

COLLEGE OF NON-CONVENTIONAL VOCATIONAL  
COURSES FOR WOMEN

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KOLHAPUR

2020-2021



A PROJECT REPORT ON  
“GRAPHIC DESIGNING IN ADVERTISING”  
SUBMITTED TO  
CNCVCW AFFILIATED TO  
SHIVAJI UNIVERSITY KOLHAPUR  
IN PARTIAL FULFILLMENT OF REQUIREMENT FOR  
THE DEGREE OF  
BACHELOR OF MULTIMEDIA III

## DECLARATION

I hereby declare that this submission is my work and that, to the best of our knowledge and belief. It contains no material previously published either written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

Name: SNEHAL RAMESH LADAGE

Signature

Date:

## CERTIFICATE

This is to certify that, Miss snehal ramesh ladage of B.M.M. III have satisfactory completed the project entitled “GRAPHIC DESIGNING IN ADVERTISING” in partial fulfilment of Bachelor Degree in Multimedia under Shivaji University, Kolhapur, for the academic year 2020-2021.

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Raghunath Topkar  
(Project Guide)  
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## ACKNOWLEDGEMENT

I have great pleasure in the submission of this project entitled “GRAPHIC DESIGNING IN ADVERTISING” in partial fulfilment of Bachelors of Multimedia (B.M.M) program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have extremely difficult to complete this task in time.

As the outset, I keep in record our deep sense of gratitude towards our project guide Mr.Raghunath Topkar who guided us, right from initial stage of project and offered us several valuable suggestions for developing this project in a systematic and presentable manner.

I am especially thankful to our ‘co-ordinator’ Mr.Raghunath Topkar for her immense help and guidance throughout our project work without which it would have been very difficult to complete this project.

I am also thankful to our Faculty Members, Principal Dr. A. R. Kulkarni (M.Sc., Ph.D., MMEI, RQP, LEAD AUDITOR (EMS) and Managing Trustee for their support throughout our project work

DATE :

SIGNATURE

PLACE :Kolhapur

## ABSTRACT

Graphic Design is the design of logos, visiting card , menu cards, social media posts etc.

The goal of Graphic design is to make the branding of company as simple and efficient as possible, in terms of accomplishing user goals. Graphic Design is typically employed for products or services that require interaction for the user to get what they need from the experience.

# INTRODUCTION

# An Introduction to Graphic Design

Also known as visual communication, communication design, and commercial design, modern-day graphic design was birthed in the early 20th century. The touchstone is the 1936 signage created for the London Underground, considered a masterpiece of the modern era. It used a typeface specifically developed for the project by Edward Johnston, and is still used today.

Germany's minimalist mid-century Bauhaus school of design took the art to the next level and set a strong foundation for today's graphic designers.

Of course, designers like Paul Rand, Saul Bass, Adrian Frutiger, Milton Glaser, Alan Fletcher, Abram Games, Herb Lubalin, Neville Brody, David Carson, and Peter Saville took graphic design to a whole new level. Graphic design now serves a crucial role in commerce, pop culture, and many aspects of modern society.

## What is Graphic Design?

Graphic design is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience. Graphic design is an ancient craft, dating back past Egyptian hieroglyphs to at least 17,000-year-old cave paintings. It's a term that originated in the 1920s' print industry. It continues to cover a range of activities including logo creation. Graphic design in this sense concerns aesthetic appeal and marketing. Graphic designers attract viewers using images, color and typography. However, graphic designers working in user experience (UX) design must justify stylistic choices regarding, say, image locations and font with a human-centered approach. That means you need to focus on—and seek to empathize the most with—your specific users while you create good-looking designs that maximize usability. Aesthetics must serve a purpose—in UX design we don't create art for art's sake. So, graphic designers must branch into visual design. When designing for UX, you should:

Consider the information architecture of your interactive designs, to ensure accessibility for users.

Leverage graphic design skills to create work that considers the entire user experience, including users' visual processing abilities.

For instance, if an otherwise pleasing mobile app can't offer users what they need in several thumb-clicks, its designer/s will have failed to marry graphic design to user experience. The scope of graphic design in UX covers the creation of beautiful designs that users find highly pleasurable, meaningful and usable.

“Design is a solution to a problem. Art is a question to a problem.”

— John Maeda, President of Rhode Island School of Design



## Graphic design basics

To better understand the meaning of graphic design, it is important to be aware of the elements and principles that make up design. Elements are used in conjunction or opposition with each other to create visually striking and impactful designs.

These graphic design elements include:

- Color
- Form
- Line
- Shape
- Size
- Space
- Texture

Graphic designers also adhere to the principles of design, which are essentially a set of guidelines that help a design achieve effective composition. These basic principles aid in creating balance and stability for the piece of work.

These graphic design principles include:

- Balance
- Contrast
- Emphasis
- Movement
- Proportion
- Rhythm

You've heard the old saying that "rules are meant to be broken," which can certainly ring true in this case. But a good graphic designer must first understand these principles before making the conscious decision to break them

## Types of graphic design

As mentioned earlier, there is no single graphic design meaning. Graphic design is composed of many fields and specializations, ranging from print and web design to animation and motion graphics. Graphic design offers opportunities and options for individuals of almost any interest.

If you'd asked someone 30 years ago to define graphic design, their answer would have likely been focused on print-related examples like magazines, movie posters and advertisements. Now we're living in the digital age, which has given birth to several new types of graphic design.

Some of the most notable modern-day graphic design examples stem from advancements in technology. Here's a glimpse of some of these types of graphic design:

Website design involves creating engaging and intuitive web pages for users. This includes overall layout, color scheme and navigation.

User experience (UX) design is focused on ensuring a website or application is easy and satisfying to use. These designers emphasize value, usability, adoptability and desirability.

Motion graphics design—or animation—brings visual elements to life through special effects, TV shows, video games and movies

## Common graphic design jobs

With technological advancements introducing new types of graphic design, there has also been an emergence of new graphic design jobs. This evolution has changed the entire landscape of careers in this field.

