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| GRAPHIC DESIGN |
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**Visual Communication**

When we communicate, we use both \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication. Verbal communication is what can be read or heard. Visual communication is what can be seen.

For instance, the samples below all use the same word: “bank.” But just by changing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, we dramatically change what is being communicated about the bank:



Hardly appropriate for a financial institution, this face might be better suited for a child’s piggy bank.


This typeface is sturdy, reliable, and speaks of our hip, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This face might indicate an on-line bank, where the intended audience is web-savvy, busy professionals.
 

A traditional face, harking back to the original \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ forms of the Western alphabet. The open letterforms keep it from seeming oppressive. This face would be appropriate for a traditional, brick-and-mortar bank, where the intended \_\_\_\_\_\_\_\_\_\_\_\_\_\_ wants conservative, safe, reliable policies.

**What is Graphic Design?**

Suppose you want to announce or sell something, amuse or persuade someone, explain a complicated system or demonstrate a process. In other words, you have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you want to communicate. How do you “\_\_\_\_\_\_\_\_\_\_\_\_\_” it?

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You could tell people one by one or broadcast by radio or loudspeaker. That's \_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication. But if you use any visual \_\_\_\_\_\_\_\_\_\_\_ at all - if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout - you are using a form of visual communication called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The Dictionary defines graphic design as “the art or \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of visual communication that combines images, words, and ideas to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ information to an audience.”

**The Graphic Designer**

A Graphic Designer is responsible for using and arranging a variety of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on different types of \_\_\_\_\_\_\_\_\_ (such as a poster, a package or a website), most likely with the use of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ software program such as Adobe Illustrator, Photoshop or InDesign.

Graphic \_\_\_\_\_\_\_\_\_\_\_\_\_ work with drawn, painted, photographed, or computer-generated images, but they also design the letterforms that make up different \_\_\_\_\_\_\_\_\_\_\_\_\_\_ found in movie credits and TV ads; in books, magazines, and menus; and even on computer screens. Designers create, choose, and organize these elements to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a message.

Design combines many creative, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and research skills. When you hire a Graphic Designer, you hire a professional with sophisticated skills for enhancing your ability to connect with your audience and reach your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ goals.

**Elements of Graphic Designs**

The elements of a Graphic Design include:

Photos

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Shapes

Color

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Where is Graphic Design?**

Graphic design is all around us. It is in our morning paper, on our commute to work, and on the cover of our favourite books. The most common forms include:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Websites

Business Cards

Advertisements

Book Design

Brochures

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product Packaging

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Magazine Layout

Newspaper Layout

Greeting Cards

This list barely cracks the surface…ticket stubs, skateboards, matchbooks, train schedules, credit cards and countless other products and everyday items all utilize graphic design.

Graphic Design is a part of your daily life. From humble things like gum wrappers to huge things like billboards to the T-shirt you're wearing, graphic design informs, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, organizes, stimulates, locates, identifies, attracts attention and provides pleasure.

**Why Graphic Design?**

Good design makes a \_\_\_\_\_\_\_\_\_\_\_\_\_ in our world. Whether it’s communicating a social ideal, helping a business attract clients, motivating people to join an organization, enabling citizens to vote for the candidate of their choice, or simply helping travelers find their way through a busy airport, good design means \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Graphic design combines the creativity and formal aspects of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the audience-centered approach of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to create effective visual communication. Unlike fine art, graphic design is always in the service of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Much more than simply “making things look pretty,” graphic design uses color, type, and composition to communicate with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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To do this, designers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about the intended audience, such as the audience’s class, gender, education, buying habits, personality traits, favourite magazines and television shows, and so on.

Designers take that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and psychological information and look at what that audience sees and likes. For instance, if the intended audience loves Martha Stewart, designers look at Martha Stewart magazines, ads, and products to analyze their visual vocabulary (color, theme, shape, typeface, composition). Using those elements, designers create new pieces which connect and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the intended audience.

**How to Graphic Design**

Design based on an understanding of the intended audience is highly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Trying to design without it is like trying to communicate without knowing the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the listener.

In addition to a broad grounding in fine art, marketing, and creativity, graphic designers also build an extensive body of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ knowledge regarding paper stocks, printing inks, special processes such as foil-stamping or embossing, printing processes and limitations, digital file preparation, quality control, and troubleshooting.

Graphic design encompasses any product that is “ink-on-paper” (brochures, logos, book jackets, billboards, packaging, etc). Each \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has its own technical considerations that designers must master in order to achieve their intended effect.

