



# PHOTOSHOP, ILLUSTRATOR, AND HTML

# GRAPHIC DESIGN

## TEN TIPS:

1. Be careful of the “sins of graphic design”: see below.
2. Use photoshop for flyers or when working with images, and illustrator for logos or when working with graphics that will be enlarged.
3. Find Photoshop and Illustrator in the design lab in Room 124 of the UL.
4. Add a stroke on text or an image, bevel, emboss, and use the magic wand tool to make flyers more flashy in Photoshop.
5. Hold down the shift key while transforming an object to keep lines straight, angles changing at set increments, squares square, and dimensions constant.
6. Good graphic design rests on the use of good fonts. Download cool fonts from [www.dafont.com](http://www.dafont.com) or [www.fontsquirrel.com](http://www.fontsquirrel.com)
7. Titles can use fun fonts, but body text should be a serif or sans serif font.
8. Add brushes to Photoshop or Illustrator with [brusheasy.com](http://brusheasy.com)
9. Edit emails or websites using html coding to have more control over the design.
10. When in doubt, find a youtube tutorial!

## Basic Graphic Design

You can create beautiful flyers and logos as long as you have the correct tools and avoid the three sins of graphic design:

- Use Microsoft Word or Pages to create simple graphic design.
- Use Adobe Photoshop or Illustrator for more freedom in graphic design. These can be found in the design lab of the Undergraduate Library.
- As a student have full access to Adobe Creative Cloud.
  - To access creative cloud:  
<https://software.sites.unc.edu/adobe>

## Adobe Photoshop

Photoshop is pixel-based, which makes it difficult to create graphics that will be enlarged, but necessary for working with images. Use Photoshop for flyers, or whenever you are working with photos.

- Create a new file, change the resolution to 300 pixels per inch (dpi), and indicate your desired dimensions.
- Only work with high-resolution images to keep the photo from becoming pixelated (search for only large images on google image search).
- Use control + t to select images.

## THREE SIGNS OF GRAPHIC DESIGN

1. Image distortion: hold down the shift key while changing the size of an image to maintain its dimensions.
2. Poor font use: never use Comic Sans MS or Papyrus. Download cool fonts at [dafont.com](http://dafont.com) or [fontsquirrel.com](http://fontsquirrel.com).
3. Bad colors: use [kuler.adobe.com](http://kuler.adobe.com) to find combinations of colors that work together.



- Photoshop works in adjustment layers (the right side of the screen), which are non-destructive.
- Add new text or a new image in a new layer.
- Play around with the tools in Photoshop to add text, images, logos, and shapes. Hold down the shift key while...
  - changing the size of something to keep the ratio of the dimensions the same.
  - rotating an object to cause it to rotate through fixed increments.
  - drawing a line to make the line straight.
- Double-click on text or an image to change its appearance. Adding a stroke - or an outline around text or an image - looks nice.
- Use the eyedropper tool to change a color to one already in use.
- Use the magic wand tool to select everything of one color on your document; you could use this, for example, to delete the white background of the Campus Y logo.
  - Change the tolerance to make the tool more or less sensitive to your chosen color.
  - Bevel and emboss logos to add dimension.

## Adobe Photoshop

Illustrator is vector-based, making images clear regardless of size. Use Illustrator for logos.

- Use the pen tool to draw.
  - Create two anchor points and drag the handles to change the angle of the line.
  - Use the direct selection tool to make sure you do not interfere with set anchors.
  - Use the white arrow to indirectly select and change the angle as needed.
- Use the brush tool to add pattern in the background.
- To change the stroke, go to "basic" in the tool bar and click on the bottom left.

## HTML

- Use to customize emails or websites, adding tables, colors, links, and images.
- Click "edit in HTML" to use HTML in Outlook or on Wordpress; you cannot edit with HTML in gmail.
- See the list of HTML tags in the blue box.
- To end any code, use a slash before the tag you used to begin the code, within the brackets.
- Use different websites such as <http://www.simplehtmlguide.com/cheatsheet.php> to help you.
- You can find any additional HTML tags that you need on Google.