Demand for “traditional” graphic designers who work primarily for print publishers has fallen substantially, but that doesn’t tell the whole story. Employment of graphic designers in computer systems design services is projected to grow by 24 percent through 2028, according to the Bureau of Labor Statistics (BLS).<sup>1</sup> Much of this demand is spurred by business’ and organizations’ increased need for digital graphics and imagery as they aim to increase their digital presence.

So with that said, what are some common graphic design job titles? We analyzed more than 30,000 job postings calling for a graphic design degree over the past year.<sup>2</sup> The data helped us determine the most common job titles:

Graphic designer

User experience (UX) designer

Web designer

Art director

Creative director

As you can see, once armed with the proper knowledge and training, there are several graphic design job options out there. You have the ability to cater your career to your personal skills and interests.

## Popular graphic design tools

Now that you know what type of jobs and specializations are out there, it's helpful to familiarize yourself with the graphic design tools that help get the job done. One of the most basic, and least expensive, tools designers use is a sketchbook. Graphic designers will often sketch out ideas or rough drafts on paper before turning to a computer to complete the process.

That being said, computers and design software are essentials in today's digital climate, even if you are designing for print. The type of computer you need is based on preference, but when it comes to software, Adobe products such as Photoshop, Illustrator and InDesign are mainstays in the graphic design world. If you are just beginning and don't want to commit to the high price tag Adobe products often carry, similar free open-source software such as GIMP can help you begin to master the basics.

Lastly, ideas and inspiration are what a graphic designer needs most. "You need to have a solid concept serving as the foundation of your design and communication," explains Chad Birenbaum, co-founder of Duckpin Design. "This concept and idea needs to work on paper first and then the computer should be used as a tool to bring the concept to life."

Graphic designers gain inspiration from the world around them, so if you are worried you aren't creative enough, go outside, bounce ideas off your peers or seek ideas from the internet. There plenty of inspiring graphic design blogs that can help get your creative juices flowing

raphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and form. There's no one way to do that, and that's why there are several types of graphic design, each with their own area of specialization.

Though they often overlap, each type of graphic design requires specific set of skills and design techniques. Many designers specialize in a single type; others focus on a set of related, similar types. But because the industry is constantly changing, designers must be adaptable and lifelong learners so they can change or add specializations throughout their careers.

Whether you are an aspiring designer or seeking design services for your business, understanding the eight types of graphic design will help you find the right skills for the job.

