
Design of life, design for life.

Frank Gramage

Sr. Brand Communications Manager at Vistaprint

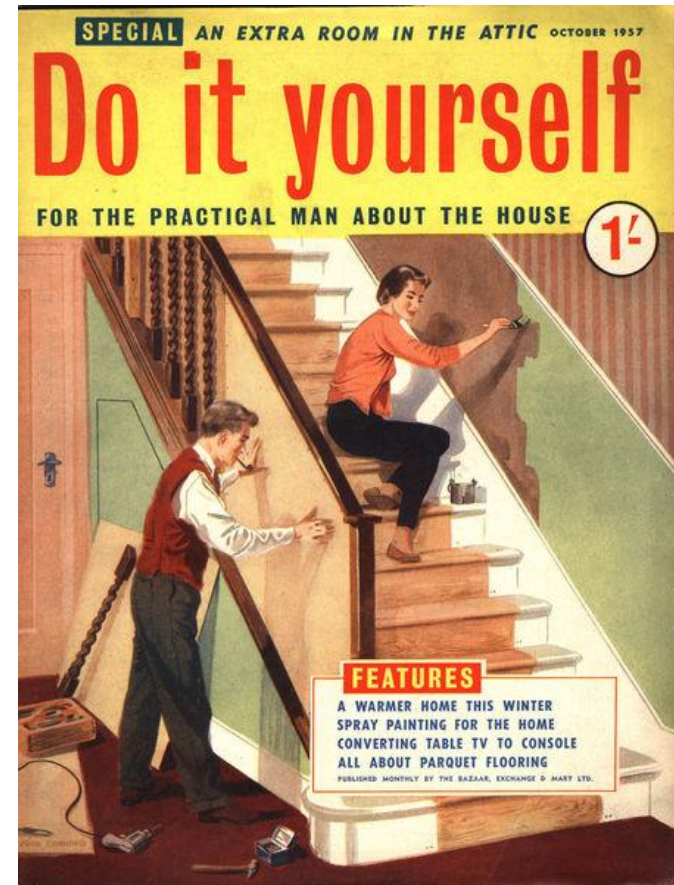
Twitter @FrankGramage

Design of life, design for life — DIY

Advances in technology and the availability of information mean more people are participating in the discourse of design and creativity. These advancements continue to empower the creative spirit – design and creativity are becoming a key part of our daily lives. We are seeing design move from the few to the many. Design of life, Design for life is DIY.

DIY — background

- 1912 DIY takes on the public domain with home improvement and maintenance
- 1950's it's a common name in america



Source: advertising archives c. 1957

DIY — it's everywhere

Where is DIY
happening now?

- Home improvement
 - Fashion
 - Crafts
 - Electronics
 - Self publishing books
 - Printed Products
 - Internet
 - Mobile Apps
-

DIY




DIY



Design it Yourself / Inspiration


graphic design


Add a comment...



I wouldn't say I breathe Helvetica necessarily, but still... @kristen little @Mary Corcoran Crawford @Lisa Bourdon-Krause @Connie Larsen @Katrina Larsen


927 248

**Katie Jo**
Art and Design




I really like the way the colours subtly compliment one another and the way the lines create different vision paths across the image. Your eyes are lead one way and then carried another creating individual journeys.

291 57

**Carlos Bermúdez**
Graphic Design Notes


TYPEFACE Rules


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



3.bp.blogspot.com...

3024 561 3


**Miles Markovic**
Typograhpy

**Rômulo Bastos**
Great job :)

**Adam Brothwood**
Great use of typography

**Caleb Butler**
What program do you use to design your photons


Add a comment...





Japanese Art Festival — Martin Jancso


by martin jancso


3353 583 8

**Astrid**
Graphic Arts

**Maggie Birdie**
very nice


**LALA LALA**
funny

**shaheen isa**
It grows

**Astrid**
Thanks folks!

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Frank

8

User Friendly

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1953 290 1

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Graphic design and illustration tutorials using Adobe Illustrator and other vector programs.



Drawing

Master the fundamentals of drawing or improve on the foundation you already have.

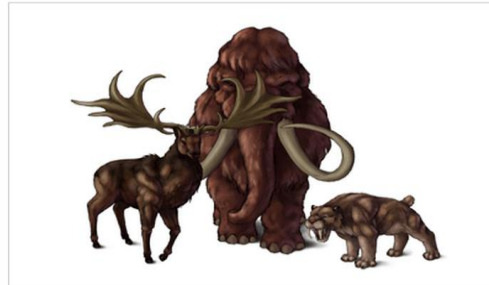


VECTOR

Create a Coffee Mug Design in Adobe Illustrator

Ivan Petrushevski • 4 hours ago

Find out how to easily create illustration for your coffee mug in Adobe Illustrator.



DRAWING

How to Draw Animals: The Great Extinct Mammals

Monika Zagrobelna • 1 day ago

Woolly mammoths, saber-toothed cats, giant deer - these magnificent mammals may have gone extinct...



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landscape

portrait



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M
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L
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XL
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L
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M
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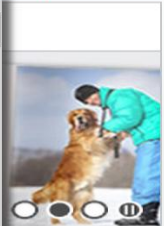
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Wearable Technology



A black and white close-up photograph of Albert Einstein's face, showing his iconic wild hair and mustache. The image is slightly blurred, giving it a candid, artistic feel. The text is overlaid on the right side of his face.

“CREATIVITY IS CONTAGIOUS, PASS IT ON.”

ALBERT EINSTEIN

© Lifehack Quotes

DIY to Design it Yourself (DIY)

Design through apps and the internet is now within everyone's reach. Ideas can be easily acted on .
