

Graphic Design Warning for Aspiring Entrepreneurs

Tips, Quiz & Advice



Update:

Educator and entrepreneur Andy Fling offers a useful free tutorial that underscores the importance of good graphics in How to Market Your TpT

Products on Pinterest (Without Wasting Your Time).

See Teachers Pay

Teachers.com

<http://tinyurl.com/zq92ug6>

New Upload Content.

For preview and table of contents on the Teachers Pay Teachers, click this link

New Graphic Design Warning Upload

Note:

The following content does not include affiliate links. Sites or products mentioned have been chosen for educational purposes solely. Links were gathered from academic and design professionals, firsthand research and experience, having hired designers for countless small business projects.

Earlier this year, I decided to try the do-it-yourself path using Adobe, Microsoft and PowerPoint software. There's a ton of good how-to information in many formats on the web. But my attempts to design several book covers inspired this post. Henceforth, I have decided to leave graphic design to professionals.

Here's Why

This past year, many hours were spent hunting for the perfect illustration and hours more were wasted trying to create a design with software that looked like the cockpit of a small plane, And then I'd upload and discover my nifty painting was the wrong choice after all.

In many other instances, I knew not to even bother uploading what I'd created.

Fortunately, critiquing and evaluating are strong areas in my

skills set...

It dawned on me that a well-trained professional would know instantly how to avoid some of the rabbit holes I'd tripped over

Too much time was being wasted on a task I was not fully suited for while other major business activities had to be postponed.

Producing graphics requires for commercial purposes all of the following elements: training, natural ability and skills and knowledge. So despite great effort, the end result may well be a product that buyers will avoid.

Easy access to software and a can do attitude can mislead one into thinking that that is the first major step. ..

First Things First

If the end goal is to produce sales, and do-it-yourself is the path considered, evaluate your skills and abilities first via checklist or vision board...

What skills and knowledge would a student need to find a job in the graphics arts field? How many of those skills do you have? How much do you already know?

Based on your answers, would you someone with the identical skill set and knowledge for the task you plan to do yourself?

You may already have raw talent and taking a course would enable you to complete the work successfully. How do you learn best? What go-to resources can you assemble that will give you all the help you

need

to execute the project successfully?

If you plan to launch a business using a do-it yourself graphic

design model, consider consulting a professional who also teaches in order to get feedback on some of your proposed finished graphics.

Unfortunately, too many aspiring entrepreneurs with talents in other areas dabble in graphic design and end up wasting time, effort and money.

According to the Johnson O'Connor Research Foundation, aptitudes and skills of a graphic designer will likely include color discrimination, perception and observation.

In addition to marketing and communication skills, most important is spatial or structural visualization aptitude, which is the ability to visualize ideas mentally in 3-D.

The typographic is one example. And see the link for Sassy Bibliophile. An excellent illustration of a high school teacher and librarian who exhibits some of the innate qualities of a designer.

Whether a book cover, logo or other promotional item, graphic design is art and marketing science combined.



Quiz

Choose from answers a-d.

What if any changes would you make on the cover draft pdf?

Click link to study draft
ICoverside The Music Biz

- a. Change Font Size
- b. Change Select Typeface
- c. Use Fewer Images
- d. None of the Above

Note: Answer key at the end of the references list.

Dee Adams is the author of
Finding Your Niche: Discover...

<http://wp.me/P3Kr4S-Uz>

References

“American Institute of Graphic Artists. It’s one of the two best

resources as to why you should hire a real designer.

The other org is GAG – Graphic Artists Guild,

according to academic professionals in the design field.”

Teachers Pay Teachers.com (TpT)

Designing A Cover:

Using The Rule Of Thirds
<http://tinyurl.com/oonsayo>

Storefront Tips for TpT Sellers
Free Preview
<http://tinyurl.com/oheqe7x>

Johnson O'Connor Research Foundation.org
Non-profit Aptitudes Research Since 1922
<http://www.jocrf.org/>

Ruby Porter-Marketing+ Design
4 Reasons Having A Graphic Designer is
Important for Your Business
<http://tinyurl.com/qzj54l9>

Freelancegraphicdesigner.info
5 Tips on Choosing a Freelance Graphic Designer
<http://www.freelancegraphicdesigner.info/>

Odesk.com/Blog
Hire the Right Freelance Graphic Designer
<http://tinyurl.com/o7q4pks>

Creative Latitude.com Article
<http://tinyurl.com/aaj7w>

GarphicArtsGuild.org
https://graphicartistsguild.org/tools_resources/browse

Blogs.wsj.com
Understanding Entrepreneurial Design
<http://tinyurl.com/nban8gb>

American Institute of Graphic Arts
<http://www.aiga.org/why-design/>

Graphic Artist Guild.org
https://graphicartistsguild.org/tools_resources/browse

Joe Ragey Fine Art & Design

|www.joeragey.com

Joe Ragey Design.com

www.joerageydesign.com

The Sassy Bibliofile.blogspot.com

<http://thesassybibliophile.blogspot.com/>

Psychology/Wichita.edu/useabilitynews

“Perception of Fonts: Perceived Personality Traits and Uses”

Note: Interesting content and charts are included.

\ <http://tinyurl.com/6oljq2Import>

College for Creative Studies.edu/undergraduate programs/design

<http://tinyurl.com/mteu3y3>

Inspirationlab.comwordpress.com

So you need a typeface

<http://tinyurl.com/y5hykyz>

Smashing Magazine.com

What Font Should I Use?

Five Principles for Choosing and Using Typefaces 2010/12/14

<http://tinyurl.com/29muad5>

Just Creative.com

7 Fonts Used by Professionals in Graphic Design

<http://tinyurl.com/cc6q5k9>

InspirationBit.com

“Plea from 16 Most Overused Fonts”

<http://tinyurl.com/5tn3mh>

YouTube

Using MS Word to Make Clip Art

<http://www.youtube.com/watch?v=-Heg9P2DY3M>

YouTube

Making Cute Clip Art in PowerePoint

<http://www.youtube.com/watch?v=xfyd5>

Adobe TV.com

<http://tinyurl.com/njthod9>

Lynda.com

Design Techniques/training Tutorials

<http://tinyurl.com/o879off>

According to a professional who spoke off the record, nothing is actually wrong with the images individually, but the entire visual does not communicate the message on the cover: *An Inside Look at the Music Business*. So as a cover page, it would be ineffective.

Souper Bowl Poster

Created for a fundraising event

Note: Check out the short insightful description of how the piece was created.

<http://sethmcomberdesign.com/souper-bowl-poster/>

Canadians Internet.net

Top 3-D Cover Design Tools

<http://tinyurl.com/qx9fmom>

Summary: Includes details about low-cost monthly subscriptions and free trial offers.

Bookmarketingbestsellers.com

Pinterest Marketing:

Redesigning Graphics for Pinterest

Nelson Mandela

<http://tinyurl.com/lqru5kl>

Quiz Answer Key

Answer is d

Note: But a good argument could be made that a-c apply, too