

Intro to Graphic Design

Many businesses make use of [graphics software](#) to create graphics. Graphics include things like drawings, photos and other images. Graphics are used in a variety of ways in business. For example, they can be used in printed materials such as flyers, advertisements, and business cards. Graphics can be used in a variety of other ways, for example to create designs for t shirts, or to create business signs, or edit pictures for use on business websites or in online advertising. You find graphics are especially important in creating digital content for the web and social media. People who are employed to create graphics are known as **Graphic Designers**. If you are looking for a fun and interesting career in technology, look into graphics design.

Software for Graphic Design. There are many programs available to graphic designers. Commonly used programs include Adobe Photoshop, Adobe Illustrator, CorelDRAW, Corel PaintShop Photo Pro, etc. Here is a [short primer on the differences in Adobe Photoshop, Illustrator and InDesign](#)

Adobe Photoshop: Adobe Photoshop is a standard business graphic design program used in the real world. It is installed on the computers in certain LSCPA classrooms and in the computer lab in library at LSCPA. Professional graphics designers use Adobe Photoshop. Although it is a complex program to learn and use, and it is expensive, it has many features needed by professional designers. If you have some extra time in your college life, consider learning to use Adobe Photoshop. It would be a great investment of your time, and, because it is available on the LSCPA campus, you could learn it at no additional expense to you.

Microsoft Paint is a graphics program included with Windows. It is simple to use and, because it comes with Windows, it is widely available. Microsoft Paint is not used for serious graphic design because it does not have needed features. The biggest problem is that the graphics you create in Paint are [raster graphics](#) (also called **bitmap graphics**) rather than [vector graphics](#). With raster graphics, the image is stored as single dots, so it is not easy to edit the individual components of the image. The parts of the image, such as lines, shapes, and text, are not stored as separate objects, so you cannot edit each one as a unit. For example, if you insert a line in your drawing, you cannot easily resize the line later without messing up the other drawing items in the picture. You cannot select just the line and individually change its properties (such as size, color position). Another problem with raster graphics is that you can not easily resize an image without the graphic becoming **pixelated**. For examples of this, do a [Google image search on "pixelated images"](#) The term **scalable** means that a graphic can be easily resized and still look good.

Google Drawings is a useful and simple program that is available in Google Drive. Google Drawings will give you a basic feel for how a simple graphic program works and it can be used to create basic artwork for a business. Google Drawings uses [vector graphics](#), so it is easier to edit the individual components of your image. It also makes it easier to resize (scale) your image later.

