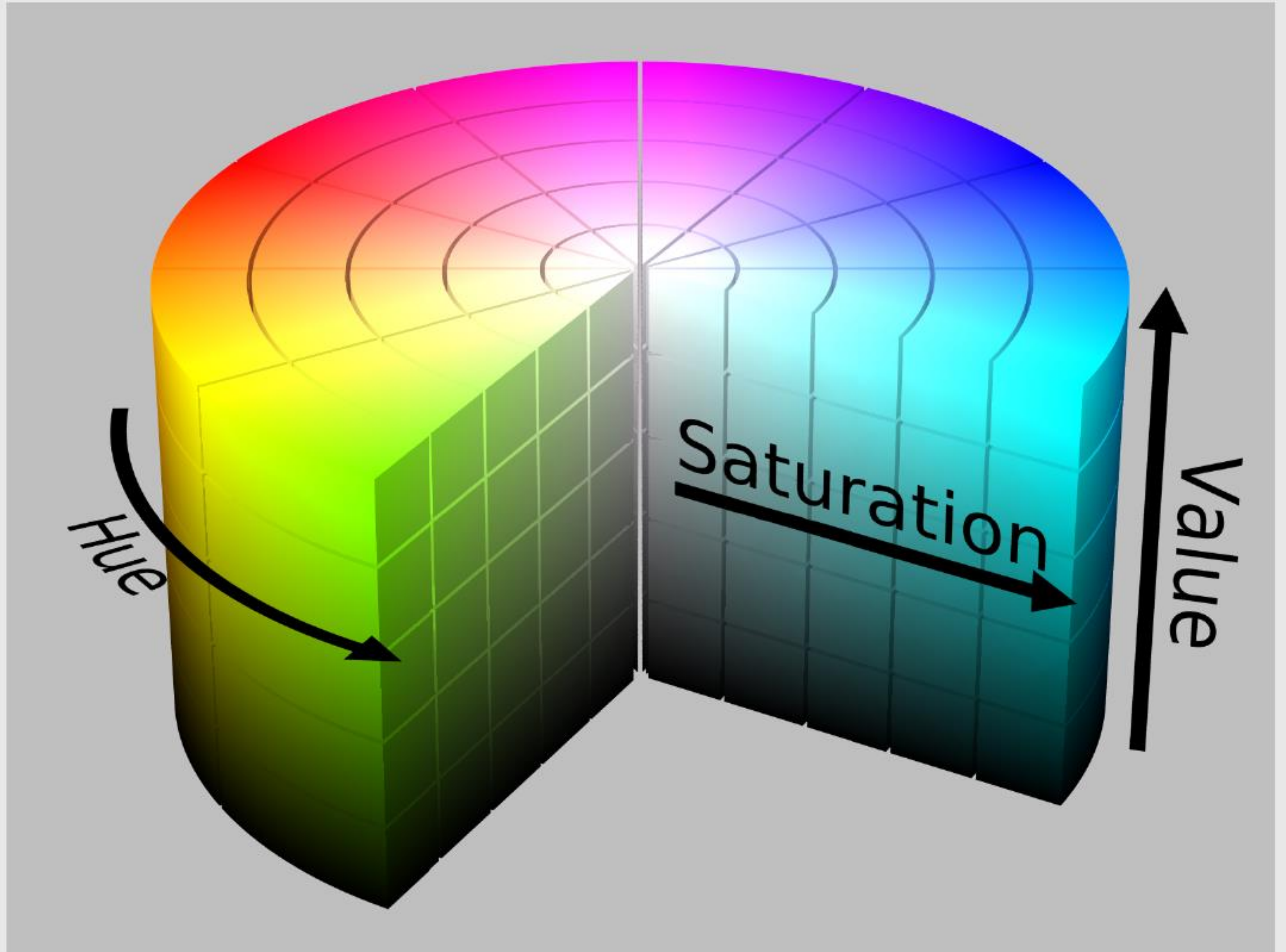
Color Theory

Factors of Colors



