What is graphic design?
“Design is the visual synthesis of ideas.”
Responding to public needs, graphic design is a powerful visual medium that is present in all aspects of daily life.
CAUTION
WET FLOOR

Cuidado
Piso Mojado
Design is always present, taking on myriad formats, including **print**, **digital**, and **environmental**.
What is the **purpose** of graphic design?
Why do we need it?
Design Objectives

- Communication
- Education
- Information
- Guidance
- Encouragement
- Promotion
- Inspiration
- Awareness
- Dialogue
- Persuasion
- Entertainment
- Direction
- Motivation
“To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse.”
Design Functions

- Announce or invite and request participation
- Inform and create awareness
- Educate or instruct
- Identify or symbolize and represent nouns
- Illustrate and explain
- Spark imagination or ignite creativity
- Interpret and clarify
- Influence and motivate action
- Solicit trust or faith
- Package, promote, sell, or advertise
- Protect and store
- Guide and provide navigation
- Display and exhibit
- Commemorate and mark history
- Feature and showcase
- Anger and incite
- Entertain and amuse
The graphic designer
“For the designer, design is a creative journey - a process of discovery - that is fueled by inspiration and creative passion, as well as the desire to enrich and ignite communication.”
the designer: roles & responsibilities

Problem Solving
Communication
Critical Thinking
Analysis
Management
Visualization
Aesthetics
Representation
Research
Perception
Organization
“The designer adopts multiple personalities throughout the design process...They must possess a broad range of skills to **effectively solve visual communication problems** with impact. The designer must **understand the relationship between color, form, and space, as well as structure, hierarchy, and typographic skills**. Through education and practice, the designer builds their skills, while enhancing intellect and visual acuity. It is the designer’s primary responsibility to **create strong communication experiences** that support the function of the design on behalf of the client and viewer.”
The Client: Roles & Responsibilities

- Initiate the project.
- Determine primary objectives.
- Voice expected results and reactions.
- Respect the designer’s expertise.
- Suggest ideal designer attitude.
- Provide budgetary information.
- Establish delivery deadlines.
- Actively engage in design process.
- Provide feedback.
- Approve the design.
graphic design process
graphic design process

1. Research & Collect Information
2. Brainstorm
3. Conceptualization
4. Experimentation & Development
5. Execution
Mind Mapping
Mood Boards
Freestyle writing/drawing
## Making Lists

<table>
<thead>
<tr>
<th>ALWAYS IMPORTANT</th>
<th>SOMETIMES IMPORTANT</th>
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<td>Integrity</td>
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“...the designer must formulate the visual scheme, or plan, of the project. The concept is the thematic link between the design, its function, and the delivery of the message to the viewer; it is imperative to the success of the design...The designer must always consider the function of the design as well as its end user and must not overcomplicate the design with a concept that is inappropriate, unapproachable, or too abstract to deliver the message to the viewer. The design must be accessible, interesting, informative, and communicative.”
Digital Experimentation
Experimentation by Hand
Experimentation with Color
Experimentation with Type
“During the execution stage, the designer must examine every detail with a keen eye. He or she must preview the compositional space and organize the content logically and with sequential flow...After working on a project, the designer is often attached to the piece, which sometimes makes it difficult for him or her to analyze the design objectively. As a result, it is helpful to present the design to others for evaluation of visual presentation and utility...”
finding design inspiration
The designer must willingly, actively, and carefully examine everything and pay close attention to details.
“Inspiration is the spirit or energy that motivates the creative process and provides the impetus to solve communication problems.”
Nurturing Inspiration

- Carry a notebook or camera everywhere
- Become immersed in design
- Be committed to discovering and collecting inspiration
- Take a walk
- Take breaks throughout the day
- Listen to music
- Spend the day outdoors
- Communicate with other designers
- Explore areas of interest outside of design
- Read design and nondesign books, magazines, journals
- Create diversions from everyday routines
- Try something new
- Visit family and friends
- Explore
- And much more...
Inspiration is **boundless**. It comes from everywhere, and the opportunities for seeking it are without end.