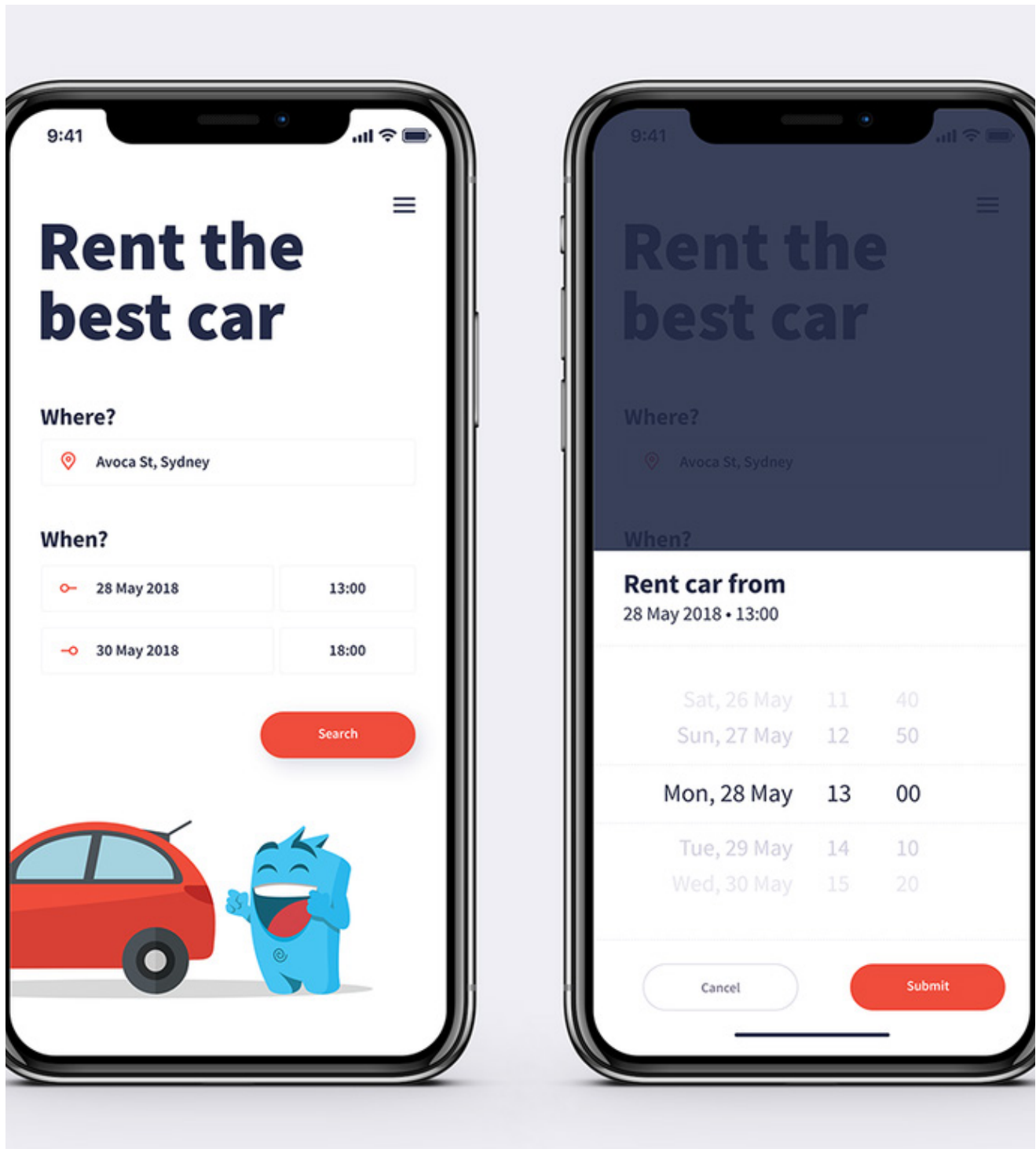
## 1. Visual identity graphic design



## 2. Marketing & advertising graphic design

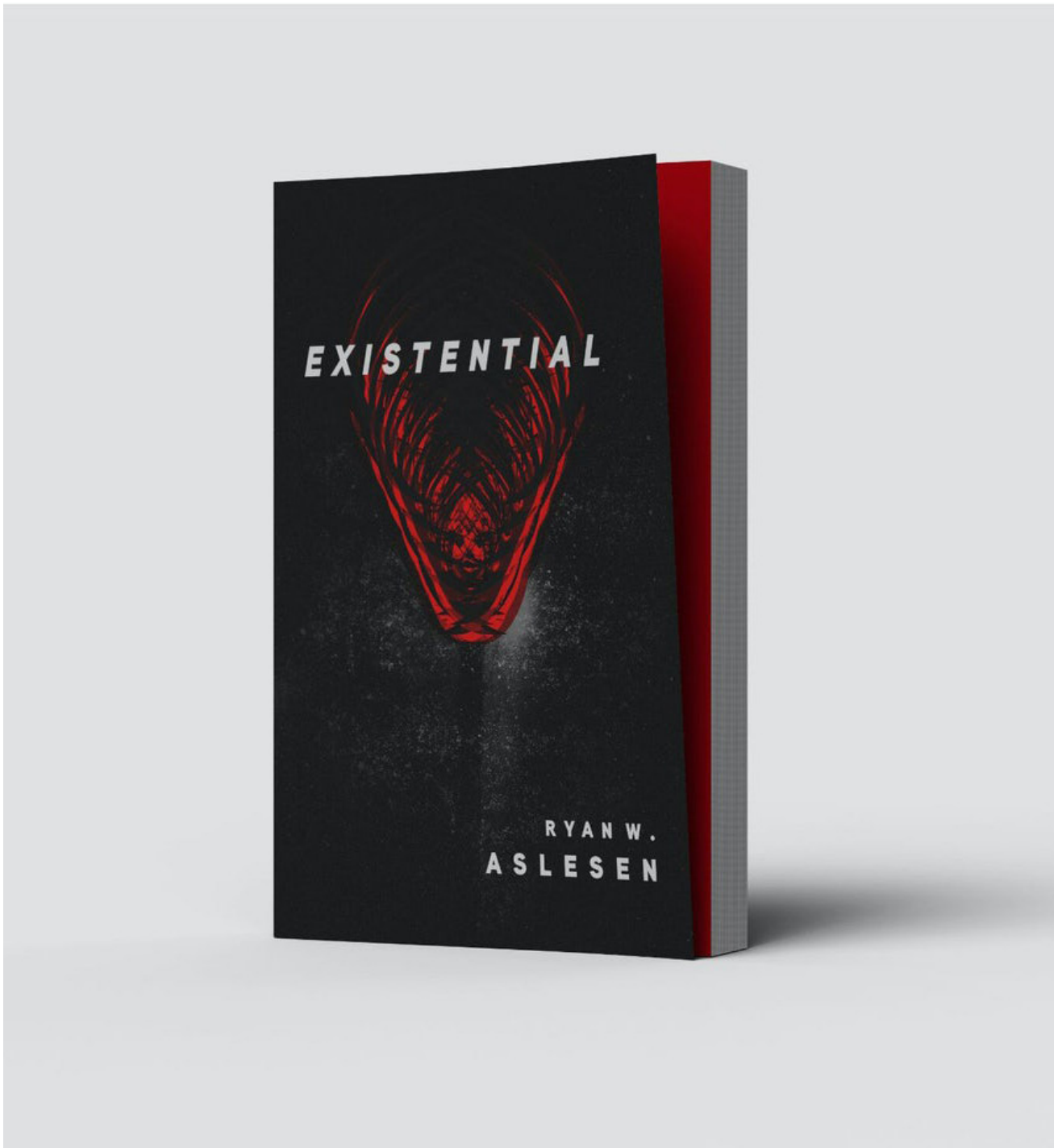


### 3. User interface graphic design





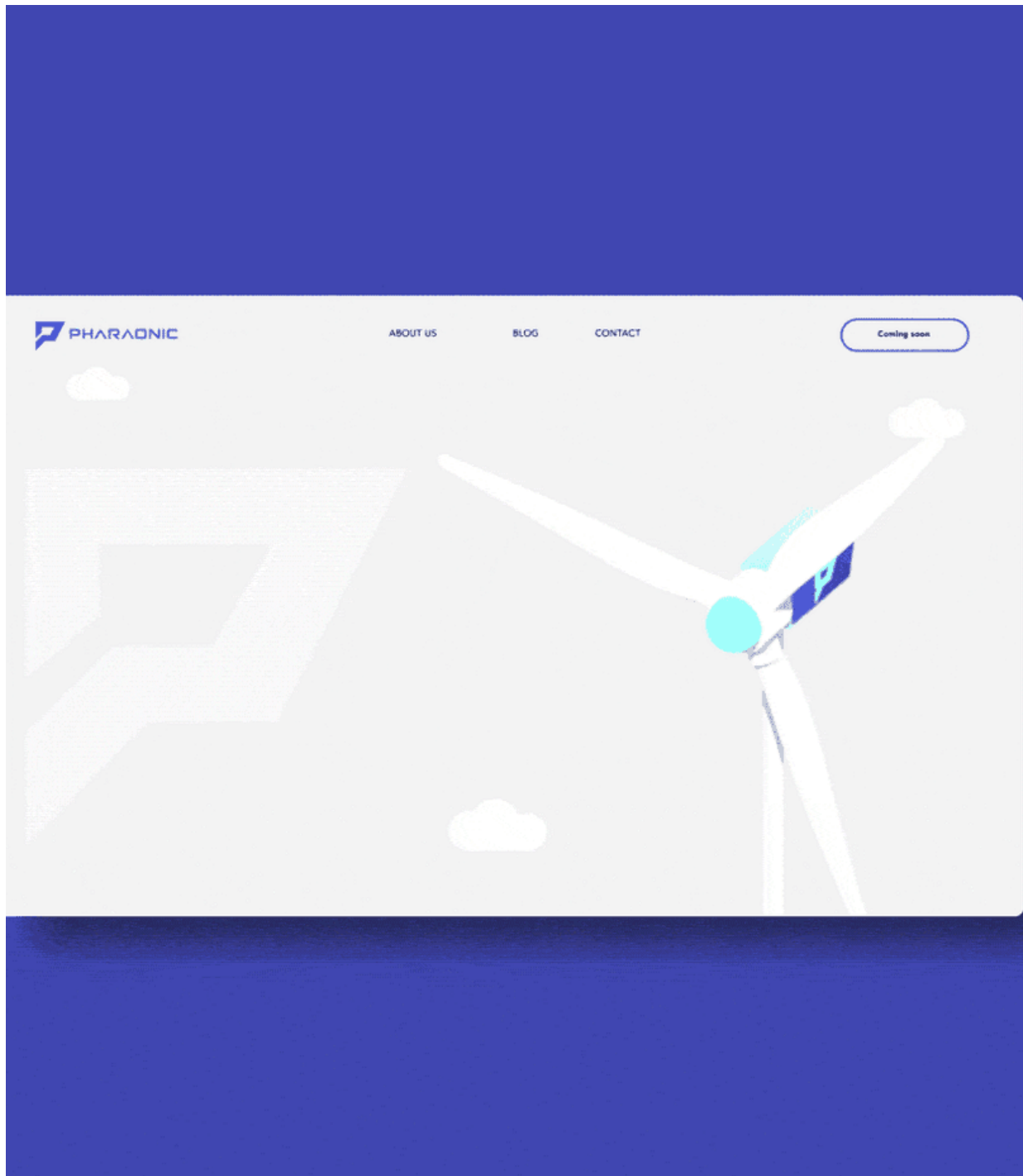
## 4. Publication graphic design



# 5. Packaging graphic design



## 6. Motion graphic design



## 7. Environmental graphic design



## 8. Art and illustration for graphic design



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## 1. Visual identity graphic design

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A brand is a relationship between a business or organization and its audience. A brand identity is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences. Visual identity graphic design is exactly that: the visual elements of brand identity that act as the face of a brand to communicate those intangible qualities through images, shapes and color.

## 2. Marketing & advertising graphic design

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When most people think of graphic design, they think of designs created for marketing and advertising.

Companies depend on successful marketing efforts to tap into their target audience's decision-making process. Great marketing engages people based on the wants, needs, awareness and satisfaction they have about a product, service or brand. Since people will always find visual content more engaging, graphic design helps organizations promote and communicate more effectively.

Marketing designers work with company owners, directors, managers or marketing professionals to create assets for marketing strategies. They might work alone or as part of an in-house or creative team. Designers can specialize in a specific type of media (vehicle wraps or magazine ads, for example) or create a broad assortment of collateral for print, digital, and beyond. While traditionally print-centered, this type of design has grown to include more digital assets, especially for use in content marketing and digital advertising.

## 3. User interface graphic design

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A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.

A UI includes all of the things a user interacts with—the screen, keyboard and mouse—but in the context of graphic design, UI design focuses on the user's visual experience and the design of on-screen graphic elements like buttons, menus, micro-interactions, and more. It's a UI designer's job to balance aesthetic appeal with technical functionality.

#### 4. Publication graphic design

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Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Publication design is a classic type of design—think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

#### 5. Packaging graphic design

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Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance to tell the story of a brand.

Packaging designers create concepts, develop mockups and create the print-ready files for a product. This requires expert knowledge of print processes and a keen understanding of industrial design and manufacturing. Because packaging design touches so many disciplines, it's not uncommon for designers to find themselves creating other assets for a product such as photography, illustrations and visual identity.

