

LEARN ABOUT
GRAPHIC
DESIGN

Real Designer Use “Real” Software



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.

Today me and Mallorca Graphics have including web-design, video and photography to our services.

If you find it useful and learn something new... **Please**

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What is Learn About Graphic Design

“Learn About Graphic Design”... Delve into my expertise and insights on graphic design in this captivating series. Join me on an enlightening journey through an in-depth exploration of various intriguing topics. Additionally, for many of the subjects covered, you can access a complimentary PDF available in both English and Spanish. Explore the world of graphic design with me and enhance your knowledge base with valuable resources at your fingertips.

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The Rebrand of Mallorca Graphics

Mallorca Graphics, own By Pedro, are behind “**Learn About Graphic Design**”. This was a project we started in July, 2024 after requests from our blog readers.

This is the third PDF in this serie and like this, they are available for FREE download, we kindly ask for a Google Review if you like what we done.

The 7 Essentials Points you should take into account before delivering a job as a Professional Graphic Designer

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A New Chapter at Mallorca Graphics

It's been a while since the release of the last PDF, Exploring 8 Different Logo Styles. That's because Mallorca Graphics has undergone a complete rebrand—including new colors, a new logo, and a brand-new website.



On our website, <https://MallorcaGraphics.com>, we offer a dedicated 'Learn About Graphic Design' section, where you'll find all of our PDFs as well as related articles

A Comprehensive Guide to Adobe's Core Creative Tools

Adobe Illustrator, Photoshop, and InDesign are three distinct software applications created by Adobe and are the 3 main software for any designer.

They all have different purposes. Here is a brief explanation of the differences between each one:

Adobe Illustrator

Adobe Illustrator is a powerful vector graphics application that is widely used by graphic designers, illustrators, and branding professionals. Unlike raster-based programs, Illustrator creates artwork using mathematical equations, allowing designs to be scaled infinitely without any loss in quality. This makes it ideal for creating graphics that need to be resized across various formats—such as logos, icons, typography, and branding materials.



Illustrator offers precision drawing tools, advanced path editing

capabilities, and features like the Pen Tool, Pathfinder, Artboards, and custom brushes. It's commonly used for creating everything from simple geometric shapes and line art to complex illustrations and infographics. Because it supports industry-standard file formats like SVG, EPS, PDF, and AI, Illustrator is a go-to for both digital and print design projects.

Adobe Photoshop

Adobe Photoshop is the industry standard for raster-based image editing and digital art creation. It is primarily used for manipulating photographs, retouching images, and creating detailed compositions with layers and masks. Photoshop handles pixel-based graphics, which are resolution-dependent, making it particularly well-suited for photo editing and digital painting rather than scalable design.



Photoshop's robust toolkit includes features such as advanced selection tools, content-aware fill, smart objects, filters, blending

modes, and powerful adjustment layers for precise color correction. It's widely used by photographers, digital artists, web designers, and advertising professionals for everything from enhancing portraits and removing backgrounds to crafting web graphics, product mockups, and visual effects.

Adobe InDesign

Adobe InDesign is a professional desktop publishing software designed specifically for layout and typesetting. It is used to create visually appealing, multi-page documents such as brochures, flyers, magazines, books, and interactive PDFs. InDesign excels at managing large volumes of text alongside images and other graphical content, making it essential for editorial design and publishing.



It features tools for text styling, grid systems, master pages, and paragraph/character styles, allowing for consistent formatting across complex documents. InDesign also integrates seamlessly with Illustrator and Photoshop, enabling users to import and

link vector artwork and edited photos into their page layouts. It supports precise control over typography, making it ideal for print and digital publishing workflows.

Summary

While all three applications—Illustrator, Photoshop, and InDesign—are part of Adobe's Creative Suite and serve complementary roles in the design process, each is specialized for different tasks:

Illustrator - is best for creating scalable vector graphics such as logos, illustrations, and icons.

Photoshop - excels at editing and manipulating raster images and creating digital artwork or composites.

InDesign - is optimized for designing structured, text-heavy layouts intended for print or digital publication.

Understanding the strengths of each tool allows designers to select the most efficient application for any given task and often involves using them in combination for professional, polished results.