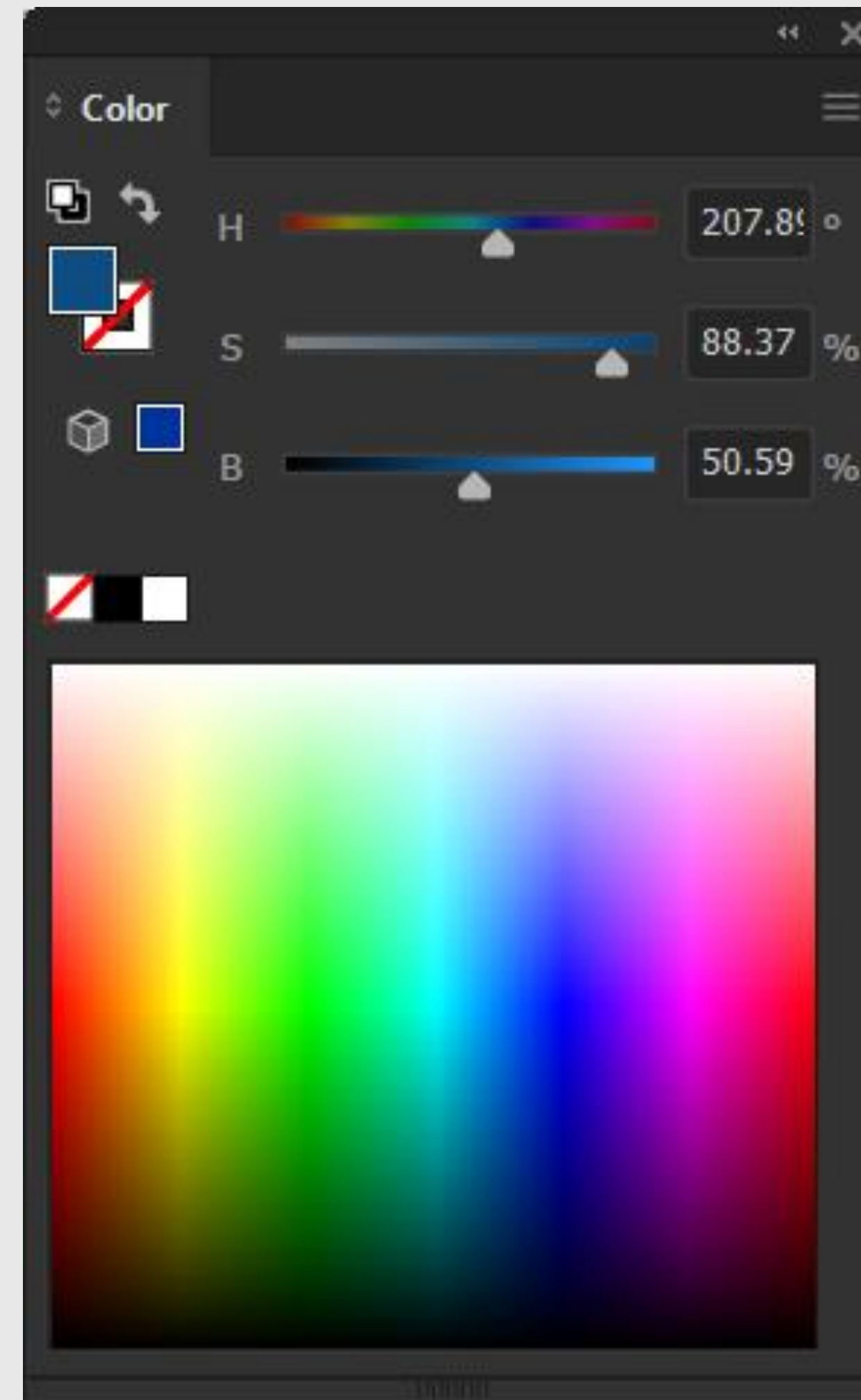
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