

# Cheat Sheet



After reading our The Pod Press Open Resource Beginners Guide to Graphic Design, and visiting our YouTube channel for useful playlists, use our cheat sheet for quick reminders on the essentials!

## Setting up Files

Check with your printer or sharing site for:

- Resolution (print 300dpi, screen 72ppi)
- Dimensions, and if you need a bleed
- Colour profile, it's usually RGB, but check!
- For yourself: write a short brief on what you want from your work
- Use appropriate software, this will always help

## Saving your Files

Think about what you need them for:

- Editing again in the future? 'Save'/'Save As', and keep just in case
- 'Flattened' PDFs are best for files you want to print
- For sharing images online, 'Save/Export for web' is best

## Design Principles

The five key things:

- Alignment - make sure things are lined up and not jumbled
- Repetition - needed throughout to make it feel 'together'
- Hierarchy - show what's most important for easy reading
- Contrast - if things are different but too similar, they will look bad
- Balance - play with your design to see how it 'breathes' best
- Think of all of these for placement, colour, typefaces, and images!

## Copyright

Anything you use but didn't make:

- Belongs under copyright law to the creator
- To use them (e.g. typefaces, images, etc), you need an agreement
- Some have an automatic agreement for free personal or commercial use, but you need to check when you download them as some places let you download things, but not use them

## Useful Websites

For typefaces, stock images, tutorials, etc:

- Image editing software: [Photopea](#) / [Figma](#)
- Tutorials: YouTube - check out the [Pod Press channel](#)
- Typefaces: [Open Foundry](#) / [Fonts in Use](#)
- Stock images: [Unsplash](#) / [Blush](#) / [Reshot](#)
- Colour thoughts: [Adobe Colour](#) / [Coolors](#)

