



SIMPLE GUIDE FOR
GRAPHIC DESIGN // ART *AND MORE*

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@CREATIVESAADI

STEPS TO START YOUR CAREER

- **Start with learning about graphic design**
 - Design fundamentals
 - Design elements
 - Color theory
 - Fonts and Type
 - Design Softwares
- Learn Softwares
 - Adobe Illustrator
 - Adobe Photoshop
 - Figma
- **Practice Daily for at least three to six months.**
- **Select your niche.**
- **Create some concept projects with your selected niche.**
- **Upload your portfolio on Behance.**
- **Create your LinkedIn Profile and optimize it.**
- **Create your resume and share along with your portfolio on LinkedIn**
- **Start approaching professionals with your work and offer them trial work.**
- **Don't stop learning and practice to master your craft.**
- **Consistency and Patience is the key.**

COLOR MODELS:

CMYK (Cyan, Magenta, Yellow, Black)

RGB (Red, Green, Blue)

DPI OR PPI:

DPI stands for Dot Per Inch

PPI stands for Pixel Per Inch

Print: 300 DPI (minimum required)

Digital: 72 DPI (minimum required)

MEASUREMENT UNITS:

Inches (")

Centimeter (cm)

Millimeter (mm)

Points (pt)

Pixels (px)

DOCUMENT:

Letter (215.9 x 279.4 mm)

Legal (215.9.0 x 355.6 mm)

A4 (210.0 x 297.0 mm)

A3 (297.0 x 420.0 mm)

Envelope (228.6 x 101.6 mm)


Social Media - Square Format (1080 x 1080 px)

Social Media - Landscape Format (1080 x 566 px)

Social Media - Portrait Format (1080 x 1350 px)

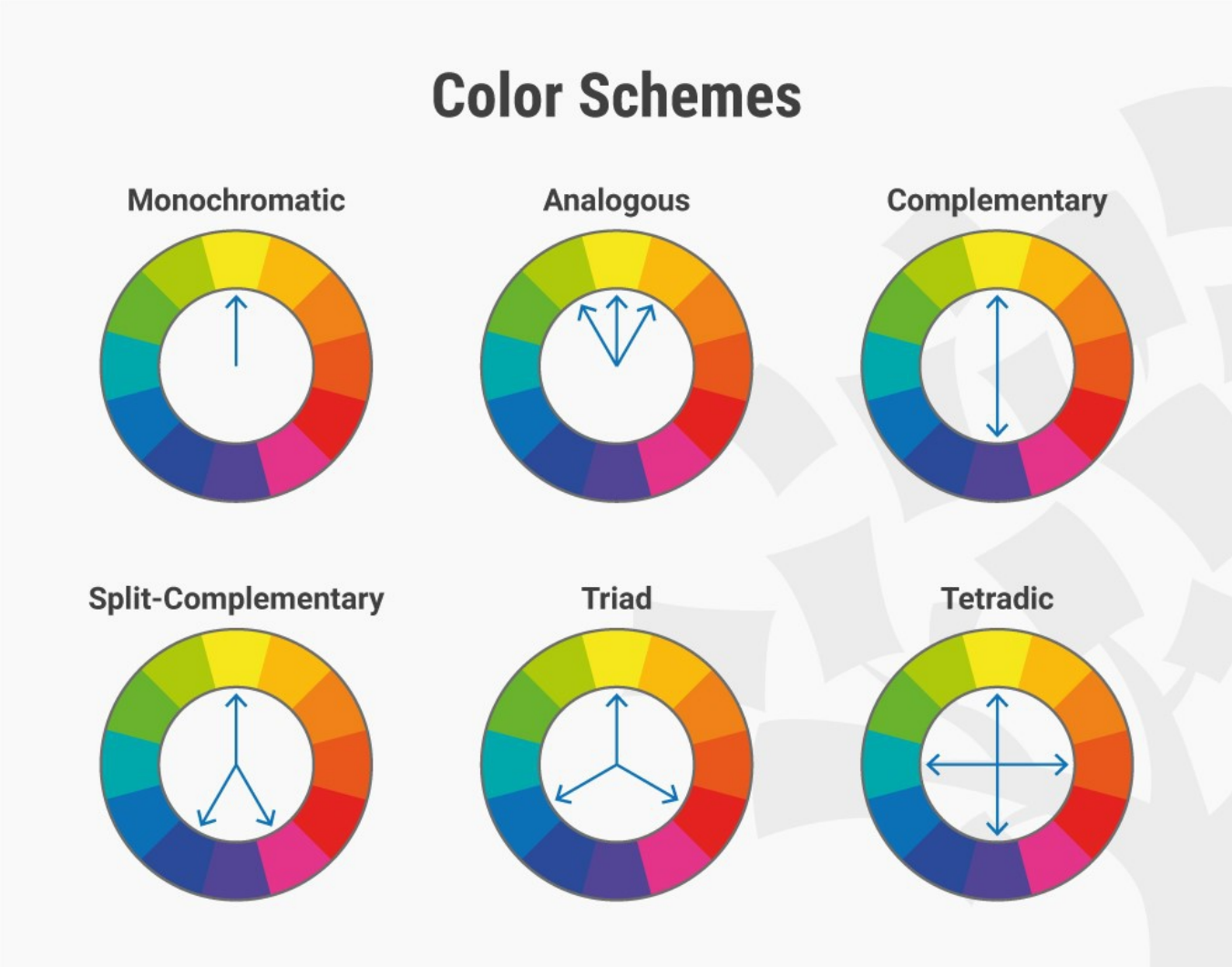
ORIENTATION:

Landscape 

Portrait 

COLORS SCHEMES:

- Monochromatic
- Analogous
- Complementary
- Split- Complementary
- Triad
- Tetradic



COLORS WHEEL:

Primary Colors

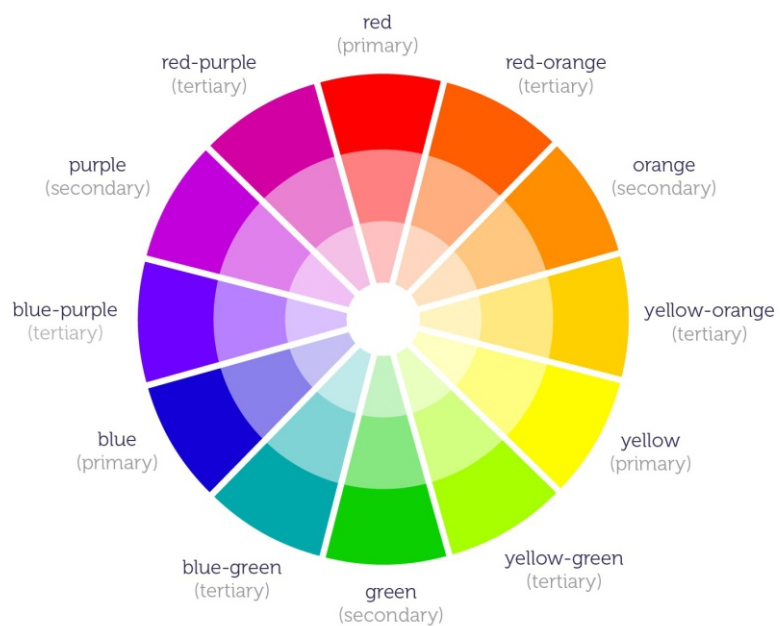
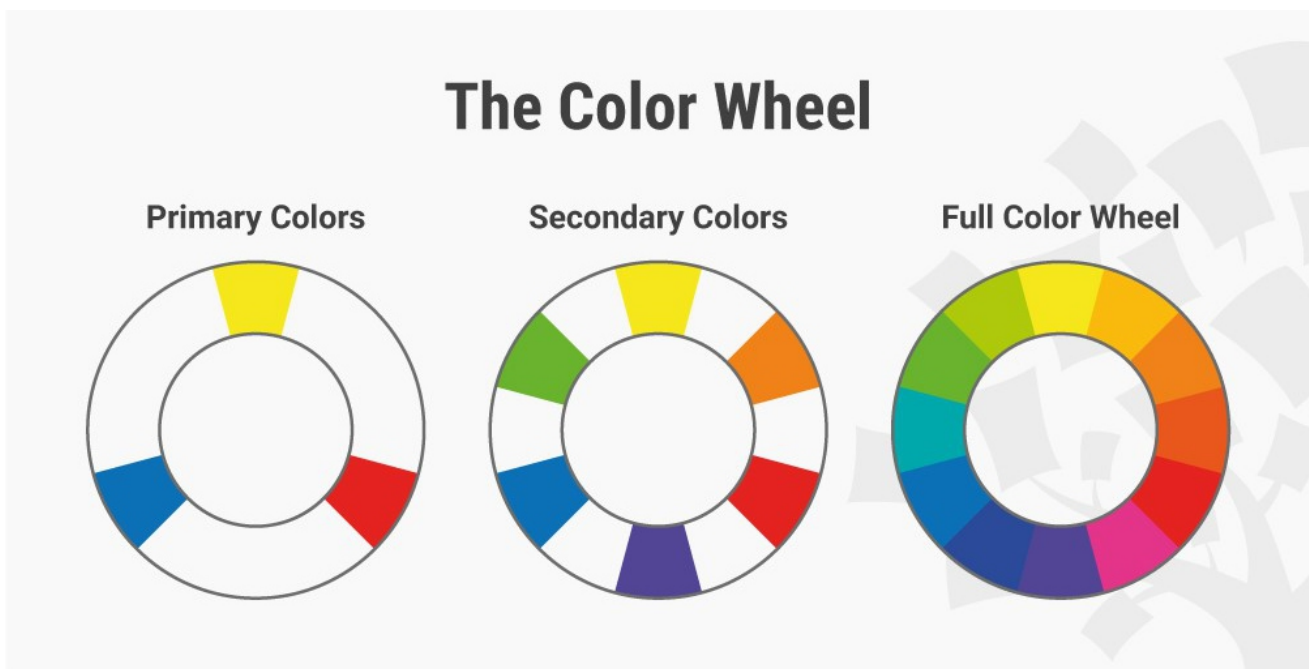
- Yellow, Red, Blue

Secondary Colors

- Orange, Violet, Green

Tertiary Colors

- Yellow Orange, Red Orange, Red Violet, Blue Violet, Blue Green, Yellow Green

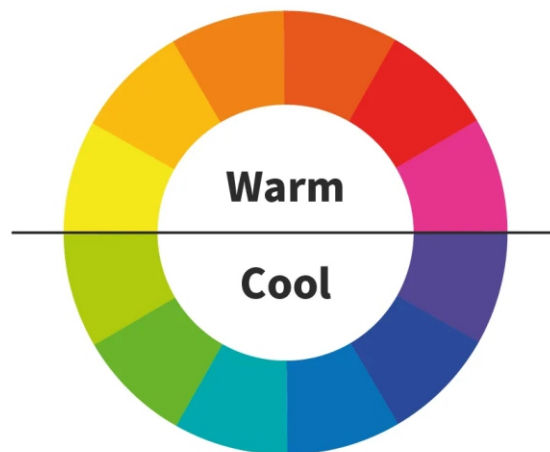


COLOR TEMPERATURE:

Cool Colors

Warm Colors

Warm & Cool Colors



Interaction Design Foundation
interaction-design.org

COLOR SYMBOLISM:

Red: Love, Passion, Strength, Power, Danger, Excitement, Energy.

Orange: Warmth, Creativity, Adventure, Freshness, Happiness, Attraction, Success.

Yellow: Optimism, Cheer, Happiness, Warmth, Caution, Energy, Intellect.

Green: Nature, Growth, Wealth, Luck, Envy, Freshness, Quality.

Blue: Trust, Calm, Sadness, Peace, Loyalty, Depth, Authenticity.

Purple: Royalty, Nobility, Wisdom, Luxury, Imagination, Mystery, Spirituality.

White: Purity, Simplicity, Innocence, Peace, Cleanliness, Emptiness, Goodness.

Black: Sophistication, Formality, Sorrow, Boldness, Elegance, Death, Mystery.

HUE, VALUE, AND SATURATION:

In the RGB color model, hue, value, and saturation are the three components of color.

- Hue is the specific color that makes it different from other colors on the color wheel.
- Value represents a color's relative lightness or darkness in grayscale. Value is essential to establish contrast and depth in visual art.
- Saturation, also called chroma or intensity, describes the purity and vividness of a color. Saturation can vary from fully saturated (vibrant) to desaturated (grayed).

HUE, TINT, TONE, SHADE:

Hue: Pure Color

Tint: Add White to Color

Shade: Add Black to Color

Tone: Add Gray To Color

OPACITY AND GRADIENT

Opacity: Adding transparency to Colors (range from 0 to 100)

Gradient: Gradients consist of a gradual blend of colors or shades.

(Linear, Radial, Conic, Diamond, Reflected, Multi Point)

COLOR PALLETS GENERATION WEBSITES:

Coolors

<https://coolors.co/>

Adobe Colors:

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

ELEMENTS OF DESIGN:

Line

Shape

Form

Space

Texture

Typography

Color

Imagery



LINE

The path of a point moving through space. There are many types of lines and they can create emotion and depth.



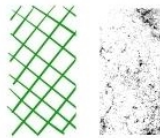
SHAPE

A flat enclosed area with two dimensions: length and width. Shapes can be geometric or organic.



Form

An enclosed area with three dimensions: depth, length, and width.



TEXTURE

The tactile qualities of a surface, or the visual representations of surface qualities.



SPACE

The area in which art is organized. The area around, within or between images, objects or elements.



Color

The hue, lightness, and saturation of the shades of color. All colors come from primary shades, plus black and white.



