



Creative Tasks

Pre-Design / Idea Stage

BRAINSTORMING

MOODBOARDING

SKETCHING

04 **DESIGN BRIEFS**

COLOR & TYPOGRAPHY SELECTION

The background features a solid blue color. Overlaid on this are large, faint, light-blue geometric shapes: a large 'E' on the left and a large 'D' on the right, which together form a circular shape. The word 'Business Side' is written in a bold, yellow, sans-serif font across the center of these shapes.

Business Side

How Design Helps in Business

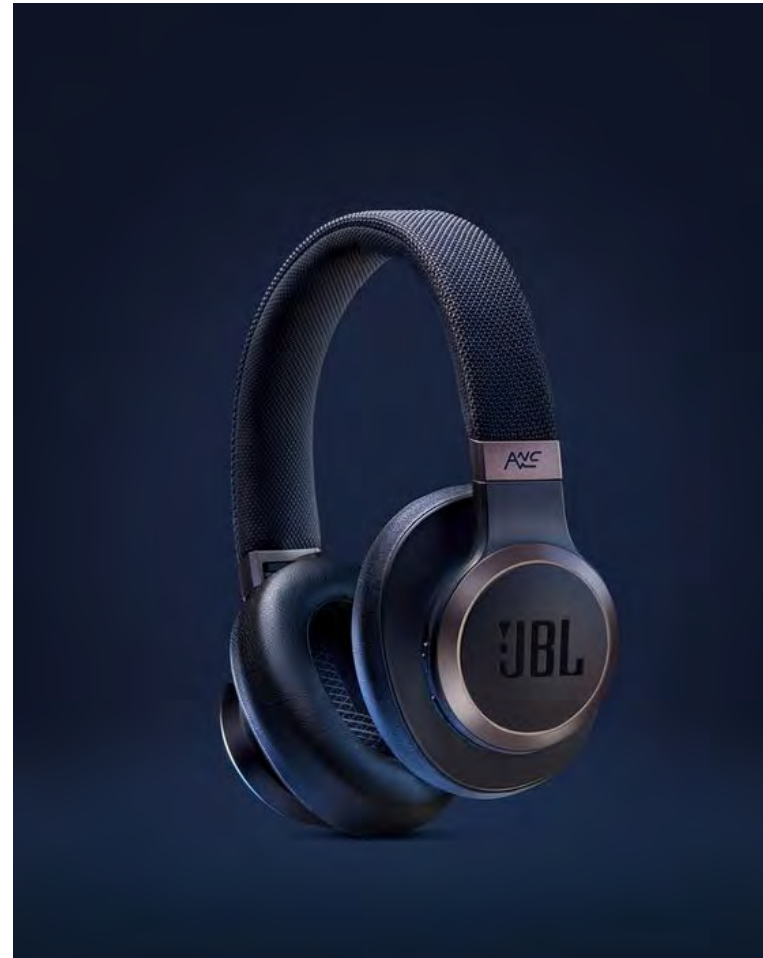
Designs help bring a product or service in front of People and **Support its Sales.**

Attractive social media ads or website banners can grab attention and increase conversions for a new product launch.



Product images and brand identities help in building the **Business as a Brand.**

