

LEARN ABOUT
GRAPHIC
DESIGN

The 7 Essentials

Points you should take into account before delivering a job as a **Professional Graphic Designer**

Who am I?

My name is Pedro Alvarez;



I was born in Helsingborg (Sweden) and moved to Spain in 1993.

I kicked off my graphic design journey back in '89 with Coral Draw and Adobe Illustrator, but in '92 I eventually ditched Coral Draw and added PhotoShop and InDesign to my software collections.

For many years graphic design has been one of my biggest hobbies, and I have spent hours and hours on the computer, training and creating.

I started WebAlvarez back in 2002! At then it was one internet cafe and we offered diverse services such as, repairing/selling computers, and even some graphic design.

By 2008, We chose to close the cafe, and stop with repairing/selling computers, to work exclusive with graphic and web design. At the same time We renamed the company to Mallorca Graphics.

Fifteen years later, we still here, and we have now added video and photography to our services.

Enough about me, let's start...

Intro

Why you should always use A Professional Graphic Designer

A person sitting at home and working with Canva or other online design tools can create decent designs, but compared with a professional graphic designer the results are not of the same quality.

A professional graphic designer has more experience, expertise, creativity, professionalism, and efficiency. They can create custom designs that are tailored to the client's needs and goals, resulting in more effective communication with the target audience and, ultimately, business success

Overall, a professional graphic designer cannot and should not be compared with a person sitting at and working with Canva or any other online designer tools.

In the following pages, I have pointed out eight reasons why you should always use a professional graphic designer for your work.

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Knowledge & Expertise

Professional Designer have the **knowledge and expertise** to create designs that effectively **communicate a company's message and brand identity**.



Establishing a strong brand identity:

A professional graphic designer can create a unique brand personality and identity that sets it apart from its competitors.



Building customer trust:

A professional graphic designer communicates professionalism and attention to detail, which helps build customer trust in a company.



Increasing engagement:

A professional graphic designer creates engaging designs that resonate with the target audience and can increase customer engagement with a company.



Marketing effectiveness:

A professional graphic designer helps marketing campaigns be more effective by catching the eyes of potential customers and communicating the company's message more clearly.



Differentiation:

A professional graphic designer can help you in a fierce competition to stand out and differentiate yourself from others to succeed.



The Principles Of Design

Professional Designer understand the principles of design, such as **color theory**, **typography**, and **layout**, and can use these elements to create designs that are both aesthetically pleasing and effective in achieving their intended purpose.

✔ **Color theory:**
The use of color in design can evoke emotions and convey messages. Understanding color theory helps designers choose the best color combinations to communicate a specific mood or message.

✔ **Typography:**
Typography refers to the selection and arrangement of typefaces and fonts in a design. The right typography can make a design more legible, engaging, and memorable.

✔ **Layout:**
The layout of a design refers to how visual elements are arranged on a page or screen. An effective layout can make a design more visually appealing and more impactful. For example, the use of negative space (or white space) can help highlight key elements in a design.



Right Tools & Software

Professional Designer have access to a range of tools and software, such as Adobe Photoshop, Illustrator, and InDesign, that allow them to create high-quality designs with precision and efficiency.

- ✓ **Specialization:**
A professional graphic designer knows that different design projects require different tools and software.
- ✓ **Efficiency:**
A professional graphic designer using the right tool for the job, saves time and improves efficiency. And with the right tools, designers can complete projects more quickly and deliver high-quality work within tight deadlines.
- ✓ **Industry-standard:**
A professional graphic designer uses standard tools and software that the graphic industries have as standard. Working with the same tools, designers can ensure their work meets industry standards.
- ✓ **Creativity:**
A professional graphic designer has access to a range of tools and software, and this help designers unleash their creativity and experiment with new techniques and styles.
- ✓ **Collaboration:**
A professional graphic designer professional software that allows designers to collaborate with other team members or clients. This can help facilitate communication, feedback, and revisions, resulting in a better final product.



Save Time And Resources

Using a **Professional Designer** will **save the company time and resources** by providing quick turnaround times and eliminating the need for in-house design staff.

✓ **Efficiency:**
A professional graphic designer has extensive knowledge and experience working with design software, tools, and techniques. This enables them to work more efficiently and complete design projects faster than someone without that expertise.