#### 6. Motion graphic design

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Simply put, motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television and film. The medium's popularity has skyrocketed in recent years as technology improved and video content became king.

“Motion graphics designer” is a somewhat new specialty for designers. Formally reserved for TV and film, technological advances have reduced production time and costs, making the art form more accessible and affordable. Now, motion graphics is one of the newest types of design and can be found across all digital platforms, which has created all sorts of new areas and opportunities.

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7. Environmental graphic design

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate. Environmental design is a broad type of design



## 8. Art and illustration for graphic design

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Graphic art and illustration are often seen as being the same as graphic design, however they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork. Their art takes a number of forms, from fine art to decoration to storytelling illustrations.

Even though graphic art and illustration are not technically types of graphic design, so much is created for commercial use within the context of graphic design that you can't talk about one without the others

Suppose you want to announce or sell something, amuse or persuade someone, explain a complicated system or demonstrate a process. In other words, you have a message you want to communicate. How do you “send” it? You could tell people one by one or broadcast by radio or loudspeaker. That’s verbal communication. But if you use any visual medium at all—if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout—you are using a form of visual communication called graphic design.

Graphic designers work with drawn, painted, photographed, or computer-generated images (pictures), but they also design the letterforms that make up various typefaces found in movie credits and TV ads; in books, magazines, and menus; and even on computer screens. Designers create, choose, and organize these elements—typography, images, and the so-called “white space” around them—to communicate a message. Graphic design is a part of your daily life. From humble things like gum wrappers to huge things like billboards to the T-shirt you’re wearing, graphic design informs, persuades, organizes, stimulates, locates, identifies, attracts attention and provides pleasure.

Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main tools are image and typography.

## **Image-based design**

Designers develop images to represent the ideas their clients want to communicate. Images can be incredibly powerful and compelling tools of communication, conveying not only information but also moods and emotions. People respond to images instinctively based on their personalities, associations, and previous experience. For example, you know that a chili pepper is hot, and this knowledge in combination with the image creates a visual pun.