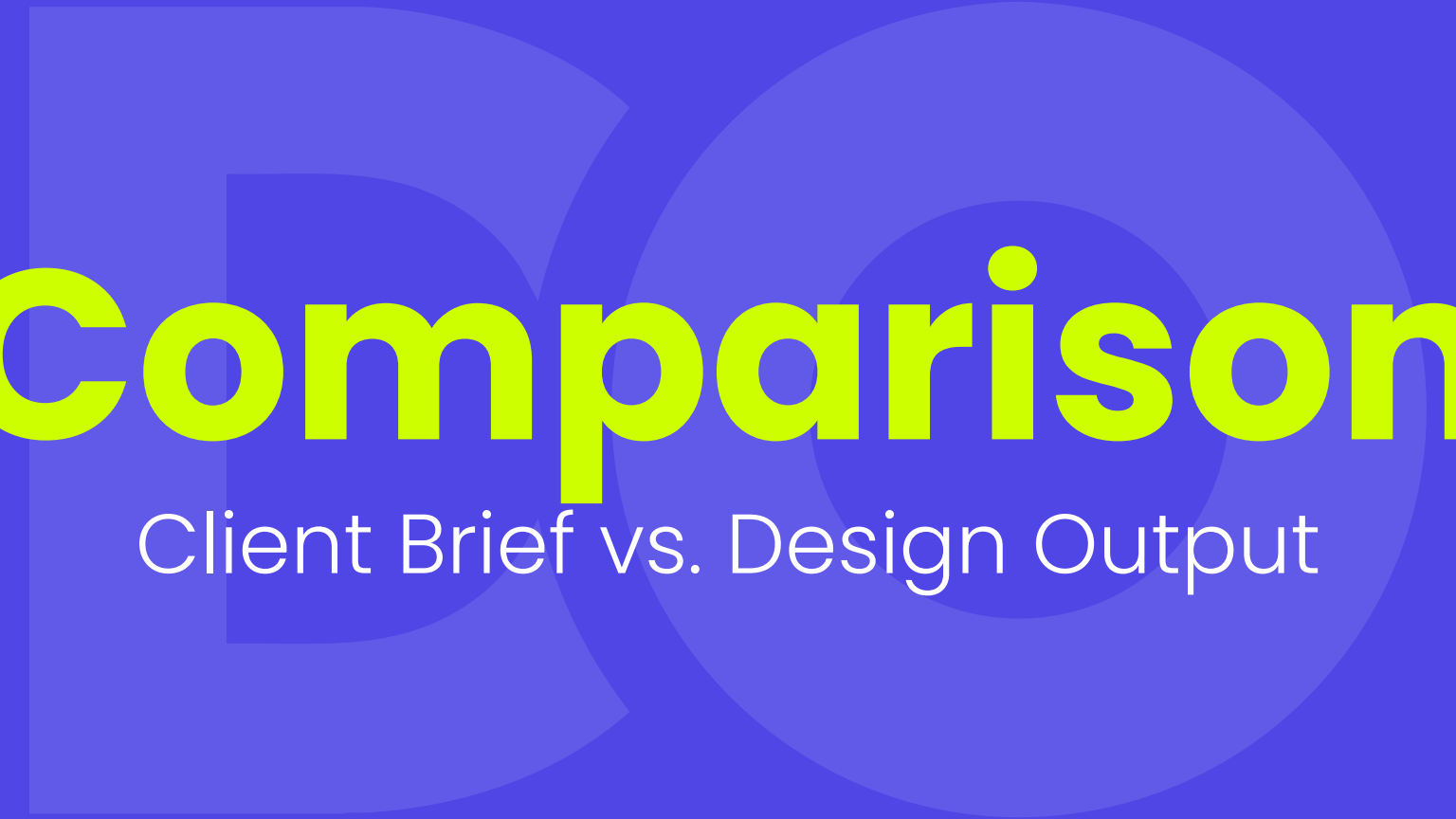
High-quality product photography and a consistent logo on packaging strengthen customer trust and brand recall.



Designs communicate the business message clearly and create a **Professional Image.**

Well-designed brochures or presentations make it easier to explain services to clients and leave a lasting impression.





Comparison

Client Brief vs. Design Output

The Art of Graphic Design

Using Typography, Color, Layout, and Photos to Transform Information into Something Digestible, Enjoyable and Effective

Client: EduZone Global Campus Project: Social Media Poster for Study Abroad Expo

Purpose: Promote participation and drive registrations for the Study Abroad Expo.

Event Details: - Event: GETEX - Global Education & Training Exhibition - Dates: 24th–26th April 2025 - Venue: Dubai International Convention & Exhibition Centre - Booth: P202

Goals: - Highlight Western Balkans University as a key partner - Promote 50% scholarship offer - Clearly display event schedule and location

Target Audience: - Students exploring international education - Parents seeking scholarship opportunities - Academic counselors

Poster Content: - Headline: Join us at the STUDY ABROAD EXPO and turn dreams into destinations! - Highlight: Visit us & Avail 50% Scholarships - Call to Action: Register Now button (prominent color) - Contacts: +971 50 123 4567 | +971 56 890 1234 - Logos: EduZone, GETEX, Western Balkans University

Design Preferences: - Colors: Blue, red, white (professional look) - Visuals: Smiling, confident students; clean design with white space - Typography: Bold, readable fonts



Which design looks better?

Understanding Why one design looks better than the other is a big goal for a graphic designer.





Thank You