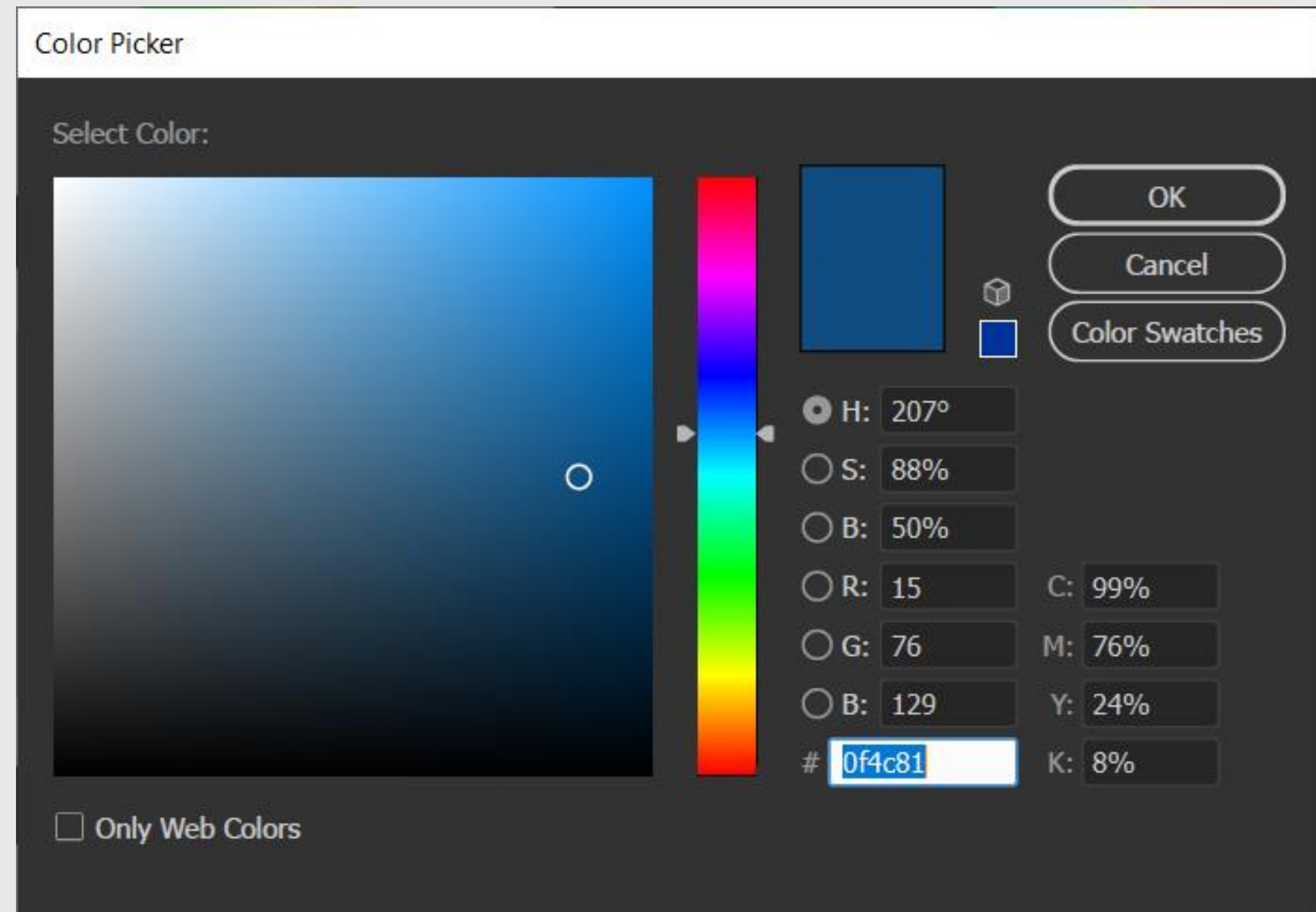
Color Theory