In the case of image-based design, the images must carry the entire message; there are few if any words to help. These images may be photographic, painted, drawn, or graphically rendered in many different ways. Image-based design is employed when the designer determines that, in a particular case, a picture is indeed worth a thousand words

## Type-based design

In some cases, designers rely on words to convey a message, but they use words differently from the ways writers do. To designers, what the words look like is as important as their meaning. The visual forms, whether typography (communication designed by means of the printed word) or handmade lettering, perform many communication functions. They can arrest your attention on a poster, identify the product name on a package or a truck, and present running text as the typography in a book does. Designers are experts at presenting information in a visual form in print or on film, packaging, or signs. When you look at an “ordinary” printed page of running text, what is involved in designing such a seemingly simple page? Think about what you would do if you were asked to redesign the page. Would you change the typeface or type size? Would you divide the text into two narrower columns? What about the margins and the spacing between the paragraphs and lines? Would you indent the paragraphs or begin them with decorative lettering? What other kinds of treatment might you give the page number? Would you change the boldface terms, perhaps using italic or underlining? What other changes might you consider, and how would they affect the way the reader reacts to the content? Designers evaluate the message and the audience for type-based design in order to make these kinds of decisions.

## **Image and type**

Designers often combine images and typography to communicate a client's message to an audience. They explore the creative possibilities presented by words (typography) and images (photography, illustration, and fine art). It is up to the designer not only to find or create appropriate letterforms and images but also to establish the best balance between them. Designers are the link between the client and the audience. On the one hand, a client is often too close to the message to understand various ways in which it can be presented. The audience, on the other hand, is often too broad to have any direct impact on how a communication is presented. What's more, it is usually difficult to make the audience a part of the creative process. Unlike client and audience, graphic designers learn how to construct a message and how to present it successfully. They work with the client to understand the content and the purpose of the message. They often collaborate with market researchers and other specialists to understand the nature of the audience. Once a design concept is chosen, the designers work with illustrators and photographers as well as with typesetters and printers or other production specialists to create the final design product

## Symbols, logos and logotypes

Symbols and logos are special, highly condensed information forms or identifiers. Symbols are abstract representations of a particular idea or identity. The CBS “eye” and the active “television” are symbolic forms, which we learn to recognize as representing a particular concept or company. Logotypes are corporate identifications based on a special typographical word treatment. Some identifiers are hybrid, or combinations of symbol and logotype. In order to create these identifiers, the designer must have a clear vision of the corporation or idea to be represented and of the audience to which the message is directed.

(from AIGA Career Guide)

**Job options**

**Jobs directly related to your degree include:**

**Advertising art director**

**Animator**

**Artworker**

**Concept artist**

**Creative director**

**Graphic designer**

**Illustrator**

**Jobs where your degree would be useful include:**

**Exhibition designer**

**Fine artist**

**Game artist**

**Interior and spatial designer**

**Medical illustrator**

**Urban designer**

**UX designer**

## Work experience

Courses often provide the opportunity to work on projects with leading businesses and organisations. There may also be opportunities to take an optional work placement in industry or to work abroad as part of the Erasmus+ programme.

Only a few graduates get jobs as a result of their final degree shows. Internships are a more common way of finding work and building up experience, making contacts and increasing your portfolio. The design world is small and design agencies will recommend interns who have impressed them, or contact them if there are suitable opportunities in the future.

Participating in relevant competitions and exhibitions can help you to promote yourself and build up your contacts. You could also try and get some work experience, for example working for a film production company, television channel or even a magazine, or do some voluntary work on local projects

Typical employers

The main employers of graphic designers, include:

advertising firms

branding specialists

design consultancies and studios

PR agencies

publishing companies.

In the public sector, you could also find employment with museums, local authorities, schools, colleges and hospitals.

Some graduates set up their own studios and work as exhibiting artists or work as part of a studio collective.



## **famous graphic design companies from around the world**

### 1. Pentagram

“The world’s largest independently owned design studio,” Pentagram is owned and run equally by 25 partners—all of whom are leaders in the design industry. Their star-studded list of past and present partners includes names like Alan Fletcher, Bob Gill, Paula Scher and Michael Bierut.

Headquarters: London

Locations: Austin, Berlin, New York and San Francisco

Notable clients: Planned Parenthood, Rolls-Royce, Saks Fifth Avenue, Starbucks, The Guggenheim, United Airlines, Verizon, Walgreens, Warner Brothers, Windows

Services offered: brand identity, book design, campaigns, data visualization, digital design, editorial design, environmental graphics, exhibition design, film and motion graphics, industrial/product design, interiors and architecture, naming, packaging, sound design

## 2. Landor

In their own words, Landor is “the world’s preeminent brand consulting firm.” Headquartered in San Francisco and operating offices in 25 world-class cities, this design giant has one of the most enviable client lists on the planet.

Headquarters: San Francisco

Locations: Bangkok, Beijing, Cape Town, Chicago, Cincinnati, Dubai, Geneva, Guangzhou, Hamburg, Hong Kong, Istanbul, Jakarta, London, Melbourne, Mexico City, Milan, Moscow, Mumbai, New York, Paris, Seoul, Shanghai, Singapore, Sydney and Tokyo

Notable clients: Apple, Australian Open, BMW, British Airways, FedEx, Kellogg’s, Kraft, P&G, PepsiCo, Volkswagen

Services offered: adaptation and implementation, brand architecture, brand engagement, brand identity, brand innovation, experiences and environments, interactive and new media, insights and analytics, naming and verbal identity, packaging, strategy and positioning

## 3. Wolff Olins

“We make things different to make a difference,” says brand consultancy agency, Wolff Olins. Their solid reputation has lent itself to an all-star list of clients, including the 2012 Summer Olympics in London, whose logo was rumored to have a \$625,000 price tag.

Headquarters: London

Locations: New York and San Francisco

Notable clients: 3M, Apple, eBay, Hyatt, LinkedIn, Microsoft, Spotify, Target, Uber, Wikimedia

Brand philosophy: strategy, design and change

#### 4. Meta Design

One of the leading design firms in the world, Meta Design has crafted compelling brand experiences for more than 20 years. From reinventing Apple's Mac OS design system to collaborating on Adobe's packaging and identity, their caliber of work resonates on a global level that's tough to match.

