Multimeedia konspekt

## **What is Graphic Design**

**Graphic design** is an artistic medium that communicates ideas and messages through visuals and text. In sum, graphic design is used in across many different facets of human life, making messages and ideas more interesting, accessible, or otherwise useful in daily life.

### **Types of Graphic Design**

There are many different forms of graphic design. Some of the most commonly practiced ones are:

* Product Design/User Experience (UX) design.
* Website design
* Branding or visual identity design
* Publication design
* Packaging design

### Graphic Design Terms

Essential graphic design elements include:

* Form: how visuals come together or are constructed as a larger whole.
* Color: the different colors used to make a design attractive and easy-to-use.
* Shape: the use of different shapes to organize ideas, emphasize specific details, or otherwise punctuate a design piece.
* Line: the structuring of space within a design, including how it is divided up and how space is demarcated.
* Space: the use of closeness, distance, and overlap to enhance the quality of a piece of design.
* Texture: the use of patterns, animations, and other visual elements that deepen the physical appearance of a design.
* Size: the consideration of largeness and smallness of different elements in a design piece in order to most effectively communicate ideas or messages.

Essential graphic design principles include:

* Contrast: how visuals interact with one another in order to emphasize overall messaging.
* Balance: the stabilization of a design so that there is not an uneven distribution of information, visuals, applications, or other elements.
* Emphasis: focusing user attention on the most important materials being conveyed by a design.
* Rhythm: the flow of elements in a design such that users are not overwhelmed or confused or derailed during their interaction with a design.
* Movement: consideration of using animation or other moving elements to enhance design efficacy.
* Proportion: similar to balance, an even ratio of information to visuals to other elements in a design, such that the essential information is immediately accessible and noticeable.

### **Graphic Design Tools**

* GIMP
* Adobe
* Canva
* Clip Studio Paint

## **A Career as a Graphic Designer**

Possible careers might be:

* Arts director for an engineering firm
* Project manager for a construction company
* Graphic design for an online magazine
* UI creator for an education company that specializes in language-learning software

## **Poor Graphic Design**

* Webpage is too cluttered or hard to navigate
* Menu at a restaurant is too complicated to read
* Banking application does not offer enough tools for users to navigate
* The use of aggressive colors on a store sign

## **Lesson Summary**

**Graphic design** is a mode of visual communication.

* Convey messages and information to potential clients or consumers.
* Graphic designers can also use these skills to organize workflow on a project, make a website easily usable, or make sure that an app on a smartphone offers users all the relevant information they need in a compact format.
* Using different tools, such as Adobe, Canva, or other software, graphic designers in many different fields can develop materials (websites, packaging, logos, marketing campaigns, and much more) that meet client AND customer needs.