

1. Creating the Circle Design in Photoshop:

Open Photoshop and create a new document (8.5 by 11 inches).

Select the **rectangle tool (U)** and right-click to choose the ellipse tool.

Draw a circle while **holding shift** for proportion.

When holding “Shift”, it will draw a perfect circle. If we don’t hold “Shift”, it will be a free-form circle. Meaning you can draw ovals and other forms of ellipses.

Adjust the size of the circle to cover half the page using **free transform (Ctrl + T)**.

Open the Properties panel and navigate to **Fill > Gradients > Angle**. (See image below)

If you don’t have the properties panel, its **Window > Properties** to switch it on.

Set the gradient angle (e.g., 135 degrees) and add a second gradient by **holding Alt and dragging downwards**.

Adjust the angle and position of the second gradient.

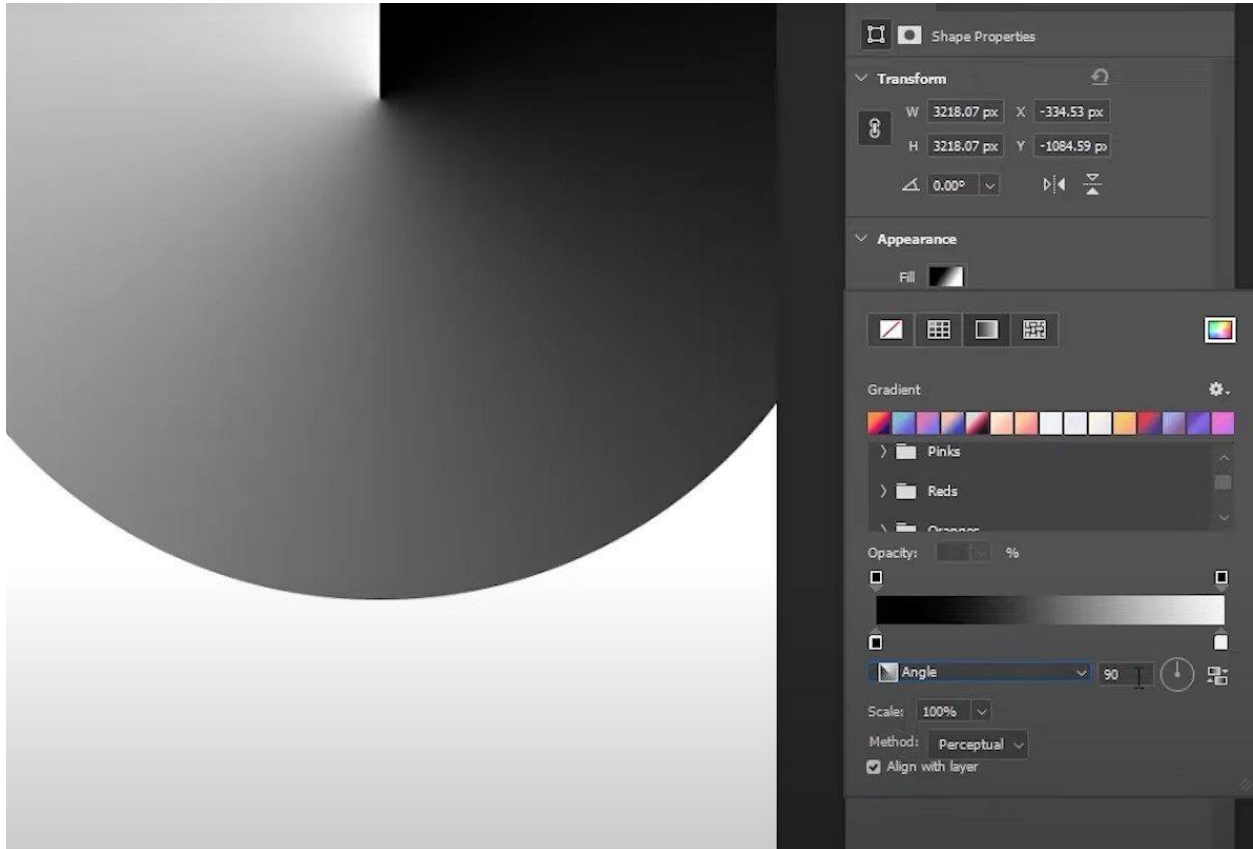
Here I used -90 degrees to make the contrast point downwards.

Remove stroke outline by selecting both circle layers and turning off strokes in the Properties panel.

Convert both circle layers into a smart object.

Do this by **selecting both circles in layers, right clicking and hitting “Convert to smart object”**.

Apply noise filter (**Filter > Noise > Add Noise**), ensuring monochromatic is checked.



Changing the fill into an “angled gradient”.

2. Creating the Square Design in Photoshop:

Create a new layer and use the **rectangle tool (U)** to draw squares while **holding shift for perfect squares**.

