

COURSE: ESSENTIALS OF GRAPHICS DESIGN

MODULE 1: INTRODUCTION TO GRAPHICS DESIGN

WHAT IS GRAPHICS DESIGN?

People have different ideas of what graphics design is:

1. Graphics design is the craft of creating visual content to communicate messages, applying visual hierarchy and page layout techniques.
2. Graphics design is the process of visual communication and problem solving through the use of typography, photography, and illustration.
3. Graphics designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs to optimize the user.
4. Graphics design is the art of combining texts and pictures in advertisements, magazines, or books. In graphic design, we have two things; graphic and design:

Graphics is visuals which is associated with art, imagination, and expression, involving many medium such as, drawing, painting, engraving, or lettering giving clear and explicit details. So, the graphic part of graphic design is made up of visual elements, the building block of design.

The basic visual elements that combine to create graphic design, include the following: line, colour, shape, texture, form and typography. To the honesty of our artistic impressions, we choose these visual elements, arrange them on the surface in layout, to convey an idea.

The second part of graphics design is the design, which is to decide upon the look and function of something before it is made, which involves thinking, problem solving, and practicality.

In graphic design, there are rules that can be considered, which are called the principal of design.

5. Graphics design is the art with a purpose. It involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words.

6. It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools.

Graphic design is more than just aesthetics; graphic design is a form of communication between your business and your audience.

7. But, we define graphics design as the process of solving problems by illustration through the use of shapes, pictures, and other visual elements. It can also be the use of shapes, pictures, illustrations in creating the visual elements for people to see and understand the subject better.

IMPORTANCE OF GRAPHICS DESIGN

The graphics design plays an important role in today's modern competitive global environment, as our world is moving towards an era where people communicate more with visual expressions.

For a customized website capable of providing all your needs, the graphics arrangement on the website should be appropriate as well as attractive and adorable. So, graphics design has become an integral part of any business and occasion.

The graphics design is important in almost every field. That includes; marketing, magazine layout etc. A good graphics design should effectively communicate the message of the sender to the target audience using tools of visual communication.

In our businesses, personal lives, professional lives, it is very good for us to know the essence of graphic design. We can say that graphics design is, to people, the following:

- **It stands as first impression to many people:** For instance, a company just starting up must have good business identity, a good company logo design, and very good promotional designs. Visual expression that people have through those designs and expressions will give good impressions of the particular company, though, it is just starting up. In other words, a well-designed piece of graphics design serves as a first impression and enables its creators to boost up sales, establishing its name and earning good will in the market, thereby maximizing the profitable base of the business.
- **It is relevant in picture portraying:** In our personal lives what we portray, how we take pictures, are equally important. In the contemporary world today, people communicate with visual expression both in our businesses and personal lives. So, a

well-crafted design of graphics seeks to attract the attention of a large amount of people.

There are various reasons for which we need to pay attention towards the effort put into the quality of designs. The reasons are:

1. **Gains Attention:** A sophisticated and an old design do not attract the customers. The first and foremost thing that a customer looks for is the design of a product. For e.g. a person went to a shop to buy a pair of shoes will first look the design of the shoes. If the design stands out well among others then it definitely has to be his choice.
2. **Graphic Design helps Increase Sales:** A good design will lead to increased sales as it will be appreciated and practiced by more number of users. The most remembered product is chosen by maximum users and the product is remembered if it is more appealing and attractive through its design.
3. **Ensures Trust Over the Product:** Trust is very important to get buyers for your product and convince them about the quality of the product. A professional and a good design helps to generate trust among the customers, as it promises to give something new to them.
4. **Builds a Professional Image:** In this fiercely competitive environment, everyone wants to stay ahead not only from other local businesses but on a global level as well. A good design, logo drawings or pictures can help to create a better professional image which could be a good and unbeatable advantage over others.
5. **Provides a Better World:** Building a good design creates an impact on the user's mind. We may emphasize to create a better planet by creating a better product through fresh designs and thoughts.
6. **Brings Out Innovation:** Each time a person has to come up with some new ideas and thoughts, it motivates them to look around things in a creative manner and get the best out of them. Thus, it makes the person more innovative and brings out artistic skills from within.

APPLICATIONS OF GRAPHICS DESIGN

Graphics design is applied to everything visual, from road signs to technical schematics, to inter-office memorandums and reference manuals.

Taking for example, a business that deals in biscuits must come out with video or graphic design to promote its business, that is, what they do, marketing strategy, distribution channels, etc. All these can be put together in a set of design for people to see, which communicates to people the brand of the company, anytime, anyplace, be it a supermarket and so on. This scenario similarly works for other companies and their products.

In other words, common uses of graphics design include identity (logos and branding), publications (magazines, newspapers and books), print advertisements, posters, billboards, website graphics and elements, signs and product packaging.

Design can aid in selling a product or idea. It is applied to products and elements of company identity such as logos, colours, packaging and text as part of branding (see also advertising). Branding has become increasingly more important in the range of services offered by graphics designers. So, graphics designers often form part of a branding team.

Graphics design is applied in the entertainment industry in decoration, scenery and visual story telling. Other examples of design for entertainment purposes include novels, vinyl album covers, comic books, DVD covers, opening credits and closing credits in filmmaking, and programs and props on stage. This could also include artworks used for T-shirts and other items screen printed for sale.

From scientific journals to news reporting, the presentation of opinion and facts is often improved with graphics and thoughtful compositions of visual information – known as information design. Newspapers, magazines, blogs, television and film documentaries may use graphic design.

With the advent of the web, information designers with experience in interactive tools are increasingly used to illustrate the background of news stories. Information design can include data visualization, which involves using programs to interpret and form data into a visually compelling presentation, and can be tied in with information graphics.