KEYWORDS AND TERMS - GRAPHIC DESIGN STYLES

Style	Image	Description
Art Nouveau		"New Art". A graphic design response to the industrial revolution. Much of the "New Art" movement involved organic vine-like lines, elegant curves, and ornate typography.
Modernism		Modernism became part of the history of graphic design during the 1950s. This style is characterised by the deliberate decision to reject artist styles of the past. Bold colours, simple shapes and modern fonts are all common elements of modernist graphic design. Airbnb offers a great example of a modernist logo.
Art Deco		The Art Deco graphic design movement became popular during World War 1. This art form is lavish and authentic, with plenty of geometric shapes, contrasting colours, and symmetrical patterns. The idea was to create a sleek sense of elegance that symbolised wealth and sophistication.
Vintage/Retro		Retro is shortened version of the word retrospective. Just like its literal meaning, the retro illustrations give us a taste of the recent past. There are many popular vintage graphic design styles that are inspired by the Victorian Era, the minimalist style movement and the industrial revolution.
Abstract		Any random line, print or pattern that attracts the attention of the onlooker, is considered to be a abstract. Abstract illustrations are created with the perfect blend of random colours and shape n any size.
Typography		Typography is the modification of fonts that are written (or designed) to invoke a sense of interest in the minds of the target audience.

LOGO DESIGN

1) **Preliminary Work Is a Must**: Sketching, development work and annotation are essential tools in creating a suitable logo.

2) **Create Balance:** Balance is important in logo design because our minds naturally perceive a balanced design as being pleasing and appealing.

3) **Size Matters:** When it comes to logo design, size *does* matter. A logo has to look good and be legible at all sizes

4) **Clever Use of Colour**: Colour theory is complex, but designers who understand the basics are able to use colour to their advantage

5) **Design Style Should Suit the Company/Event:** You can use various design styles when creating a logo, and to pick the right one, you should have some background information about the client and the brand

6) **Typography/Font Matters… a Lot!:** Choosing the right font type and size is much more difficult than many beginner designers realize

7) **K.I.S.S. (Keep it Simple, Stupid):** Follow the K.I.S.S. rule right from the start of the design process, when you are brainstorming ideas and doodling sketches.

COLOUR WHEEL THEORY

PRIMARY
YELLOW
RED
BLUE

SECONDARY
ORANGE
VIOLET
GREEN

TERTIARY
YELLOW ORANGE
RED ORANGE
RED VIOLET
BLUE VIOLET
BLUE GREEN
YELLOW GREEN

ILLUSTRATOR TOOLBAR

Make Tool Palette long and thin

Selection Tool	Direct Selection Tool
Magic Wand Tool	Lasso Tool
Pen Tool	Curvature Tool
Text Tool	Line Tool
Rectangle Tool	Paintbrush Tool
Pencil Tool	Erasor Tool
Rotate Tool	Scale Tool
Width Tool	Freeform Tool
Shape Builder Tool	Perspective Grid Tool
Mesh Tool	Gradient Tool
Eyedropper Tool	Blend Tool
Symbol Sprayer Tool	CC Charts Tool
Artboard Tool	Slice Tool
Hand Tool	Zoom Tool
Fill Colour	Stroke Colour
Colour/Gradient/None	Draw Normal/Behind/Inside

Change Screen Mode

PAPER SIZES

A6 148×105 mm
A5 210×148 mm
A4 297×210 mm
A3 420×297 mm
A2 594×420 mm
A0 1189×841 mm
A1 841×594 mm