Apply gradient fills to the squares using different angles (e.g., 45, 90, 135 degrees) and remove strokes.

We are using 45, 90 and 135 degrees because they create a geometrically complementing pattern when it hits the center, or corner of the square.

Convert all square layers into a smart object. (See step above)

Scale and rotate the smart object to fill the page uniformly.

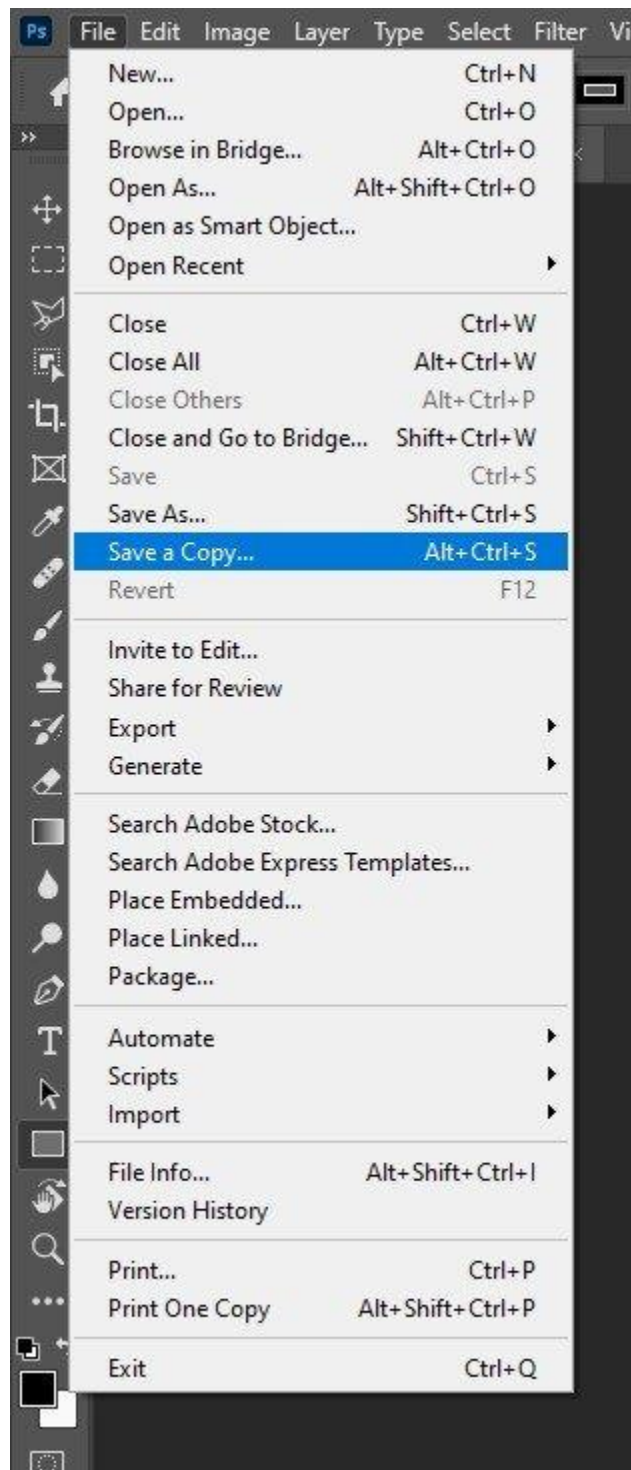
If you want everything to stretch out from the center, **hold down alt/cmd** and **drag the control points**.

Apply noise filter to the smart object. (See steps above)

3. Exporting Designs from Photoshop:

Export each design as PNG files.

You can use the “quick export as png” option, but if you like another option where you can control the quality of the image, I like to use “save as a copy” and save it as a JPEG or PNG.



An alternative to “Quick export as PNG” is the “Save as a copy” I like it more because you can control the quality and file size a bit better.

4. Importing Designs into InDesign:

Open InDesign and create a new document (8.5 by 11 inches).

Create two layers: one for images and one for text.

Import the PNG images into the image layer using the **rectangular frame tool (F)**.

Note that these frames should fill the entire page and if you are planning on printing these, make sure they go all the way to the bleed mark.

5. Designing Text Layout in InDesign:

Lock the image layer and work on the text layer.

Arrange text elements (title, subheading, body text) **considering the darker areas of the design for placement.**

Experiment with font styles, sizes, and colors (consider using white text and accent colors for titles).

Here I am using a variety of the Futura Font family.

I Also add bright colors to this black and white format. It allows the text to pop so be careful as to what you are assigning color to because that's what people will likely see first before anything else.

Add additional text boxes as needed for content.

Ensure text elements balance each other out within the design.

Anchor important elements on top for a professional look.

This makes designs seem more editorial and professional in general.

And there you have it! 3 Great design techniques that you can pull out at any time without the need for images!