

7/10 ASPECTS & FEATURES OF THE GRAPHIC DESIGN

PRACTICAL ASPECTS OF GRAPHIC DESIGN. CONSTITUTIONAL ASPECTS. TECHNICAL ISSUES & FEATURES.

Contents:

- **Practical aspects of graphic design**
- **Constitutional aspects**
- **Technical issues & features**

PRACTICAL ASPECTS OF GRAPHIC DESIGN

Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, colour and form. Each type of graphic design requires specific set of skills and design techniques, and specific technology.

Graphic design is a field of visual communication arts that will only keep shifting. Graphic design remains: creative and adventurous people. *“In the future, all designers will need to think about context of how their work is experienced by users. Design has never been more important.”* Adam Kleinberg, Traction CEO

CONSTITUTIONAL ASPECTS

How to become successful? Even though success means different things to different people, almost everybody can agree on the fact that we all want to achieve success.

Confidence: Confidence has to come first, believing in yourself and believing in what is inside of you. If you don't believe in yourself, who will? Nobody!

Communication skills: You must learn to “sell yourself”. It in big part depends on good communication skills. Good your communication and relationship building skills will improve your confidence, increase the sale of your product or service, help you meet new and amazing people who will be of value to you. Learning how to communicate your thoughts, ideas, feelings and value you bring to the table will increase your chances of success.

Collaboration ability: Team work makes the dream work! Being able to work, learn and collaborate with others is a vital skill for success. Working and collaborating with others can bring new ideas to the table, increasing productivity, and learning a lot of new things.

Can do - The ability to learn & keep the deadlines: Success takes effort, persistence and time, so you've got to be ready to put in the work.

Criticism: Listening to feedback from people gives you an excellent chance to learn, make adjustments (if you need to) and stay on the right path.

Read the articles *“Designer at work”* in the book *“Exploring the Elements of Design”*:

- Pg. 84-87 Interview with Bondé Prang;
- Pg. 120-121 Interview with Luba Lukova;
- Pg. 168-171 Interview with Pum Lefebure;
- Pg. 236-239 Interview with Debbie Millman;
- Pg. 302-305 interview with Janine Rewell;
- Pg. 34-35 Interview with Lance Wyman;
- Pg. 34-35 Interview with Stefan Sagnmeister;
- Pg. 272-275 Interview with Brian Singer.

Many designers specialize in a single type; others focus on a set of related, similar types. But because the industry is constantly changing, designers must be adaptable and lifelong learners so they can change or add specializations throughout their careers.

For example: Visual identity graphic designers must possess a general knowledge of all types of graphic design in order to create design elements that are suitable across all visual media. They also need excellent communication, conceptual and creative skills, and a passion for researching industries, organizations, trends and competitors.

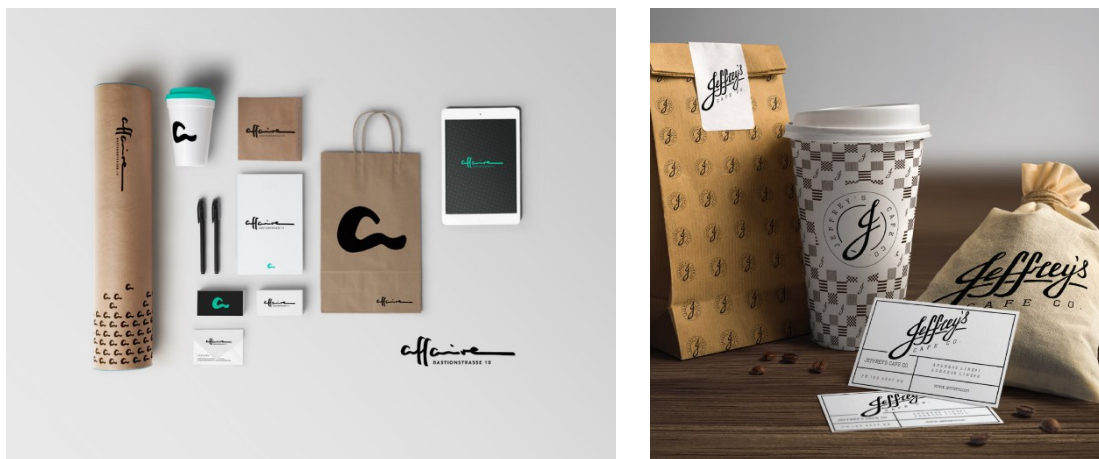


Figure 1. Visual identity design (left) by N. North, A multidisciplinary Designer from Munich, Germany; (right) Agi Amri, young architect, interior designer with passion for art, design and creativity

Marketing & advertising graphic design is design created for marketing and advertising. Graphic design helps organizations promote and communicate more effectively.

