

DEMYSTIFYING DIGITAL DESIGN

Design beautiful digital graphics to promote your book, brand or website.

What makes a message pop? Typography, Color Pallet, Composition

Typography Basics 6min video

<https://youtu.be/sByzHoiYFX0>

Choosing a color pallet

What colors work and how can I choose them? 6:30 min video

https://youtu.be/_2LLXnUdUlc

Color Generator

Palette

<http://paletton.com/#uid=1000u0kllllaFw0g0qFqFg0w0aF>

Composition and Design (5 min)

<https://youtu.be/a5KYIHnkQB8>

Use visual space, grouping blocks of text to group related information.

White space helps define and separate sections, relieves clutter and overwhelming

Alignment. Be consistent.

Contrast

Royalty Free Images

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<https://pixabay.com/>

How can I edit images?

PicMonkey and Adobe Spark