Adobe Illustrator

Adobe Illustrator is a vector graphics software that is commonly used by designers for creating and editing digital illustrations, logos, typography, and other vector-based artwork. Here are some specific tasks that Illustrator is ideal for:

Creating logos and icons:

Illustrator's vector-based tools make it easy to create high-quality logos and icons that can be scaled to any size without losing resolution.

Illustrations:

Illustrator is also great for creating illustrations such as technical drawings, diagrams, maps, and infographics.

Typography:

Illustrator has a wide range of typographic tools that allow designers to create custom typefaces or modify existing fonts.

Print designs:

Illustrator is commonly used for creating designs that will be printed such as posters, brochures, and business cards.

Web graphics:

Illustrator is also used in web design for creating website graphics such as buttons, banners, and icons.

Packaging and product designs:

Illustrator is often used for creating packaging designs and product labels due to its ability to create 3D renders and

mockups.

Overall, Adobe Illustrator is a versatile tool for designers who want to create high-quality vector-based graphics. Its precision and scalability make it ideal for designing artwork that needs to be printed in high-resolution, as well as for creating designs that can be used across different media types such as web, social media, and print.



Adobe Photoshop

Adobe Photoshop is a raster graphics software that is commonly used by designers and photographers for editing and enhancing digital images. Here are some specific tasks that Photoshop is ideal for:

Photo editing:

Photoshop is designed for editing and enhancing digital images, making it perfect for removing blemishes, changing colors, adjusting exposure, and other photo touch-ups.

Digital art:

Photoshop's advanced drawing and painting tools make it ideal for creating digital art such as illustrations, character designs, and concept art.

Graphic design:

Photoshop is also commonly used in graphic design for creating designs such as posters, flyers, and social media graphics.

Web design:

Photoshop is often used in web design for creating website layouts, mockups, and user interface (UI) designs.

3D modeling:

Photoshop has 3D modeling capabilities that allow designers to create 3D models, textures, and lighting effects.

Animation:

Photoshop can be used for creating simple animations such as GIFs or animated banners.

Overall, Adobe Photoshop is a powerful tool for designers and photographers who want to edit and enhance digital images, create digital art, or design graphics for print or digital media. Its advanced tools and features make it an industry-standard software for photo editing and digital art creation.

**Adobe
Photoshop**

Artwork by Guillermo Flores Pacheco

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About Photoshop screen.

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Adobe InDesign

Adobe InDesign is a desktop publishing software that is commonly used by designers for creating layout designs for print or digital media. Here are some specific tasks that InDesign is ideal for:

Creating publications:

InDesign is designed for creating long documents with multiple pages, making it perfect for creating magazines, newspapers, books, and other publications.

Layout design:

InDesign's advanced layout tools make it easy to create complex layouts with text and images, allowing designers to create professional-looking designs quickly and efficiently.

Typography:

InDesign has a wide range of typographic features, including support for OpenType fonts, paragraph styles, and character styles, which makes it an excellent tool for creating custom typography designs.

Print designs:

InDesign is commonly used for creating designs that will be printed such as brochures, flyers, business cards, and posters.

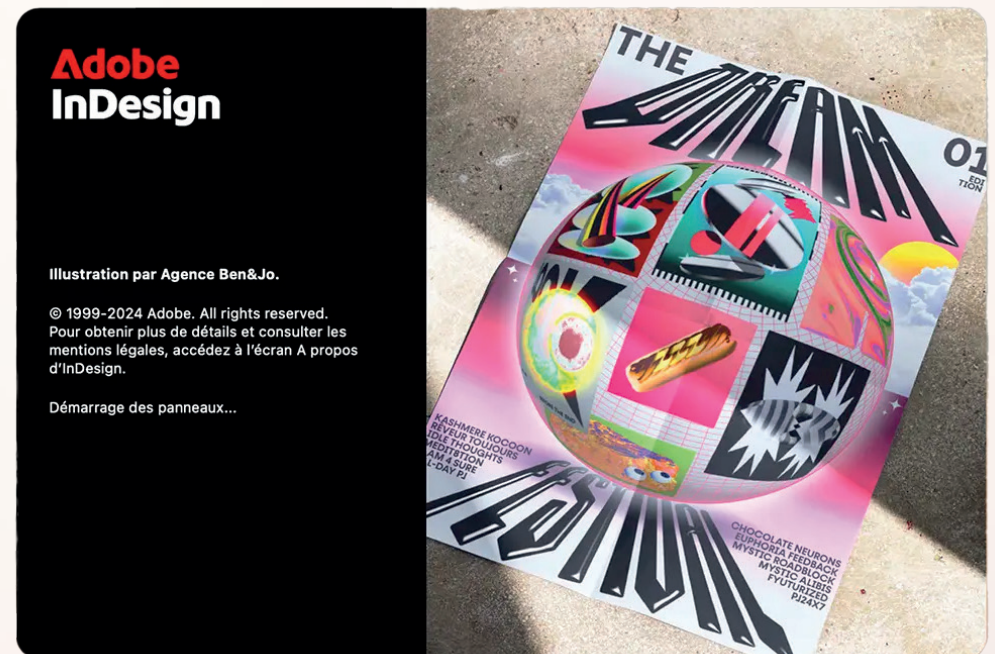
Interactive documents:

InDesign also allows designers to create interactive documents with multimedia elements such as video, audio, and hyperlinks.

XML publishing:

InDesign supports XML publishing, which allows designers to import and export content from databases and other sources, making it easier to manage large amounts of data.

Overall, Adobe InDesign is a versatile tool for designers who want to create professional-level designs for print or digital media. Its advanced layout tools, typography features, and support for interactive documents make it an industry-standard software for desktop publishing.



Adobe Express

Adobe Express (formerly Adobe Spark) is Adobe's all-in-one, cloud-based design platform aimed at content creators, marketers, small business owners, and anyone who needs to make polished visual content—fast and without a steep learning curve.

While Adobe Express is a powerful and versatile tool, it doesn't offer the same level of depth and precision as Photoshop, InDesign, or Illustrator.

Adobe Express can be seen as a simplified blend of Photoshop, Illustrator, and InDesign—streamlined for speed and accessibility.

At Mallorca Graphics, we often rely on it to produce quick, high-quality social media content.

Why It's Great for Quick Social Media Content

- **Speed:** You can go from idea to post in minutes—perfect for fast-moving trends or last-minute promos.
- **Templates for everything:** No need to start from scratch. Just plug in your content and go.
- **Mobile-friendly:** Create or tweak posts on the go with the mobile app.
- **Consistency:** Save your brand elements so every post looks on-brand.

- **Free version available:** Great for creators and small businesses who want pro-looking content without the cost of full Adobe Creative Cloud tools.

For those managing multiple social media channels, Adobe Express offers a fast and efficient way to create polished, professional content with ease.

Adobe Express is available as a web app and also on iOS/Android.



So What Are Included In Adobe Creative Cloud

Adobe Creative Suite is a software package that includes several Adobe applications for design, web development, and video production. The suite has been rebranded as Adobe Creative Cloud (CC), which is available as a monthly or annual subscription. Here are the main applications included in the latest version of Adobe Creative Cloud:

Adobe Photoshop:

A raster graphics editor for photo editing, digital painting, and graphic design.

Adobe Illustrator:

A vector graphics editor used to create illustrations, logos, typography, and other vector-based artwork.

Adobe InDesign:

A desktop publishing software used to create layout designs for print or digital media such as brochures, magazines, newspapers, and eBooks.

Adobe Acrobat Pro DC:

A PDF editing software for creating, editing, and signing PDF documents.

Adobe Premiere Pro:

A video editing software for video production and post-production.

Adobe After Effects:

A motion graphics and visual effects software for film and video production.

Adobe Audition:

An audio editing software for sound design, mixing, and audio restoration.

Adobe Dreamweaver:

A web design and development software for creating responsive websites and web applications.

Adobe XD:

A user experience (UX) and user interface (UI) design software for creating prototypes and wireframes.

Adobe Lightroom Classic:

A photo editing software for organizing and editing digital photos.

Adobe Lightroom:

Similar to Adobe Lightroom Classic, but this version is cloud based.

In conclusion

Adobe Creative Cloud offers a comprehensive suite of industry-standard tools that cater to a wide range of creative professionals, from graphic designers and photographers to video editors and web developers. Each application within the suite is specialized for a specific aspect of digital creation, making the Creative Cloud an all-in-one solution for producing high-quality content. By integrating powerful software such as Photoshop, Illustrator, and Premiere Pro, users can maintain a seamless workflow across projects, whether they are working on static visuals, motion graphics, or interactive designs.