TYPOGRAPHY

The way words are arranged on the page, and the choice of typeface, to make text legible and appealing.



Imagery

The selection and placement of visual elements on the page, including icons, photos and graphics

PRINCIPLES OF DESIGN:

Emphasis

Balance and alignment

Contrast

Repetition

Proportion or Proximity

Movement

White space

EMPHASIS:

Making a specific element stand out or draw attention to the eye. Emphasis can be achieved in graphic design by placing elements on the page in positions where the eye is naturally drawn, by using other principles such as contrast, repetition, or movement. Bold and italic type provides emphasis for text. Graphic elements gain emphasis through size, visual weight, color, complexity, uniqueness, placement on the page, and other features.



BALANCE AND ALIGNMENT:

Never forget that every element you place on a page has a weight. The weight can come from color, size, or texture. Just like you wouldn't put all your furniture in one corner of a room, you can't crowd all your heavy elements in one area of your composition. Without balance, your audience will feel as if their eye is sliding off the page.

Symmetrical design creates balance through equally weighted elements aligned on either side of a center line. On the other hand, asymmetrical design uses opposite weights (like contrasting one large element with several smaller elements) to create a composition that is not even, but still has equilibrium.

Symmetrical designs are always pleasing, if not occasionally boring. Asymmetrical designs are bolder and can bring real visual interest and movement (more on that later!) to your composition.

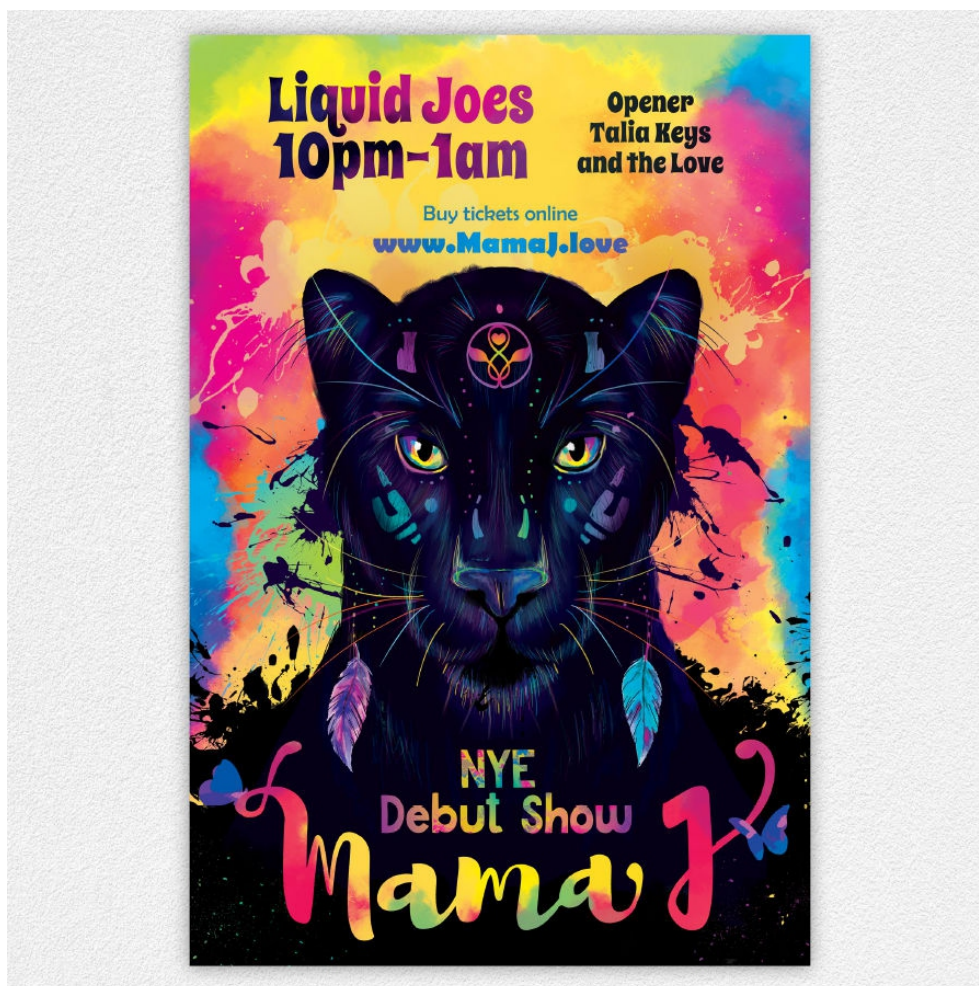


CONTRAST:

Contrast is what people mean when they say a design “pops.” It comes away from the page and sticks in your memory. Contrast creates space and difference between elements in your design. Your background needs to be significantly different from the color of your elements so they work harmoniously together and are readable.

If you plan to work with type, understanding contrast is incredibly essential because it means the weight and size of your type are balanced. How will your audience know what is most important if everything is in bold?

As you seek out examples of really strong, effective design, you’ll notice most designs only feature one or two typefaces. That’s because contrast can be effectively achieved with two strong fonts (or even one strong typeface in different weights). As you add fonts, you dilute and confuse the purpose of your design.



REPITITION:

If you limit yourself to two strong typefaces or three strong colors, you'll soon find you'll have to repeat some things. That's ok! It's often said that repetition unifies and strengthens a design. If only one thing on your band poster is in blue italic sans-serif, it can read like an error. If three things are in blue italic sans-serif, you've created a motif and are back in control of your design.

Repetition can be important beyond one printed product. Anyone thinking about a startup knows one of the first things you need is a strong logo to feature on your website, business cards, social media and more. Brand identity? Another term for repetition.



PROPORTION OR PROXIMITY:

Proportion is the visual size and weight of elements in a composition and how they relate to each other. It often helps to approach your design in sections, instead of as a whole.

Grouping related items can give them importance at a smaller size—think of a box at the bottom of your poster for ticket information or a sidebar on a website for a search bar. Proportion can be achieved only if all elements of your design are well-sized and thoughtfully placed. Once you master alignment, balance, and contrast, proportion should emerge organically.



MOVEMENT:

Going back to our concert poster. If you decided the band was the most important piece of information on the page and the venue was the second, how would you communicate that with your audience?

Movement is controlling the elements in a composition so that the eye is led to move from one to the next and the information is properly communicated to your audience. Movement creates the story or the narrative of your work: a band is playing, it's at this location, it's at this time, here's how you get tickets. The elements above—especially balance, alignment, and contrast—will work towards that goal, but without proper movement, your design will be DOA.

If you look at your design and feel your eye get “stuck” anywhere on it—an element is too big, too bold, slightly off-center, not a complimentary color—go back and adjust until everything is in harmony.



