Multimeedia konspekt

# **The Difference Between Graphic Design & Art**

## **Art vs. Graphic Design**

**Art** is a term for a very broad, all-encompassing range of human endeavors that express or apply human creativity and imagination in forms such as painting, music, dance, and literature.

**Graphic design** is a visual communication technique that relies on the creation and use of images and typography in order to represent an idea or convey a message.

Differences between **Art&Graphic** Design

* Art is often there for its own sake—beauty for the sake of beauty. Graphic design often has a purpose, such as to sell you something (like graphics in an advertisement).
* Art may not use any typography, while graphic design often heavily relies on combining text and pictures.
* Art may not solve any problem (other than hanging it up to hide a hole in the wall). Graphic design, however, is more utilitarian and may help people answer questions or solve everyday problems (think infographics).

## **What Graphic Design is Not**

A lot of people think that ''graphic design is just drawing pretty things.'' This isn't true. Purpose is to elicit a response from a person viewing the visual. So, the pretty drawings aren't randomly pretty; they are very carefully crafted to an end.

Another misconception is that ''graphic design is not important.'' Again, this couldn't be further from the truth, especially if you own a company. How your product looks, what the box it's found in looks like, and what that advertisement about the product looks like can easily make or break your sales, regardless of how functional or useful the underlying product actually is.

Graphic design is just Photoshop,'' right? Nope. Another myth. Good graphic design isn't just about the tool, Photoshop.

It's about the in-depth knowledge and understanding of how to use that tool to get what you need out of it. Good graphic designers are masters at using Photoshop to express their deep understanding of things like marketing, human nature, and the visual arts.

''Graphic design is easy.'' Have you heard of this one? After all, is it really that hard to draw something as easy as what we see on a cereal box? No, it's not.

Graphic design isn't limited to the actual process of drawing something. It's about thinking through what you need to draw, how to draw it, where to place it in relation to other elements, who your audience is, and how to manipulate the visual field in order to bring about a response that you need (such as buying that cereal).

## **Lesson Summary**

**Art** is the term for a range of human activities that express human creativity and imagination in forms such as painting, music, dance, and literature.

**Graphic design** is a visual communication technique that uses images and typography in order to represent an idea, convey a message, or elicit a response.