Beyond the core applications, Adobe Creative Cloud enhances the user experience by providing valuable resources such as cloud storage, font libraries, and access to templates and stock assets. These additional tools streamline the creative process, allowing users to focus more on innovation and less on logistics. As the digital landscape continues to evolve, Adobe Creative Cloud remains a pivotal platform for creatives who seek both versatility and excellence in their work.



Adobe Alternatives:

Great Options, but Why Replacing Adobe Isn't Always Easy

When it comes to creative software, Adobe has long been the industry standard. Programs like Photoshop, Illustrator, and InDesign dominate the worlds of design, photography, and publishing. However, not everyone wants to commit to Adobe's subscription model or complex software ecosystem. Fortunately, there are some strong alternatives available that offer impressive features without the ongoing cost. Still, before making the switch, it's important to understand why replacing Adobe isn't always as simple—or as beneficial—as it might seem.

Photoshop alternatives:

Affinity Photo – Powerful, professional-grade image editing with a one-time payment, not a subscription. It's fast, modern, and supports PSD files.

GIMP – Free and open-source. Good for basic to intermediate photo editing, but it lacks some polish and advanced features Photoshop pros expect.

Illustrator alternatives:

Affinity Designer – Excellent for vector graphics and UI design. It's smooth, affordable, and has many Illustrator-style features.

Inkscape – Free and open-source. Great for creating vector artwork, but can be slower and less intuitive compared to Illustrator.

InDesign alternatives:

Affinity Publisher – A strong desktop publishing tool with professional layout capabilities. Great for books, magazines, and marketing materials.

Scribus – Free and open-source. It's fine for basic print design but can feel clunky compared to InDesign.

Mallorca Graphics Strongly Recommends Caution Before Replacing Adobe

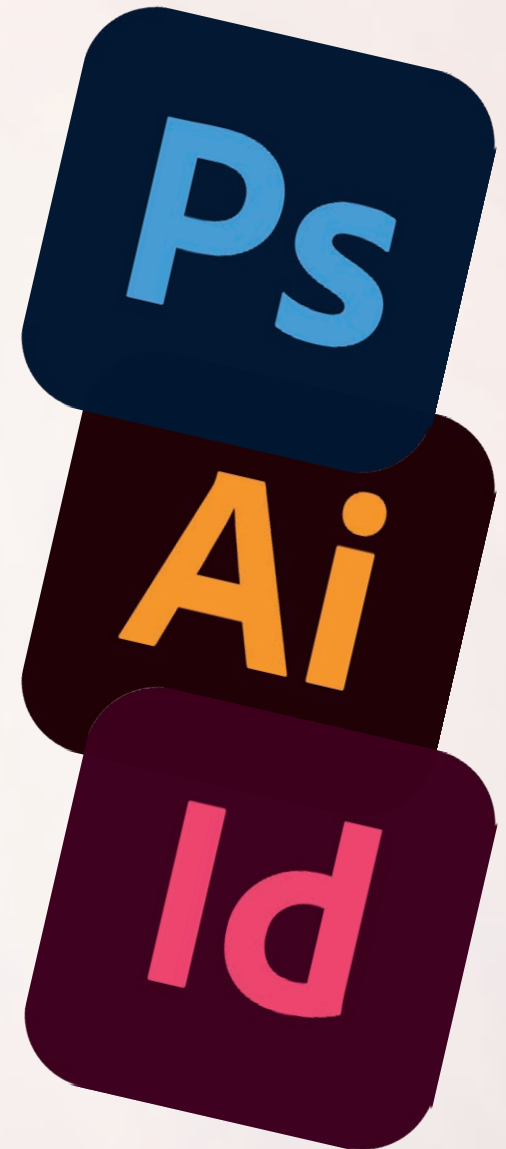
At Mallorca Graphics, we understand the appeal of switching to cheaper or one-time-payment alternatives to Adobe's software. Programs like Affinity Photo, Affinity Designer, and Affinity Publisher offer impressive features for their price, and open-source tools like GIMP or Inkscape can be tempting for budget-conscious creators. However, based on our professional experience across many industries and projects, we strongly recommend thinking very carefully before attempting to replace the full Adobe Creative Cloud ecosystem with any one alternative.