✓ **Expertise:**
A professional graphic designer has worked with a wide range of clients and industries, which means they have a wealth of knowledge and expertise. They can offer valuable insights and ideas that you may not have considered.

✓ **Reduced risk of errors:**
A professional graphic designer has a keen eye for detail and can catch errors before the project is sent for approval or, even worse before it is sent for print or published. This reduces the risk of costly mistakes that could impact the company's reputation.



Stand Out

Professional Designer can help a company **stand out from its competitors** by creating **unique and memorable designs** that attract attention and engage customers.

- ✓ **Strong branding:**
A professional graphic designer can create a strong and memorable branding strategy that sets a company apart from its competitors. By creating a unique visual identity, companies can create a lasting impression on customers and increase brand recognition.
- ✓ **Effective design:**
A professional graphic designer can create effective designs that communicate a message or story to customers.
- ✓ **Unique visual style:**
A professional graphic designer can develop a unique visual style for a company, setting them apart from competitors in the same industry.
- ✓ **Creative solutions:**
A professional graphic designer can offer creative solutions to design challenges, using their expertise and experience to find innovative ways to solve problems. This can help a company stand out by offering unique and creative solutions that set them apart from competitors.



Increased Sales & Revenue

Using a **Professional Designer** can ultimately lead to **increased sales and revenue**, as effective design can help **attract new customers** and retain existing ones.

- ✓ **Eye-catching design:**
A professional graphic designer can create eye-catching designs that attract customers and encourage them to engage with a company's products or services.
- ✓ **Consistency:**
A professional graphic designer can ensure consistency in branding, messaging, and design elements across all marketing materials. This creates a cohesive look and feel for the company, making it easier for customers to recognize and remember the.
- ✓ **Effective marketing materials:**
A professional graphic designer can create effective marketing materials, such as brochures, flyers, and social media posts, that communicate a message clearly and effectively by creating compelling visuals and copy that speaks directly to the target audience.



Various Media Types

Professional Designer can create designs that are **optimized for various media types**, such as print, web, or social media, **ensuring that the company's message is communicated effectively across all channels.**

- ✓ **Understanding the medium:**
A professional graphic designer understands the medium or platform for which they are designing. They are aware of the specific limitations, requirements, and guidelines for each medium.
- ✓ **Selecting appropriate file formats:**
A professional graphic designer knows that different media types require different file formats. For example, print designs require high-resolution files, while web designs require compressed files that load quickly.
- ✓ **Using optimized images:**
A professional graphic designer knows it's important to use optimized images that load quickly for the web and know how to optimize images by choosing the right size, resolution, and compression type.
- ✓ **Using appropriate typography:**
A professional graphic designer knows what typography used in a design can affect its readability and impact. And know how to select appropriate fonts and font sizes depending on the medium and message being communicated.



In Conclusion

Choosing a professional graphic designer is crucial for businesses and individuals who need effective designs that communicate their message to the target audience.

Professional designers bring a wealth of experience and expertise to the table, from understanding design principles to knowing how to use various design tools and software.

Professional designers can help businesses stand out from their competitors, increase sales and revenue, and create a strong brand identity.

In addition, a professional graphic designer can optimize designs for different media types, such as print, web, or social media, ensuring that the design is effective in each medium. This results in more effective communication with the target audience, leading to increased engagement and, ultimately, business success.

Therefore, it's important to choose a professional graphic designer who understands your business goals and can deliver high-quality designs that meet your specific needs.

Do you need help?

You could do it alone but trust me when I say you'll lose more money, time, and resources than if you entrust this important work to a professional.

I've spent years solving these kinds of problems. It's a world I'm passionate about and where I deliver all my knowledge and professional experience to help you redesign your project or business brand image.

Don't hesitate to get in touch with me for a free assessment session.

I sincerely hope this guide has helped you understand the importance of using the right person for the right project to get as big success as possible.


Pedro

www.MallorcaGraphics.com/blog


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Did you find it useful and learn something new?

If so, we would love to hear from you.
Share your experience with us.
And don't hesitate to ask us any questions.
We'll get back to you as soon as possible.

**Comment
your experience** 



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