Headquarters: San Francisco

Locations: New York, Zurich, Beijing, Berlin, Dusseldorf, Geneva and Lausanne

Notable clients: Adidas, Apple, AT&T, Coca-Cola, DHL, Lacoste, New York Philharmonic, Porsche, Volkswagen, Yves Saint Laurent

Services offered: brand activation, brand creation, brand experience, brand strategy

#### 5. Happy Cog

This New York-based firm was founded by web design guru Jeffrey Zeldman and has won more web design awards than just about anybody. Known for their engaging web environments, Happy Cog keeps their high-profile clients happy with their impressive web design, development, and user experience consultancy.

In their own words, Happy Cog is the graphic design studio which will "help you craft your message, target the right audiences, compel them to act and measure the results.

Headquarters: New York

Notable clients: Airbnb, AMC Theatres, Ben & Jerry's, Google, MTV, Nintendo, Papa John's, Stanford University, Zagat, Zappos

Services offered: content strategy, design and branding, development, digital marketing, project definition, research

## 6. The Chase

With over 30 years of industry prominence and clocking more than 350 national and international awards, The Chase has garnered attention for their innovative corporate branding and print design. These self-proclaimed “creative consultants” offer an interesting sampling of skills including calendar design, museum exhibits and sports stadium branding.

Headquarters: Manchester

Locations: Preston and London

Notable clients: Alibaba, Amnesty International, BBC, Disney, Fujitsu, Hewlett Packard, Museum of London, Shell, Smirnoff, Yellow Pages

Areas of expertise: advertising, architecture, digital, film

## 7. Pearlfisher

Pearlfisher is all about “designing for life,” operating with a mindset which focuses on creating “simpler, lighter, more desirable ideas for the future.” With more than two decades of experience and a growing list of prestigious awards, Pearlfisher’s “visionary group of futurists, strategists, designers and realizers” have made a lasting impact on the global graphic design landscape.

Headquarters: London

Locations: New York, San Francisco and Copenhagen

Notable clients: Access Entertainment, B&O Play, Cadbury, Jim Beam, Starbucks, Wolfgang Puck, Yoplait

Brand philosophy: body, community, leisure, luxury, mobility, nature, taste

Exposing yourself to examples of good graphic design is a healthy practice no matter who you are. Maybe you're a student contemplating the next step in your journey. Or, you're an award-winning graphic designer that's staring at a blank computer screen, breaking out in a cold sweat.

Whether you're at the beginning of your career or enjoying the view from the pinnacle, sometimes we all need a boost of creative inspiration. Our favorite way to jump-start the imagination is twofold: to return to the fundamentals of design and observe how they're put to use by the pros.

Exceptional graphic design blends the use of several elements to create a visually arresting piece. Graphic designers employ the use of colors, textures, lines, shapes, sizes, value, and space to create their work.

Often, the end result elicits emotions or reactions in the viewer that serve to define a brand's identity. Great design is a science and an art.

It creates a visual representation of an idea and communicates the unsaid, establishing a relationship between the design and its audience.

The five fundamental pillars of graphic design include Balance (for stability and structure), Alignment (for clarity and sharpness), Repetition (for unity and strength), Contrast (for impact and focus), and Hierarchy (for organization and direction).

We've curated a list of 31 amazing graphic design examples for designers in need of inspiration. Students and designers alike will appreciate scrolling through these stunning examples to see how artists incorporated one or more of the five fundamentals into their art.

They're great representations of how innovative design can help articulate a company's purpose, core values, personality, and positioning

# Best Designer Tools for Web and Graphic Design Professionals

## 2. Adobe Photoshop

Adobe Photoshop as designer tool

Launched in 1988, Photoshop has become a staple in the life of designers. Imagine a program to take your artistic style into a digital world with confidence, a program that compliments your artistic style. Photoshop is an extremely powerful program for creating prints and patterns to be the best you can be in the designing world. For graphic designers it has countless options, tools, and settings to open up new opportunities, to create design that is more authentic with proper guidance.

Photoshop for Designers allows you to:

Build confidence in your design skills

Enjoy the new insights

Create digital artwork based off your drawings

Learn from step-by-step instruction

A wonderful way to learn and remember

Speed up your design process

Bring your ideas to life

Stay motivated through daily emails and lessons

### **3. Adobe Illustrator – Create logos, icons and sketches**

Adobe Illustrator as web & graphic designer tool

Adobe Illustrator offers 2D or 3D graphics manipulation to increase efficiency in the design workflow. Designers including both professional graphic designers and digital artists can use Illustrator to create many different types of digital products. Adobe keeps rolling out exciting features in Illustrator like variable fonts, faster document creation, easier image cropping, stylist sets to texts, stability enhancements, and modern user experience and many more to make it one of the best and most handy tools for web and graphic

### **4. Filestage**

FileStage

Filestage is an online review and approval tool that gives graphic designers complete control over the content review process. The tool makes it simple for graphic designers to collaborate with internal and external stakeholders on a range of file types including images, PDFs, websites, and more. The tool places a strong emphasis on ease of use. This means that your stakeholders are able to easily leave their in-context feedback to move your project forward. An integrated to-do list gives you a laser-focus on feedback and makes sure you don't miss a single comment.

Filestage also shows the status of projects at a glance. In just a moment you can see which stakeholders have approved your design and which ones are yet to review your work

## 5. PicsArt

PicsArt Photo Editor tool for graphic designer

PicsArt's all-in-one online Photo Editor features endless editing tools to help you create professional-grade content even if you don't have any experience in the design field. They even house an impressive Video Editor you can use to add music and effects to videos. The app — which also has a desktop web editor — also boasts one of the largest creative communities in the world.

The best part is that unlike professional-grade editors, PicsArt's tools are intuitive, easy to use, and free. There is a wide range of creative web tools for businesses, making the editing experience on desktop much more efficient. From AI-powered background removal to creating designs from scratch, PicsArt offers all the necessary tools for you to succeed in content creation, social media, and web marketing efforts. PicsArt goes above and beyond the basic effects with trendy designs and Magic effects that completely transform images. New effects and tools are added frequently, so there's always room for more creativity.

