

# Digital Visual Design

Semester 1 | Level 4

Lecture 2

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# **Graphic Design**

Graphic design is a craft where professionals create visual content to communicate messages. Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and form.

# Graphic Design vs Visual Design

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## Graphic Design

### Meanings & Communication

- Inform users
- Attract users
- Entice users
- Inspire users

## Visual Design

### Usability & Aesthetic Appeal

- Support users use a product or service most efficiently
- Make the stay pleasant and comfortable

*Activity*

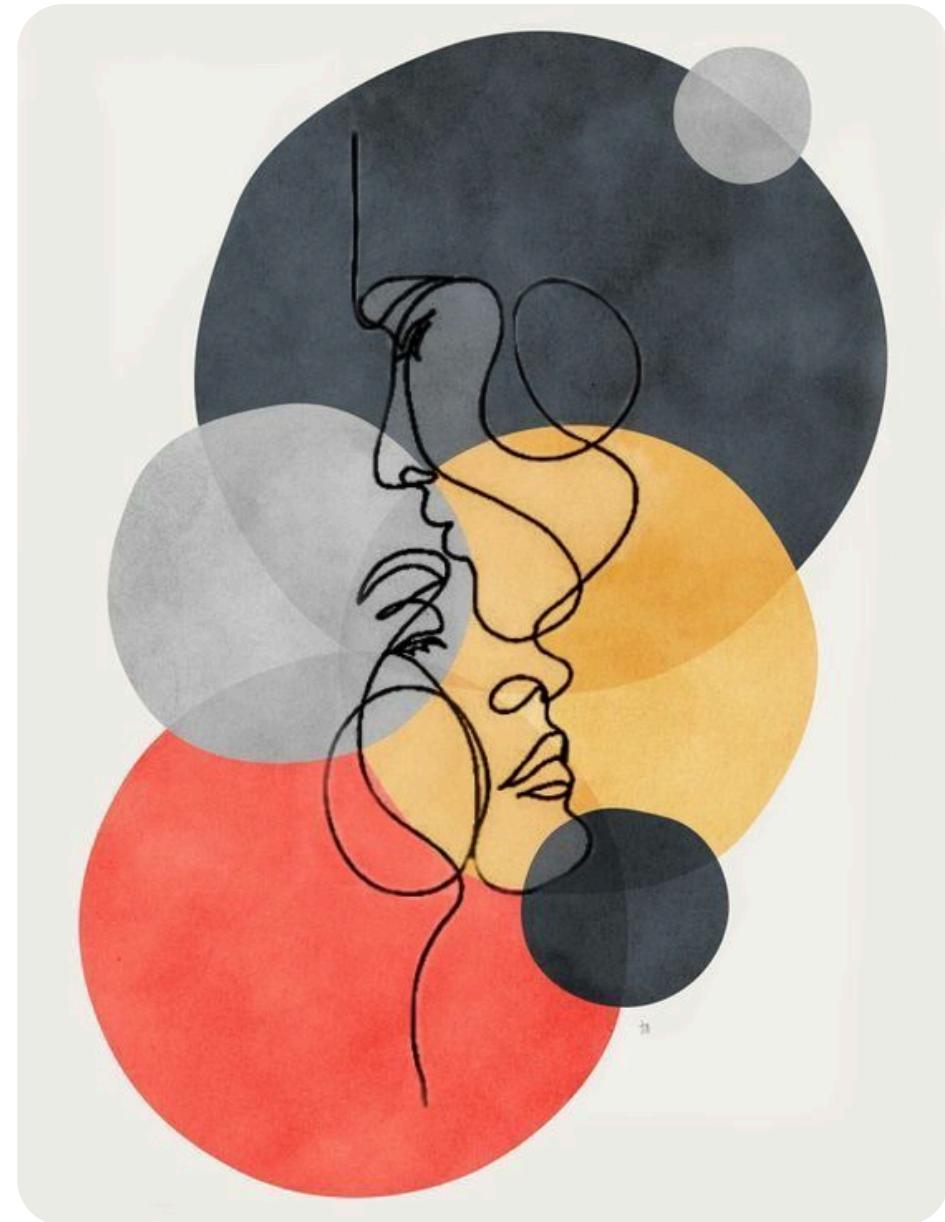
**Research and write down 5  
types of Graphic Design**



# **8 types of Graphic Design**

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1. Visual identity
2. Marketing & advertising
3. User interface
4. Publication
5. Packaging
6. Motion
7. Environmental
8. Art and illustration