The reason is simple but critical: Adobe's ecosystem is deeply and intelligently integrated. Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, and even tools like Lightroom and Acrobat all work together seamlessly. Files can be moved, edited, and shared between programs with minimal friction. This smooth interconnectivity saves valuable time in professional workflows, especially when projects involve multiple layers of design, editing, motion graphics, and publishing. In contrast, alternatives typically operate in isolation, meaning you lose that powerful cross-platform synergy.

Another major factor is industry expectation and compatibility. Agencies, print shops, marketing teams, clients, and collaborators almost always expect delivery in Adobe-standard file formats like .PSD, .AI, or .INDD. While some alternatives claim to export to these formats, the reality is that file integrity often suffers—layer effects break, fonts shift, color profiles alter, and layouts don't always translate correctly. In professional settings where precision, brand consistency, and speed matter, these compatibility issues can lead to costly rework, missed deadlines, or frustrated clients.

Moreover, Adobe has a 30+ year head start in innovation. Many of their latest tools—such as AI-powered content-aware fill, neural filters, real-time cloud collaboration, advanced 3D graphics, variable typography, and automated publishing features—are simply not available or not nearly as refined in alternative software. Even if your current needs are simple, as your projects grow more complex, you could quickly find yourself limited or having to reinvest time learning additional tools just to patch missing features.

At Mallorca Graphics, we believe that while alternatives are excellent for personal projects, startups, or hobbyists, professionals aiming for efficiency, collaboration, and top-tier results are still better served by the full Adobe suite. It's an investment not just in software—but in future-proofing your creative capabilities.



The Price

It's correct! Adobe Creative Cloud may not be the cheapest software package available, but you do get a lot for your money. The subscription fee includes access to a wide range of Adobe applications, including Photoshop, Illustrator, InDesign, Acrobat Pro DC, Premiere Pro, After Effects, Audition, Dreamweaver, and many others.

In addition to the applications, Creative Cloud also includes cloud storage for your files, access to Adobe Fonts, and other resources such as tutorials, stock images, and templates. The regular software updates ensure that you're always using the latest version of the software, and the cloud-based license management makes it easy to use the software on multiple devices.

For professionals who use Adobe software regularly, Creative Cloud can be a cost-effective solution, especially compared to the cost of purchasing individual licenses for each application. The subscription model also allows you to scale your licensing up or down as needed, making it ideal for businesses with fluctuating needs.

Overall, while the price of Adobe Creative Cloud may seem steep at first, it's important to consider all the applications and resources that are included in the package. For many designers, photographers, and video producers, the benefits of Creative Cloud far outweigh the costs.

Adobe Creative Suite is available as a monthly or annual subscription to Adobe Creative Cloud, which provides access to all of the Adobe applications and cloud storage for your files. When

you subscribe to Creative Cloud, you can download and install all the Adobe applications on your computer and receive regular updates to ensure that you're always using the latest version of the software.

In addition to cost savings, purchasing Adobe Creative Suite has other benefits as well. With Creative Cloud, you can easily share files with other users, collaborate on projects in real-time, and access your files and applications from anywhere with an internet connection.

Overall, if you plan to use Adobe Illustrator, Photoshop, and InDesign, along with other Adobe applications, it may be more cost-effective and convenient to purchase Adobe Creative Suite through a Creative Cloud subscription.

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When choosing a hosting provider, KnownHost stands out for its exceptional reliability and performance. They boast a 99.99% uptime guarantee, ensuring that your website remains accessible to visitors around the clock. KnownHost uses premium hardware and high-speed networking to deliver lightning-fast load times, which is crucial for providing a seamless user experience and improving your SEO rankings. Their strategically located data-centers across the U.S. and Europe help maintain low latency and fast connection speeds for audiences worldwide.



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Finally, KnownHost provides a wide range of flexible hosting solutions tailored to different needs and budgets. Whether you're running a small personal blog, an e-commerce store, or a high-traffic corporate site, they offer everything from shared hosting and VPS plans to dedicated servers and cloud hosting. Each plan includes generous resources, free backups, free DDoS protection, and a free SSL certificate, giving you great value without hidden fees. Choosing KnownHost means investing in a hosting partner that's serious about your website's speed, security, and growth.

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