



Material Gráfico

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¿Qué es el Diseño Gráfico?





IT'S NOT JUST WEB-RAGE
WE'VE GONE TOTALLY
BONKERS!

WELCOME TO MONKEYCLAN'S
WELCOME TO THE END!

Going Out Of Business SALE!

It's Doomed!
Save Yourself!
Save Money!

FREE
2 Liter
PEPSI
with any
order!

MONKEY CLAN

**All Prices
Slashed to
DEATH!**

**CALL NOW!
DON'T MISS OUT!**
NEW YORK (212)
625-9505

**WEBSITES
HALF PRICE!**

**ALL LOGOS
MUST GO!**
Outrageous!

**PRINT DESIGN
PRICED TO MOVE!**

ART DIRECTION SO LOW
WE'RE PRACTICALLY GIVING IT AWAY!!

**ACT BEFORE THE
COFFIN CLOSES!**

NO WAY!

**EVEN THE MICE
ARE PACKING
THEIR BAGS!**

**MADE IN
THE USA**
with Pride

MONKEYCLAN.COM



Branding



Elementos Gráficos

Logo

Colores y Tipografías

Publicaciones

Correos electrónicos

Hojas membretadas

Etiquetas

Menú

Tarjetas de presentación

Rótulo

Infografías



CRAP

Contraste



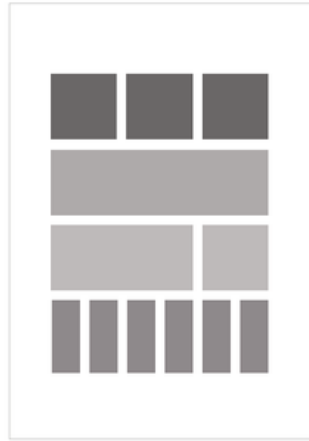
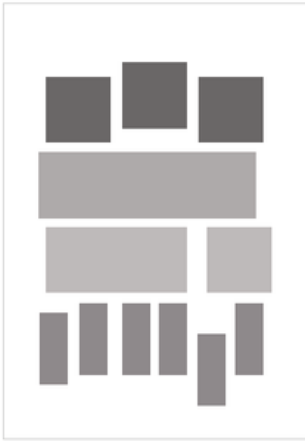
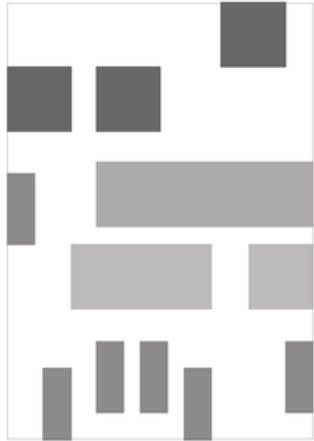
CRAP

Repetición



CRAP

Alineación



CRAP

Proximidad





canva.com

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El diseño nunca debería de decir
“Mírame”. Debería de decir:
“Mira esto”

-David Craib

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