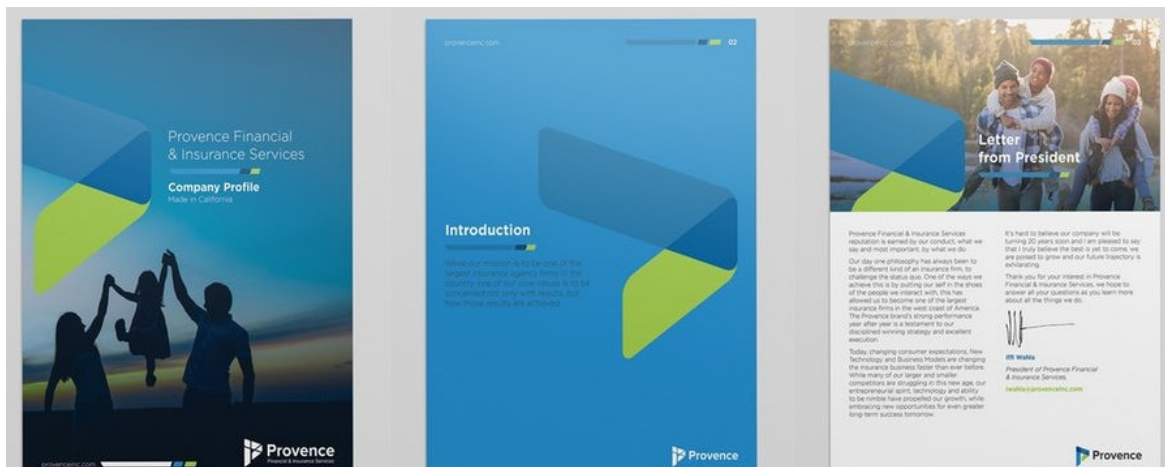


Figure 2. Design by Yaseen Art

Designers who are specialised on marketing design might work alone or as part of an in-house or creative team: work with company owners, directors, managers or marketing professionals to create assets for marketing strategies.

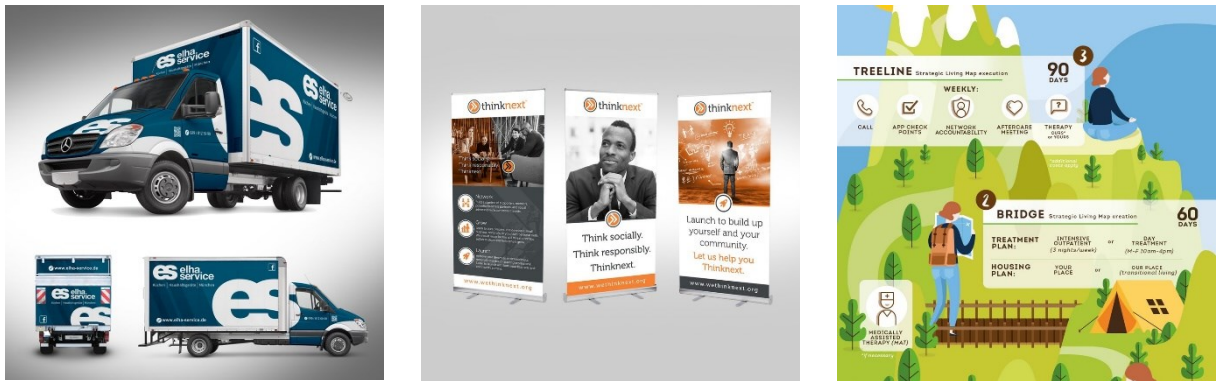


Figure 3. Designs by J.Chaushev, charlim888 and sundayrain via 99designs.com

Marketing and advertising designers can specialize in a specific type of media (vehicle wraps or magazine ads, for example) or create a wide assortment of services. This traditionally print-centered role has grown to include more digital assets, especially for use in content marketing.

Examples of marketing graphic design:

- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email marketing templates
- PowerPoint presentations
- Menus
- Social media ads, banners and graphics
- Banner and retargeting ads
- Images for websites and blogs
- Packaging graphic design

Technical issues

Do you need the most expensive equipment, and best graphic design tools today, recommended by designers who use them every day, in order to make good artwork? Absolutely not. You can use basic graphic design tools and still create artwork on a competitive level. The tools you use to develop your best work don't have to be expensive or complicated. They can be as simple as pencil, paper and any kind of art supplies.

Technology trends in graphic design you need to know about

Designers' routine means to be able to keep transforming with the rapid development and adoption of specialized technology, and application of the technology in numerous ways.

AESTHETICAL FEATURES OF GRAPHIC DESIGN

Graphic design is one of the popular ways used at this time to deliver something either event invitations, announcements, convey words of a man, and product marketing and other purposes. Designers practicing all over the world agree the opinion that the characteristics of a good visual design are based on:

- The readability of the visual message;
- The use of images;
- The use of colour;
- And are influenced by technical issues.

The readability

A good design actually do not need to challenge the human brain to read but instead should make audiences easily understand what is conveyed by the shortest possible time when looking at the design produced. Make sure that the text font size and arrangement of the invention that can be read, as this can generate more visitors interested in what is being promoted either product or event or announcement.

The use of images

Photos, drawing and painting to be used must be relevant for the target audience and the purpose of the design to be produced. Simple principle but many people has the difficulty in choosing the right images.

The use of colours

In a design either design clothes / fashion, mix-match the clothes and accessories, home interior design though, are strongly discouraged from using multiple colours of the pattern are not compatible. Same goes for graphic design. Colours used should be appropriate to the theme, such as the environment and health using blue and green, children's activities using soft colours while corporate design need to use a colour corresponding to the image you want to highlight.

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