WHITE SPACE:

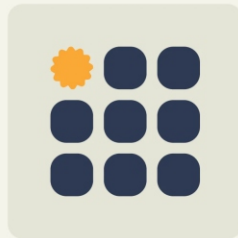
All of the other principles of design deal with what you add to your design. White space (or negative space) is the only one that specifically deals with what you don't add. White space is exactly that—the empty page around the elements in your composition. For beginning designers it can be a perilous zone. Often simply giving a composition more room to breathe can upgrade it from mediocre to successful.

White space isn't sitting there doing nothing—it's creating hierarchy and organization. Our brains naturally associate ample white space around an element with importance and luxury. It's telling our eyes that objects in one region are grouped separately from objects elsewhere.

Even more exciting, it can communicate an entirely different image or idea from your main design that will reward your audience for engaging with it. The logo above uses active negative space to communicate multiple ideas in one fun, creative design.



Design Principles



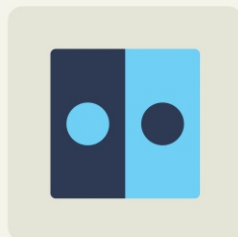
Emphasis

Establish a focal point in your design to prioritize information and guide the viewer's attention.



Balance & alignment

Distribute elements evenly to create visual stability. Symmetry and asymmetry offer different aesthetic effects.



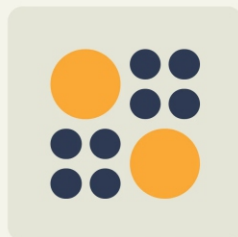
Contrast

Use differences in color, size, and weight to make elements stand out and create visual interest.



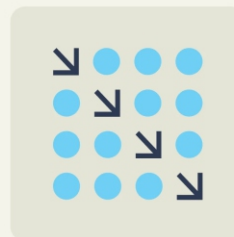
Repetition

Repeating certain design elements creates cohesion and strengthens the overall composition.



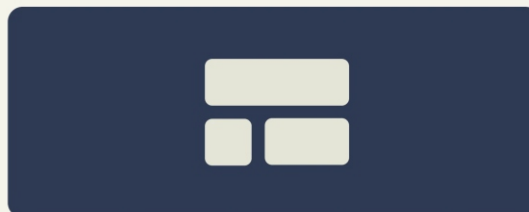
Proportion

Ensure elements are appropriately sized relative to each other to maintain visual harmony.



Movement

Guide the viewer's eye through the design in a logical sequence to convey information effectively.



White space

Allow empty space around elements to provide visual clarity and organization. Understanding and applying these principles will elevate the quality of your design work and help you communicate effectively with your audience.

READ MORE ABOUT VISUAL HIERARCHY:

<https://visme.co/blog/visual-hierarchy/>

<https://www.interaction-design.org/literature/topics/visual-hierarchy>

FONT TYPES:

Serif

Sans Serif

Decorative

Script

Slab Serif

Handwritten

Monospaced

Display

FONT WEBSITES:

<https://www.dafont.com>

<https://fonts.google.com>

<https://fontshare.com>

<https://www.freefaces.gallery>

<https://uncut.wtf>

<https://off-type.com>

<https://pangrampangram.com>

<https://dirtylinestudio.com/freebies/>

FONT FORMATS:

OTF (Open Type Font):

OpenType is a font technology and associated font format, developed by Microsoft and Adobe in the 1990s, which allows the end user to access additional features in a font.

TTF (True Type Font):

TTF is the short form for TrueType font. This is a product of coordinated efforts between Apple and Microsoft in the 1980s. TTF font was created because both Apple and Microsoft had a common goal: create a font that was capable of working across Windows and Mac.

FONT VS. TYPEFACE:

The difference between the two lies in (possibly) the most “designer-y” word in the design dictionary – Hierarchy.

- Typeface refers to the overall set or family of font styles.
- Font refers to a particular style of glyph or character within the typeface.

Example:

Typeface = Gotham

Font = Gotham Italic Bold

WHAT IS KERNING?

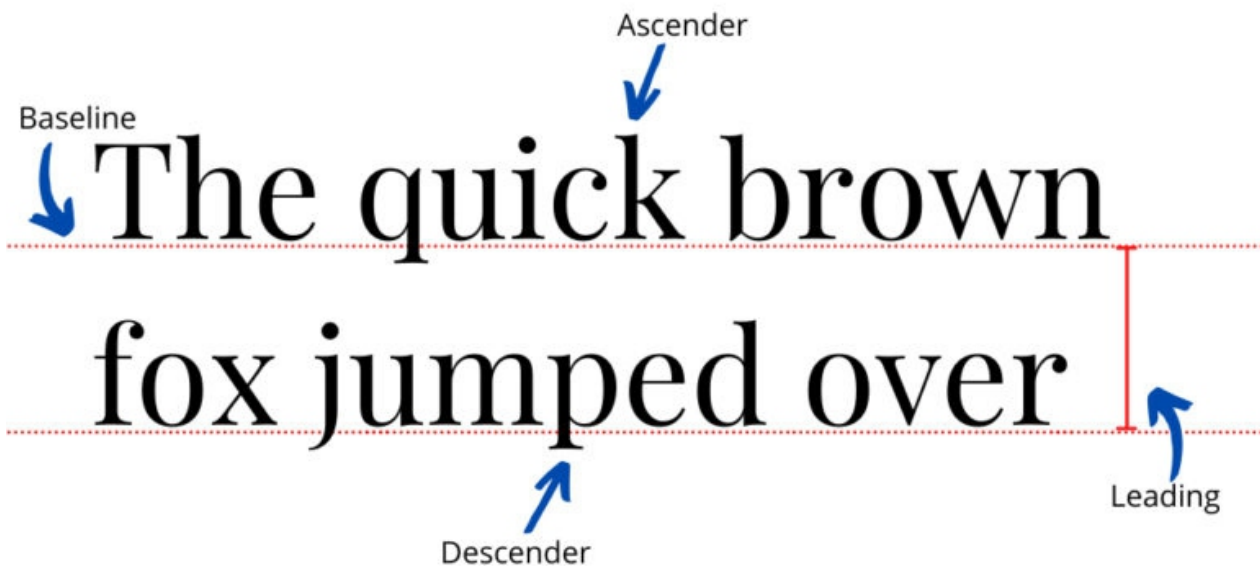
Kerning refers to changing the space between individual letters. Kerning allows us to make subtle changes between specific letters. Usually between letters that take up disproportionate amounts of space, like A, W, V, and T.

Kerning →

The quick brown
fox jumped over

WHAT IS LEADING?

Leading simply refers to the vertical space between lines of text. Too little, and the lines are compressed and difficult to read. Too much, and the lines are loose and disjointed.



WHAT IS TRACKING?

Tracking refers to the process of changing the overall space between all letters in a word. Too little space results in cramped, hard-to-read text, and too much makes words look loose. Different types of fonts will have different levels of tracking.



FONT WEIGHT:

The weight of a font refers to the thickness of the letters. A bold font is thicker, meatier, and weightier. However, a light font is lighter and thinner, and a medium font is somewhere in between.

