

Graphic Design 101 for Baking Businesses

- Simple apps to use for designs
- Where to source for Design Inspiration
- Having an attractive social media feed

For your baking business, getting designs done for promotion, offers etc, you have two options;

1. Get a graphic designer
2. Design it yourself

Getting a graphic designer always comes at a fee, high or low. This depends on the designer you use. It's very important you use a designer that can bring beautiful aesthetics to flyers, logos, stickers.

Remember your brand outlook isn't just cake presentation, but also what kind of designs you use to showcase your brand.

In a nutshell, what I'm saying is make sure you have a budget (preferably monthly) for a designer, because great designs cost money. Always have a budget for a designer (a good one), if you're not designing yourself.

It is important that whatever design your designer does reflects the color of your brand. For example, the official color for MTN is yellow, and all their products reflect the same color. Same with GTBank, their official color is orange and all their products, designs and flyers reflect that.

It's also important to be consistent. Always make sure you follow the same color scheme. This makes your feed look professional and more appealing.

2. If you're designing yourself you have three options when it comes to choosing an app for designs;

1. Photoshop (For Professionals)
2. Corel Draw (For Professionals)
3. Canva (For Beginners)

For those that have some design experience, Photoshop and Corel Draw can be used for your brand designs. If you have the application, you can sign up for courses on Udemy, Coursera or just go to YouTube and search for tutorials to learn. But beginners with little to no idea about design, Canva is the easiest option.

Why Canva for Beginners?

Canva comes with ready-made templates for different businesses, and even food/baking businesses. So, you can just select a template and just change the details easily and insert your pictures with ease.

All you just have to do is use your laptop or smartphone. For those using laptops, just log on to Canva.com to start designing. For those with smartphones go to your app store and download the Canva app and you can start designing with ease.

Canva comes with different preinstalled sizes for your designs. This means that you don't have to worry about knowing what size an IG post is, Story post, YouTube Channel Header etc. Once you open the app, they have different categories that fits your business.

Just spend time with the app, explore and learn. It's very easy and you can download most of the templates for free. Just register and use the free templates and removed and insert information, pictures or videos at will.

3.

If you need design inspirations for your business, you can use Pinterest. It's a great app for looking for ideas, designs and whatever you think you might need for your business.

4. Your Social media outlook is very important. Your social media feed especially on Instagram must look as organized and professional as possible. Be sure to Google "Feed Ideas for Instagram" to give you different ideas on how to post pictures of your cakes and graphic designs. So that they complement each other, and also when potential customers check your page, they look forward to scrolling and ultimately place an order.