Their most recent addition is an exclusive feature called Replay, which allows you to apply editing steps to your photos in just a few taps. With hundreds of unique and impressive photo effects and design tools at your fingertips, your content will definitely stand out with PicsArt.



## 6. Desygner

Desygner designer tool

Desygner's editor is an online-based Illustrator alternative that is super simple to use. Drag & drop elements into the design, replace images with one click, change fonts, colors, and text. Work with layers and multiple pages at ease.

Search Royalty-free images directly from Desygner using any keyword and find the highest quality royalty-free images to customize your designs.

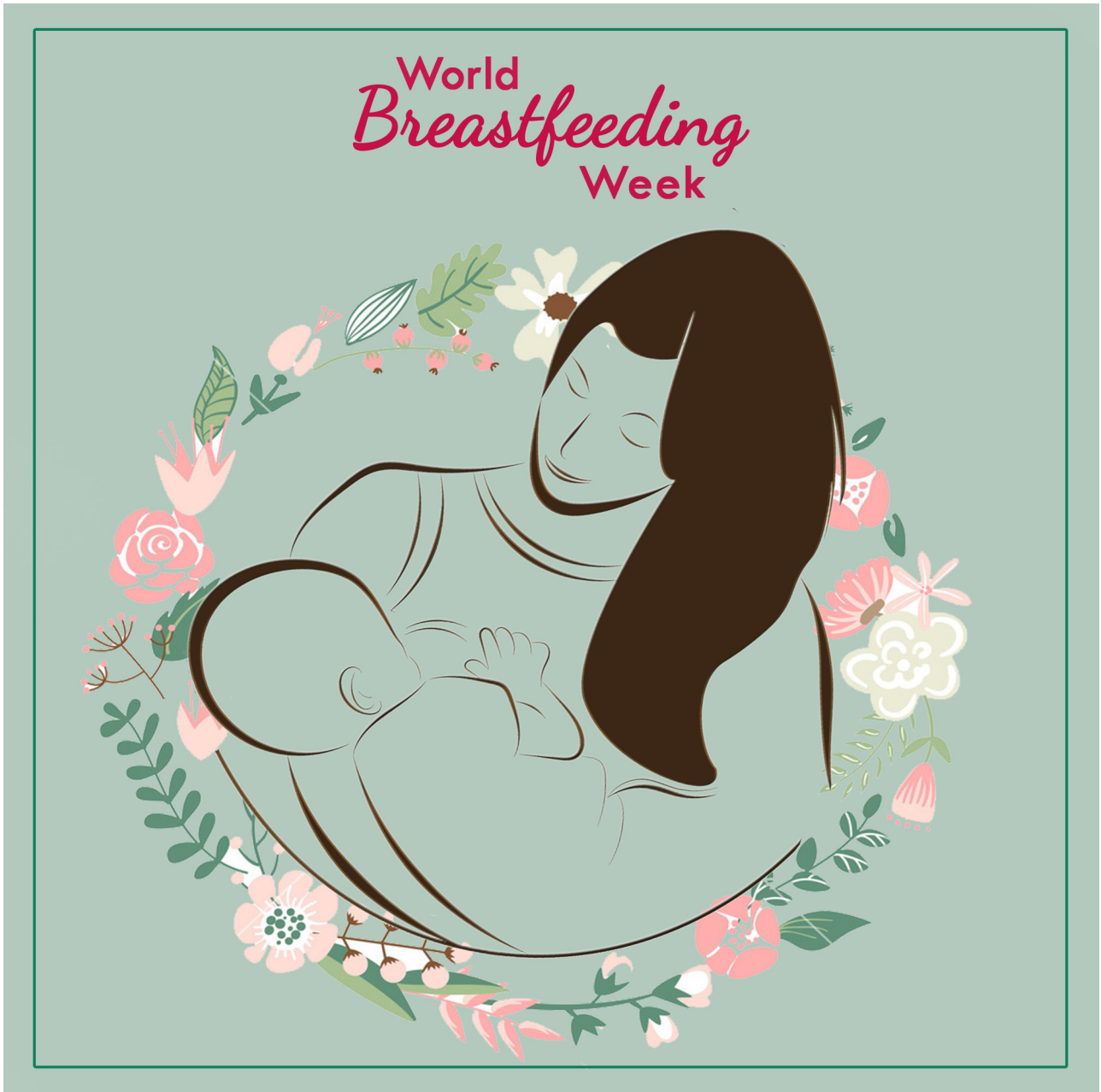
In addition to:

- Thousands of pre-made templates
- Thousands of icons & shapes
- Hundreds of web fonts & pre-made banners
- Free Brand Library: where you can set up and organize your assets like colors, fonts, texts, images, videos and use them directly in the editor.
- In-built PDF Editor: gives you the ease of being able to edit PDF files and documents no matter where and when they were created