DESIGN AND ART SOFTWARES/APPS (PC & MAC):

Adobe Illustrator (Paid Subscription Based)

vector-based graphics software.

Affinity Designer (One-Time Purchase)

vector-based graphics software.

Corel Draw (One-Time Purchase/Subscription Based)

vector-based graphics software.

Adobe Photoshop (Paid Subscription Based)

Raster-based graphics software.

Affinity Photo (One-Time Purchase)

Raster-based graphics software.

Corel Photo-Paint (One-Time Purchase/Subscription Based)

Raster-based graphics software.

Adobe Photoshop (Paid Subscription Based)

Raster-based graphics software for Drawing and Painting.

Krita (Free)

Raster-based graphics software for Drawing and Painting.

Figma (Free)

Figma Design is for people to create, share, and test designs for websites, mobile apps, and other digital products and experiences.

THE 8 UNIVERSAL BRANDING ELEMENTS

- Logo
- Color Palette
- Shape
- Tagline
- Tone of voice and vocabulary
- Fonts
- Imagery
- Positioning

BRANDING PACKAGE ESSENTIALS

- Logo Design
- Color Palette
- Brand Typography
- Brand Style Guide
- Social Media Graphics
- Stationery
- Presentation Templates
- Illustration System
- Email Templates
- Ad Designs
- Photography
- Merchandise

STATIONARY MEASUREMENT:

Business Card:

L: 3.5 inches x H: 2 inches

Letterhead:

8.5 inches x H: 11 inches

Envelopes:

L: 8.5 inches x H: 11 inches

L: 9 inches x H: 4 inches

Folded Brochures:

Folded Sizes

3-panel 3.625" x 8.5

3-panel 4" x 9"

4-panel 4" x 9" (inefficient size)

4-page 8.5" x 11"

3-panel 8.5" x 11" (inefficient size)

4-panel 8.5" x 11"

Flyers:

Full sheet - 8.5" x 11"

Half sheet - 5.5" x 8.5"

READ MORE:

<https://www.castlepress.com/page/standard-sizes>

AI TOOLS

(Chat Bot and VA):

<https://www.chat.openai.com/chat>

<https://www.copilot.microsoft.com/>

Generative AI:

<https://www.midjourney.com/home>

<https://www.adobe.com/products/firefly.html>

<https://www.openai.com/index/dall-e-2/>

<https://leonardo.ai/>

Image Upscaler:

<https://www.replicate.com/tencentarc/gfpgan>

<https://www.upscayl.org/>

Background Removal:

<https://www.removal.ai/>

Image to Vector:

<https://www.vectorizer.ai/>

Voice Cloning:

<https://www.elevenlabs.io/>

PNG FORMAT IMAGES:

<https://www.cleanpng.com>

<https://www.freepngimg.com>

<https://www.stickpng.com>

<https://www.pngall.com>

<https://www.similarpng.com>

BEST YOUTUBE PLAYLISTS/VIDEO FOR DESIGNERS:

Abstract: The Art of Design

<https://t.ly/KNDZq>

Graphic Design Theory by Yes I'm a Designer

<https://t.ly/8aoCq>

Photoshop for Complete Beginners by Piximperfect

<https://t.ly/TFpAC>

Adobe Illustrator for Beginners by Envato Tuts+

<https://www.youtube.com/watch?v=Ib8UBwu3yGA>

Free Figma UX Design UI Essentials Course by Bring Your Own Laptop

<https://www.youtube.com/watch?v=kbZejnPXyLM>

DESIGN RESOURCES:

<https://www.freepik.com> (Few downloads free daily)

<https://www.vecteezy.com> (Free and Premium)

<https://designbundles.net/free-design-resources> (Free and Premium)

<https://unblast.com/> (Free)

<https://elements.envato.com/> (Paid)

<https://www.mockupcloud.com/free> (Free)

<https://mockupbro.com/> (Free)

<https://zippypixels.com/> (Free)

<https://www.graphicpear.com/> (Free and Premium)

<https://mockuptree.com/free/> (Free)

<https://mockupsforfree.com/> (Free)

<https://designstripe.com/> (Paid)

LOGO DESIGN RESOURCES:

<https://bpando.org/>

<http://www.logobook.com/>

<https://www.rebrand.gallery/>

<https://www.logggos.club/>

<https://logosystem.co/>

<https://www.brandguidelines.net/>

<https://www.logolounge.com/>

<https://www.underconsideration.com/brandnew/>

GRAPHIC DESIGN EXTENSIONS:

ColorZilla - <https://www.colorzilla.com/>

Fonts Ninja - fonts.ninja

SVG Export - svgexport.io

Dimensions - www.felixniklas.com

Go Full Page - gofullpage.com

ILLUSTRATION RESOURCES:

<https://www.posemaniacs.com/>

<https://colors.co/>

<https://drawabox.com/>

<https://www.getillustrations.com/>

<https://www.drawkit.com/>

<https://stubborn.fun/>

<https://www.opendoodles.com/>

<https://blush.design/>

<http://usesmash.com/>

<http://icons8.com/illustrations>

<http://undraw.co/illustrations>

<http://openpeeps.com/>

<http://humaaans.com/>

<http://avataaars.com/>

<http://bottts.com/>

<http://www.freeillustrations.xyz/>

<http://www.graphicmama.com/>

<http://manypixels.co/gallery>

FREELANCING PLATFORMS

<https://www.fiverr.com>

<https://www.upwork.com>

<https://www.99designs.com>

<https://www.freelancers.com>

<https://www.guru.com>

<https://www.designcrowd.com>

<https://www.behance.net>

<https://www.linkedin.com>

<https://www.instagram.com>

<https://www.peopleperhour.com>

<https://www.dribbble.com>

<https://www.etsy.com>

FREELANCING YOUTUBE CHANNELS:

ISHAN SHARMA

<https://www.youtube.com/@IshanSharma7390/>

LETS UNCOVER:

<https://www.youtube.com/@LetsUncover>

LEARN WITH SHARJEEL:

<https://www.youtube.com/@LearnWithShajeel>

JOEL TALKS:

<https://www.youtube.com/@JoelTalks>

WAYS TO START YOUR CAREER:

Direct local or international clients.

Passive income.

Sell your prints.

Freelancing platforms.

Get a job as junior designer on-site or remote.

Post your work Behance, LinkedIn, Dribbble, X and Instagram.

