

*Creative Art  
&  
Design*

## About Me

**M**y name is Ranyah Alhebshi. I'm a Freelance Graphic Designer, Web Developer, and Illustrator. I design logos, websites, brochures, banners, and everything in between. I find graphic design a very exciting career. I often work with the right technology, using my creativity, and having fun doing it.



# *What is graphic design?*



**G**raphic Design is a visual communication and problem solver by using text and graphical elements. Design needs to be good, clean and eye catching whether it's for a website, advertising, printed materials, signs, or just about anything else. Looking pretty is not enough, designs need to work well too. Effective graphic design tells its message loud and clear through its great look to the viewers.

**A**bout.com defines graphic design beautifully as:

“Graphic design is the process and art of combining text and graphics and communicating an effective message in the design of logos, graphics, brochures, newsletters, posters, signs, and any other type of visual communication. Today’s graphic designers often use desktop publishing software and techniques to achieve their goals.” Designs can include: brochures, posters, magazine covers, magazine layouts, tickets, business cards, T-shirts, signs, logos,

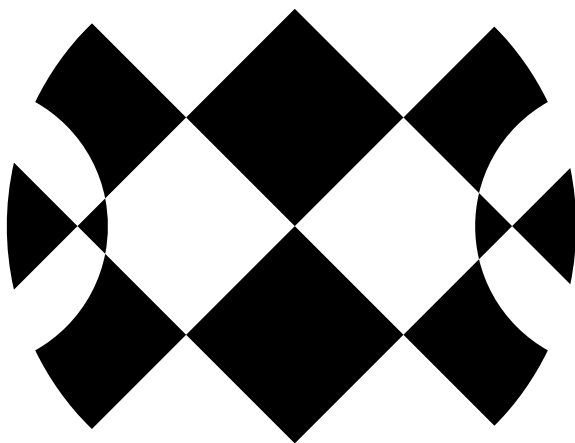
book layout (typesetting), importing advertisements into a newspaper, websites, cd covers, dvd interactivity elements, Internet banners, flash animation, web interfaces, iPad app interfaces, Powerpoint presentations, and more.



## *Vector Graphics*

**V**ector format consists of lines, and curves which is mostly used when designing logos. There are major advantages of vector graphic:

- It can be scaled as large or as small as you will ever need it without losing its quality.
- Making edits to the vector graphic down the road is easier and faster.
- Also, vector graphic can be adapted much easier to any media type such as creating a commercial for YouTube or Television.



## *Raster Graphics*

**R**aster or Bitmap graphics are composed of pixels, each of which contains specific color information. It is ideal for photographic images where there are thousands, even millions of different colors. Complex fills, shading and gradient effects can easily be rendered. The Bitmap image offers as much freedom as an empty canvas.



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*“Design Is Thinking Made Visible”*

Soul Bass







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