Factors of Colors



Color Theory

Factors of Colors



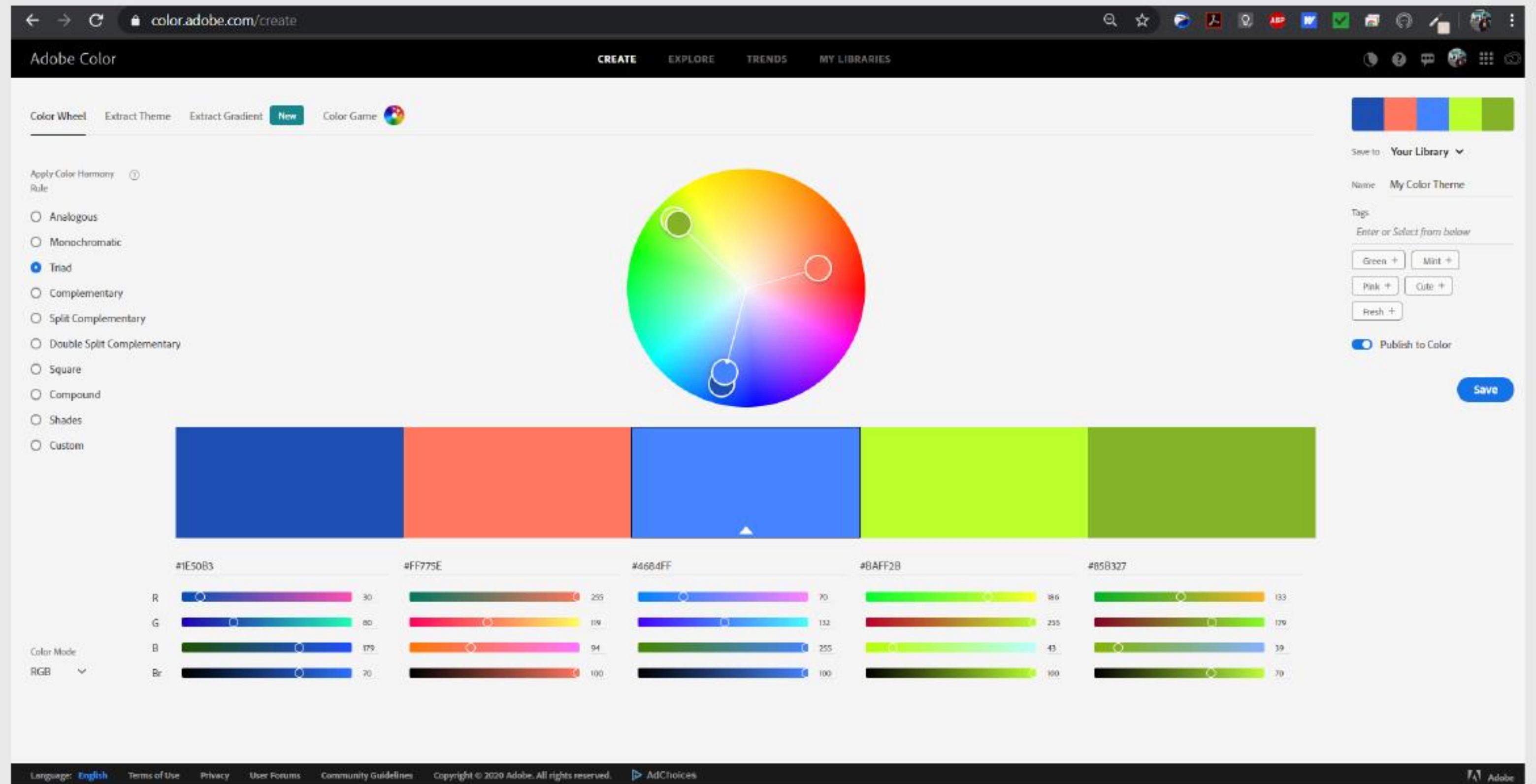
Color Theory

Color Wheel & Types



Color Theory

Color Wheel & Types



<https://color.adobe.com/create>

Any Questions ??

Thank You