Content creation at Instagram, Facebook, Tiktok, Youtube, LinkedIn, X

PASSIVE INCOME PLATFORMS:

<https://www.adobestock.com>

<https://www.shutterstock.com>

<https://www.freepik.com>

<https://www.designbundles.com>

<https://www.creativefabrica.com>

<https://www.etsy.com>

<https://www.vecteezy.com>

<https://www.designi.com.br/>

PAID COURSES WEBSITES:

SKILLSHARE:

<https://www.skillshare.com/en/>

UDEMY:

<https://www.udemy.com/>

COURSERA:

<https://www.coursera.org/>

21-DRAW:

<https://www.21-draw.com/>

DOMESTIKA:

<https://www.domestika.org/en>

START YOUR PORTFOLIO:

BEHANCE:

<https://www.behance.net/>

DRIBBBLE:

<https://www.dribbble.com/>

ARTSTATION:

<https://www.artstation.com/>

JOB PLATFORMS:

<https://drawerrr.com/>

<https://www.opendoorcareers.com/>

<https://todays.design/>

<https://contra.com/home>

<https://www.numi.tech/>

<https://www.glassdoor.com/index.htm>

<https://indeed.com/>

DESIGN AND ART NICHES:

UI/UX Design

Packaging and Label Design

Thumbnail Design

Logo Design

Merchandise and Print Design

Advertising

Infographic Design

Social Media Design

Brand Design

Book Cover Design

Sports Design

Wedding Illustrator

Comic Illustrator

Character Design Illustrator

Landscape Illustrator

Environment Illustrator

Portrait Illustrator

Cartoon Illustrator

Game Design Illustrator

Caricature Illustrator

Type Artist

Lettering Artist

WHERE TO GET IDEAS AND INSPIRATION:

Follow Artists, Designers On Instagram or below websites will help you

<https://pinterest.com>

<https://behance.net>

<https://dribbble.com>

<https://savee.it/>

<https://cosmos.so/>

DESIGN YOUTUBE CHANNELS

GFX MENTOR (URDU):

<https://www.youtube.com/@GFXMentor>

DESIGN ACADEMY (URDU):

<https://www.youtube.com/@DesignAcademyPK>

FLUX ACADEMY:

<https://www.youtube.com/@FluxAcademy>

BRING YOUR OWN LAPTOP:

<https://www.youtube.com/@BringYourOwnLaptop>

SATORI GRAPHICS:

<https://www.youtube.com/@SatoriGraphics>

WILL PETERSON:

<https://www.youtube.com/@willpatersondesign>

PIXIMPERFECT:

<https://www.youtube.com/@PiXimperfect>

PIXEL AND BRACKET:

<https://www.youtube.com/@pixelandbracket>

NIKHIL PAWARR:

<https://www.youtube.com/@NikhilPawarr>

RAJEEV MEHTA (URDU):

<https://www.youtube.com/@RajeevMehtaIN>

THE FUTUR ACADEMY:

<https://www.youtube.com/@TheFuturAcademy>

CREATNPROCESS:

<https://www.youtube.com/@creatnprocess>

DANSKY:

<https://www.youtube.com/@ForeverDansky>

CALER EDWARDS:

<https://youtube.com/@CalerEdwards>

BENNY PRODUCTIONS:

<https://youtube.com/@BennyProductions>

PHILIP VAN DUSEN:

<https://youtube.com/@PhilipVanDusen>

DESIGN YOUTUBE CHANNELS

AM DESIGN:

<https://www.youtube.com/@AMDesignAndDev>

ADOBE MADE SIMPLE:

<https://www.youtube.com/@adobemadesimple>

DESIGNER UP:

<https://www.youtube.com/@DesignerUp>

DESIGN WITH ARASH:

<https://www.youtube.com/@DesignWithArash>

MATT BORCHERT:

<https://www.youtube.com/@MattBorchert>

MIZKO:

<https://www.youtube.com/@Mizko>

PHASE RUNNER:

<https://www.youtube.com/@PhaseRunner>

RACHEL HOW:

<https://www.youtube.com/@rachelhow>

YES I AM A DESIGNER:

<https://www.youtube.com/@YesImaDesigner>

ART YOUTUBE CHANNELS

KESH ART:

<https://www.youtube.com/@KeshArt>

PROKO:

<https://www.youtube.com/@ProkoTV>

LACHRI FINE ART:

<https://www.youtube.com/@Lachri/>

ALPHONSO DUNN:

<https://www.youtube.com/@alphonsodunn>

SUPERRAEDIZZLE:

<https://www.youtube.com/@SuperRaedizzle/>

KIRSTY PARTRIDGE ART:

<https://www.youtube.com/@KirstyPartridgeArt>

JAZZA:

<https://www.youtube.com/@Jazza>

ADCARTATTACK:

<https://www.youtube.com/@ADCartAttack>

THE ART OF AARON BLAISE:

<https://www.youtube.com/@AaronBlaiseArt/>

IMAD AWAN:

<https://www.youtube.com/@ImadAwan>

NADIAXEL:

<https://www.youtube.com/@Nadiaxel/>

PHILIP SUE ART:

https://www.youtube.com/@philipsue_art/

SINIX DESIGN:

<https://www.youtube.com/@sinixdesign>

AMANDARACHLEE

<https://www.youtube.com/@amandarachlee/>

CHOMMANG_DRAWING

<https://www.youtube.com/@Chommang>

DRAW LIKE A SIR

<https://www.youtube.com/@DrawlikeaSir>

CALLIGRAPHY AND LETTERING YOUTUBE CHANNELS:

CALLIGRAPHY MASTERS:

<https://www.youtube.com/@CalligraphyMasters>

STEFAN KUNZ:

<https://www.youtube.com/@StefanKunz/>

HOW TO HAND LETTER:

<https://www.youtube.com/@HowtoHandLetter/>

UI/UX AND CODING YOUTUBE CHANNELS:

DESIGN COURSE:

<https://www.youtube.com/@DesignCourse>

CODE WITH HARRY:

<https://www.youtube.com/@CodeWithHarry>

CREATE A PRO WEBSITE:

<https://www.youtube.com/@CreatedaProWebsite>

BRING YOUR OWN LAPTOP:

<https://www.youtube.com/@BringYourOwnLaptop>

THE NEW BOSTON:

<https://www.youtube.com/@thenewboston>

RINO DE BOER

<https://www.youtube.com/@rinodeboer>

APNA COLLEGE:

<https://www.youtube.com/@ApnaCollegeOfficial>

CHAI AND CODE:

<https://www.youtube.com/@chaiaurcode>

AM DESIGN:

<https://www.youtube.com/@AMDesignAndDev>

DESIGNER UP:

<https://www.youtube.com/@DesignerUp>

MIZKO:

<https://www.youtube.com/@Mizko>

RACHEL HOW:

<https://www.youtube.com/@rachelhow>

ANIMATION APPLICATIONS:

Adobe Animate (Paid)

Adobe Aftereffects (Paid)

Adobe Character Animate (Paid)

Moho Animation (Paid)

Toon Boom (Paid)

ANIMATION YOUTUBE CHANNELS:

ALEX GRIGG // ANIMATION FOR ANYONE

<https://www.youtube.com/@AlexGriggAnimation>

NOBLEFRUGAL STUDIO:

<https://www.youtube.com/@NobleFrugal>

BAM ANIMATION

<https://www.youtube.com/@BaMAnimation/>

PLAINLY SIMPLE

<https://www.youtube.com/@plainlysimple/>

VIDEO EDIT/VFX APPLICATIONS:

Adobe Premiere (Paid)

CapCut (Free)

DaVinci Resolve (Free and Paid)

Adobe Aftereffects (Paid)

VIDEO EDIT, VFX AND MOTION GRAPHICS YOUTUBE CHANNELS:

STORYSIUM:

<https://www.youtube.com/@Storysium>

JUSTIN ODISHO:

<https://www.youtube.com/@JustinOdisho>

DOPE MOTIONS:

<https://www.youtube.com/@dopemotions>

ALAN BECKER TUTORIALS:

<https://www.youtube.com/@AlanBeckerTutorials>

NIKHIL PAWARR:

<https://www.youtube.com/@NikhilPawarr>

SONDUCK FILM:

<https://www.youtube.com/@SonduckFilm>

CINECOM:

<https://www.youtube.com/@CinecomCrew>

ART APPLICATION (IPAD):

ProCreate

GRAPHIC TABLETS:

Huion (Recommended 10 inch working area)

Wacom (Expensive)

XP

Veikk

INSTAGRAM HANDLES TO FOLLOW:

<https://www.instagram.com/mitchleeuwe/>
<https://www.instagram.com/stephensilver7/>
<https://www.instagram.com/ameerzahirali/>
<https://www.instagram.com/umairnajeebkhan/>
<https://www.instagram.com/abeerkasiri.illustrations/>
<https://www.instagram.com/waelmorcos/>
<https://www.instagram.com/keshrt/>
https://www.instagram.com/gawx_art/
<https://www.instagram.com/patrickbrownart/>
<https://www.instagram.com/tektober/>
<https://www.instagram.com/stefankunz/>
<https://www.instagram.com/thechrisdo/>
<https://www.instagram.com/timooee/>
<https://www.instagram.com/prokotv/>
https://www.instagram.com/yungun_iw/
<https://www.instagram.com/davetalas/>
<https://www.instagram.com/mrseaves101/>
<https://www.instagram.com/ohwallie/>
<https://www.instagram.com/carloscabralart/>
<https://www.instagram.com/keshrt/>
<https://www.instagram.com/mysocialdesigner/>
<https://www.instagram.com/dope.motions/>
<https://www.instagram.com/made.by.james/>
<https://www.instagram.com/codyabanks/>
<https://www.instagram.com/artguyrob/>
<https://www.instagram.com/woodledoodle designs/>
<https://www.instagram.com/piximperfect/>
<https://www.instagram.com/barnardco/>
https://www.instagram.com/easy_drawing_ideas_/_/
<https://www.instagram.com/j.a.d.o.k.a.r/>
<https://www.instagram.com/cj.cawley.design/>
https://www.instagram.com/doodle_nath/

ILLUSTRATOR SHORT KEYS

FILES

New
 New File (No Dialog)
 New from Template
 Open
 Save
 Save As
 Save a Copy
 Save for Web
 Package
 Print
 Close
 Close All
 Quit Illustrator
 Browse in Bridge
 Revert
 Document Setup
 File Info

VIEW & NAVIGATE

Preview
 Overprint Preview
 Pixel Preview
 Toggle Screen Mode
 Zoom In
 Zoom Out
 Fit Artboard in Window
 Fit All in Window
 Actual Size
 Hide Edges
 Hide Artboards
 Navigate to Next Document
 Navigate to Previous Document
 Navigate to Next Document Group
 Navigate to Previous Document Group
 Show Template
 Show Rulers
 Change to Artboard Rulers
 Hide Bounding Box
 Show Transparency Grid
 Show Text Threads
 Hide Gradient Annotator
 Hide Guides
 Lock Guides
 Make Guides
 Release Guides
 Smart Guides
 Show Grid
 Show Grid
 Snap to Grid
 Snap to Point

LAYERS

Ctrl+N
 Alt+Ctrl+N
 Shift+Ctrl+N
 Ctrl+O
 Ctrl+S
 Shift+Ctrl+S
 Alt+Ctrl+S
 Alt+Shift+Ctrl+S
 Alt+Shift+Ctrl+P
 Ctrl+P
 Ctrl+W
 Alt+Ctrl+W
 Ctrl+Q
 Alt+Ctrl+O
 F12
 Alt+Ctrl+P
 Alt+Shift+Ctrl+I

DRAWING

Toggle Drawing Mode
 Join
 Average
 Average & Join
 Repeat Pathfinder
 Edit Pattern
 Blend Make
 Blend Release
 Envelope Distort Make with Warp
 Envelope Distort Make with Mesh
 Envelope Distort Make with Top Object
 Envelope Distort Edit Contents
 Live Paint Make
 Clipping Mask Make
 Clipping Mask Release
 Compound Path Make
 Compound Path Release

Ctrl+L
 Alt+Ctrl+L
 Alt+Shift+Ctrl+2
 Alt+Shift+Ctrl+3
 Shift+D
 Ctrl+J
 Alt+Ctrl+J
 Alt+Shift+Ctrl+J
 Ctrl+4
 Shift+Ctrl+F8
 Alt+Ctrl+B
 Alt+Shift+Ctrl+B
 Alt+Shift+Ctrl+W
 Alt+Ctrl+M
 Alt+Ctrl+C
 Shift+Ctrl+P
 Alt+Ctrl+X
 Ctrl+7
 Alt+Ctrl+7
 Ctrl+8
 Alt+Shift+Ctrl+8

WORKING WITH TYPE

Ctrl+0
 Alt+Ctrl+0
 Ctrl+1
 Ctrl+H
 Shift+Ctrl+H
 Ctrl+F6
 Shift+Ctrl+F6
 Alt+Ctrl+F6
 Alt+Shift+Ctrl+F6
 Shift+Ctrl+W
 Ctrl+R
 Alt+Ctrl+R
 Shift+Ctrl+B
 Shift+Ctrl+D
 Shift+Ctrl+Y
 Alt+Ctrl+G
 Ctrl+;
 Alt+Ctrl+;
 Ctrl+5
 Alt+Ctrl+5
 Ctrl+U
 Shift+Ctrl+I
 Ctrl+'
 Shift+Ctrl+'
 Alt+Ctrl+'
 Ctrl+`
 Shift+Ctrl+-
 Shift+Ctrl+.
 Shift+Ctrl+,
 Alt+Shift+Ctrl+.
 Alt+Shift+Ctrl+,
 Shift+Ctrl+]
 Shift+Ctrl+[
 Alt+Ctrl+K
 Alt+Ctrl+Q
 Alt+Shift+Ctrl+O
 Shift+Ctrl+X
 Alt+Shift+Ctrl+F
 Alt+Shift+Ctrl+M
 Shift+Ctrl+L
 Shift+Ctrl+C
 Shift+Ctrl+R
 Shift+Ctrl+J
 Shift+Ctrl+F
 Alt+Shift+Ctrl+H
 Alt+Shift+Ctrl+C
 Shift+Ctrl+O
 Alt+Ctrl+I

