# Introduction

This guide contains information, exercises, and instructions for the *How to Paint* workshop. Because the materials are organized to follow the progress of the workshop, you can use them as a guide during the class and as a reference afterwards.

## About the workshop

This one-day workshop is for anyone who needs to paint or create graphic designs for pleasure or business. We’ll discuss issues and topics related to painting and producing effective graphics, review samples, and practice what we learn. During the day, we’ll cover the following topics:

* Avoiding the pitfalls of poorly designed graphics, drawings, and paintings
* Ensuring the benefits of well-conceived artwork
* Getting to know your viewers
* Identifying your purpose
* Pulling it all together: getting organized
* Using simple design principles
* Following tips for communicating with graphics
* Checking for accuracy and clarity