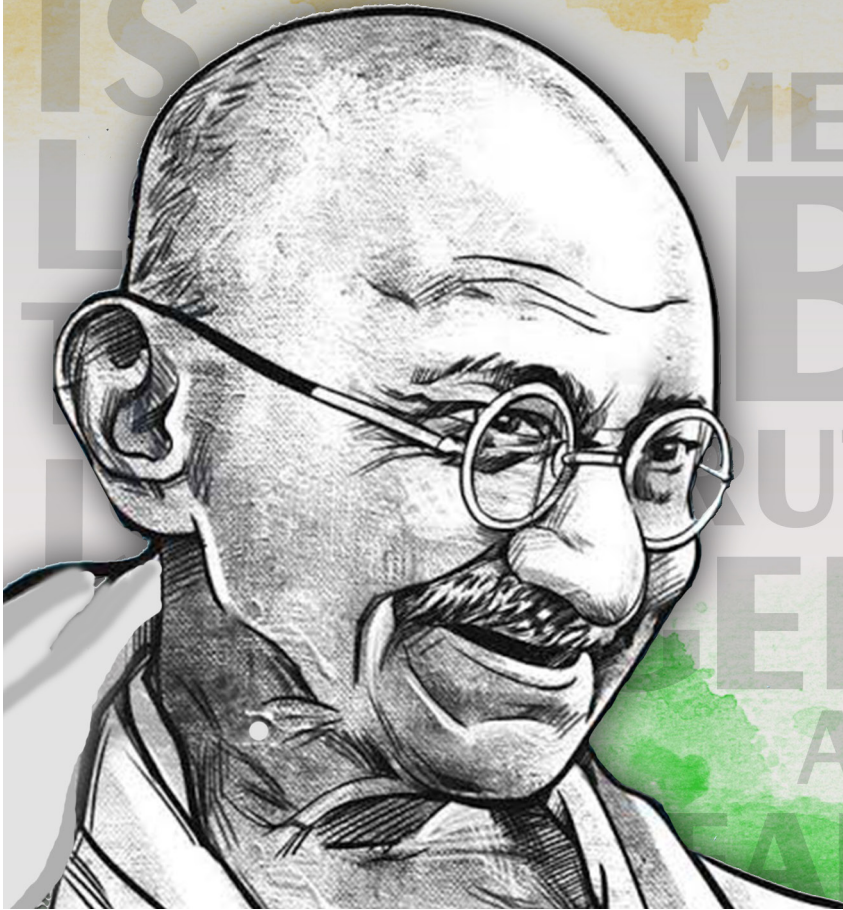
## 7. DesignBold

DesignBold as design tool for web& graphic designer DesignBold is a user-friendly online design tool (basically a simplified version of Photoshop) which helps you create stunning designs within only several drags-and-drops. With a massive library of 12,080++ customizable layouts and myriad design resources, DesignBold is a great choice for you to build the website elements yourself. For instance, a logo, a header or any other types of visuals for your website content. It is quick, cost-effective and suitable for both amateur and professional designers

# MY GRAPHIC DESIGN WORK



2<sup>ND</sup> OCT  
**GANDHI JAYANTI**



WHERE MY  
THERE IS MY  
IS MY  
MESSAGE  
BE  
TRUTHFUL  
GENTLE  
AND  
FARIES

*Snehal*

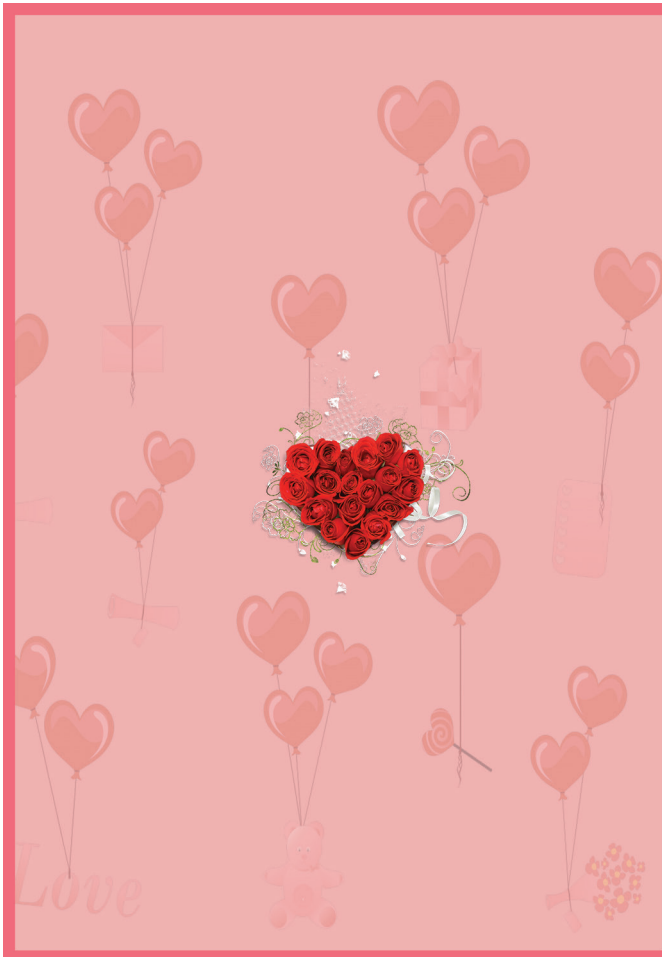


*Green Volunteers*



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OWN  
SKIN**

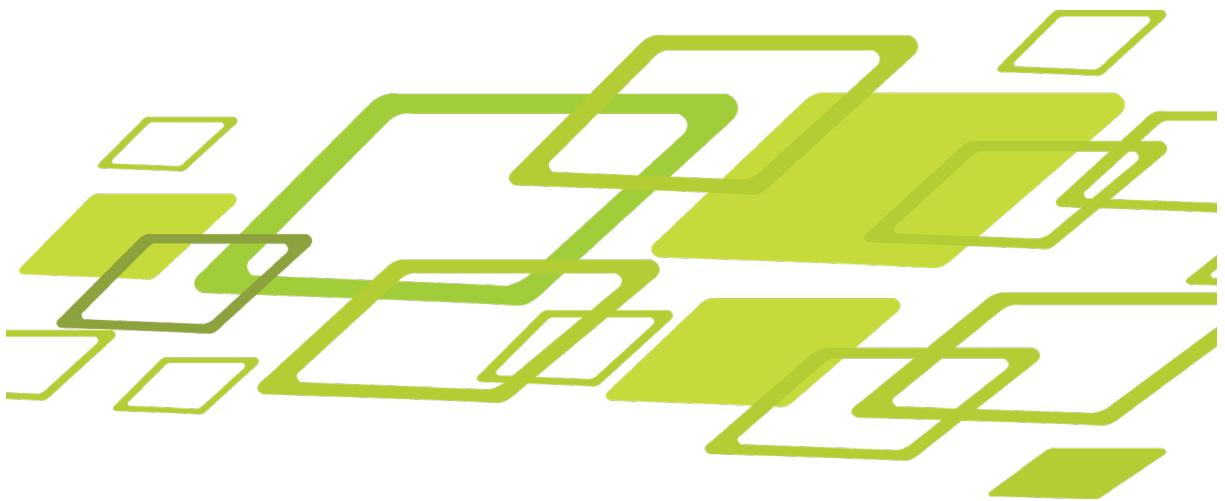
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