PHOTOSHOP SHORT KEYS

Change Image Size	Control + Alt + i (Command + Option + i)
Change Canvas Size	Control + Alt + c (Command + Option + c)
Zoom In	Control + + (Command + +)
Zoom Out	Control + - (Command + -)
Scale Proportionately	Hold the shift key while selecting the object
Scale in Place	Hold shift + option while selecting the object
Show Rulers	Control + r (Command + r)
Show or hide the grid	Control + ' (Command + ')

TOOLS

Pointer	V	Hand	H
Magic Wand	W	Rotate View	R
Select Tool	M	Pen	P
Lasso	L	Clone Stamp	S
Eyedropper	I	Dodge	O
Crop	C	Zoom Tool	Z
Eraser	E	Foreground/ Background Colors	D
Rectangle	U	Switch Foreground/ Background Colors	X
Type	T	Edit in Quick Mask Mode	Q
Brush	B	Change Screen Mode	X
History Brush	Y	Full Screen	F
Spot Healing Brush	J		
Gradient	G		
Path Selection	A		

SAVE YOUR WORK

Save as	Control + Shift + s (Command + Shift + s)
Save for web and Devices	Control + Shift + Alt + s (Command + Shift + Option + s)

FIGMA SHORT KEYS

ESSENTIAL

Ctrl + Shift + ?	Show keyboard shortcuts
Ctrl + \	Show / hide UI
I	Pick color from elsewhere
Ctrl + /	Search through all commands

TOOLS

V	Move tool
F	Frame tool
P	Pen tool
Shift + P	Pencil tool
T	Text tool
R	Rectangle tool
O	Ellipse tool
L	Line tool
Shift + L	Arrow tool
C	Add / show comments
I	Pick color
S	Slice tool

VIEW

Shift + R	Rulers
Ctrl + Shift + 3	Show outlines
Ctrl + Alt + Y	Pixel preview
Ctrl + Shift + 4	Layout grids
Ctrl + `	Pixel grid
Ctrl + \	Show / hide UI
Ctrl + Alt + \	Show multiplayer cursors
Alt + 1	Show layers
Alt + 2	Show components
Alt + 3	Show team library

ZOOM

Space + Left click	Pan
+ Move the mouse	
+	Zoom in
-	Zoom out
Shift + 0	Zoom to 100%
Shift + 1	Zoom to fit

Shift + 2	Zoom to selection
Shift + N	Zoom to previous frame
N	Zoom to next frame
Page Up	Previous page
Page Down	Next page
Home	Find previous frame
End	Find next frame

TEXT

Ctrl + B	Bold
Ctrl + I	Italic
Ctrl + U	Underline
Ctrl + Shift + V	Paste and match style
Ctrl + Alt + L	Text align left
Ctrl + Alt + T	Text align center
Ctrl + Alt + R	Text align right
Ctrl + Alt + J	Text align justified
Ctrl + Shift + < or Ctrl + Shift + >	Adjust font size
Alt + , or Alt + .	Adjust letter spacing
Alt + Shift + < or Alt + Shift + >	Adjust line height

SHAPE

P	Pen
Shift + P	Pencil
B	Paint bucket
Alt + /	Remove fill
/	Remove stroke
Shift + X	Swap fill and stroke
Ctrl + Shift + O	Outline stroke
Ctrl + E	Flatten selection
Ctrl + J	Join selection
Shift + Backspace	Delete and heal selection

SELECTION

Ctrl + A	Select all
Ctrl + Shift + A	Select inverse
Esc	Select none
Ctrl + Left click	Deep select

FIGMA SHORT KEYS

Ctrl + Right click	Select layer menu
Enter	Select child
Shift + Enter	Select parents
Tab	Select next sibling
Shift + Tab	Select previous sibling
Ctrl + G	Group selection
Ctrl + Shift + G	Ungroup selection
Ctrl + Alt + G	Frame selection
Ctrl + Shift + H	Show / hide selection
Ctrl + Shift + L	Lock / unlock selection

CURSOR

Alt	(while pointing) Measure to selection
Alt	(while moving) Duplicate selection
Ctrl + Left click	(while clicking) Deep select
Ctrl + Right click	(while clicking) Select layer menu
Alt	(while resizing) Resize from center
Shift	(while resizing) Resize proportionally
Space	(while resizing) Move while resizing
Ctrl	(while resizing) Ignore constraints (frames only)

EDIT

Ctrl + C	Copy
Ctrl + X	Cut
Ctrl + V	Paste
Ctrl + Shift + V	Paste over selection
Ctrl + D	Duplicate selection in place
Ctrl + R	Rename selection
Ctrl + Shift + E	Export
Ctrl + Alt + C	Copy properties
Ctrl + Alt + V	Paste properties

TRANSFORM

Shift + H	Flip horizontal
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Shift + V	Flip vertical
Ctrl + Alt + M	Use a mask
Enter	Edit shape or image
Ctrl + Shift + K	Place image
	Crop image
1	Set opacity to 10%
5	Set opacity to 50%
0	Set opacity to 100%

ARRANGE

Ctrl +]	Bring forward
Ctrl + [Send backward
Ctrl + Shift +]	Bring to front
Ctrl + Shift + [Send to back
Alt + A	Align left
Alt + D	Align right
Alt + W	Align top
Alt + S	Align bottom
Alt + H	Align horizontal centers
Alt + V	Align vertical centers
Ctrl + Alt + Shift + T	Tidy up
Ctrl + Alt + Shift + H	Distribute horizontal spacing
Ctrl + Alt + Shift + V	Distribute vertical spacing

COMPONENTS

Alt + 2	Show components
Ctrl + Alt + K	Create component
Ctrl + Alt + B	Detach instance
Ctrl + Alt + O	Team library

FINAL WORDS:

This guide is based on my knowledge and will be updated over time. It aims to give beginners a basic understanding of design and art, offering a starting point for those interested in building a career in these or related fields. With dedication, consistency, and discipline, there are many opportunities to succeed.

The guide includes useful tips to help improve creativity, build confidence, and advance professionally.

- Be honest and yourself.
- Never stop learning
- Avoid comparing yourself to others.
- Establish achievable goals within a time frame of 6 months to 2 years.
- Cultivate patience as there are no shortcuts to success.
- Begin your day early and commit to hard work for five days a week.
- Find enjoyment in your weekends and take time to relax.
- Seek inspiration from the work of others.
- Continuously work on self-improvement.
- Designate a dedicated workspace within your room.
- Gradually invest in quality gadgets as needed.
- Prioritize cleanliness, time management, and commitment.
- Dress neatly, wear good shoes, and keep track of time with a watch.
- Avoid unnecessary expenses and allocate funds towards your work.
- Surround yourself with productive individuals.
- Distance yourself from negative environment and people.

THANKS

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