

DESIGN IS MAGIC.

PROCESS / METHODS / CATEGORIES

GRAPHIC DESIGN IS A METHOD OF COMMUNICATION

TYPE	IMAGE	ILLUSTRATION 2D - 3D	STILL / MOTION
DEMOGRAPHIC	BUDGET	DIGITAL AND / OR PRINT	MOTION GRAPHICS
DATA + METRICS	FOCUS GROUP	FORMATS	MOTIVATORS INCENTIVES
MESSAGING	BRANDING	CALL TO ACTION	FUN MEMORABLE RESONATE

ELEMENTS OF DESIGN

LINE	SHAPE	COLOR
FORM	VALUE	TEXTURE

PRINCIPLES OF DESIGN

MOVEMENT	BALANCE	CONTRAST	PROPORTION	REPETITION
RHYTHM	VARIETY	EMPHASIS	HARMONY	UNITY

A STARTING POINT.

PLACES TO LOOK + AREAS TO EXPLORE + QUESTIONS TO ASK

GENERAL RESEARCH	INSPO.	COMPETITIVE RESEARCH	SKETCHES KEYWORDS
DEMOGRAPHIC <i>Who is this for?</i> CULTURAL AWARENESS	STATISTICS + DATA	AESTHETICS NOW vs. RETRO.	DISTRIBUTION + SALES
DIGITAL VS. PRINT	MULTIPLES IN MEDIA	COLOR + COLOR THEORY	PLATFORM - TIK TOK
STATIC or MOTION VIDEOS or MEMES	DESIGN DRIVE TYPE IMAGE - COLLAGE ILLUSTRATION / 2D / 3D	POSITIVE RESPONSE QUANTIFIABLE RESULTS	Play.