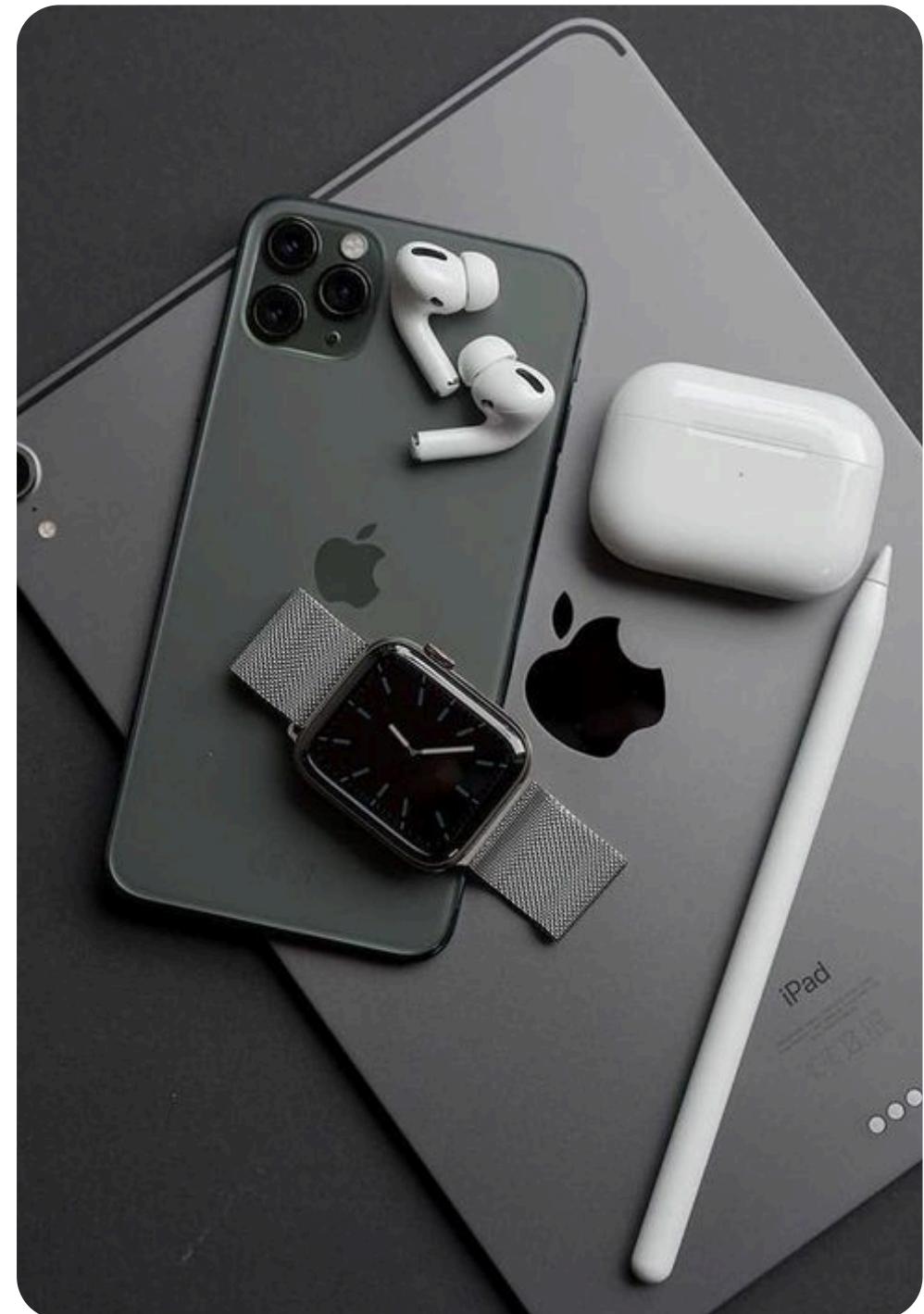


# What is Visual Identity?



# Visual Identity

Focus on the visual elements of a brand, such as logos, typography, and color schemes, to create a recognizable and **cohesive** identity.



# 1. Consistency





# Visual Identity: 4 Key elements of cohesive identity

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1. **Consistency:** Consistent visual elements across all platforms to reinforce brand's identity and make it recognizable.

**Example:** The iconic golden arches and the red and yellow color scheme are consistent across all **McDonald's** restaurants, packaging, and advertising.



## 2. Harmony





6.3" iPhone 16 Pro<sup>3</sup> in four colors



# Visual Identity: 4 Key elements of cohesive identity

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2. **Harmony:** Different visual elements work together in harmony to create a cohesive and visually appealing whole.

**Example:** Apple's minimalist design aesthetic, clean lines, and use of white space create a harmonious and cohesive visual identity across all its products and marketing materials.



### **3. Relevance**



[High Jewelry](#)[Jewelry](#)[Gifts](#)[Love & Engagement](#)[Fine Watches](#)[Home](#)[Accessories](#)[Stories](#)

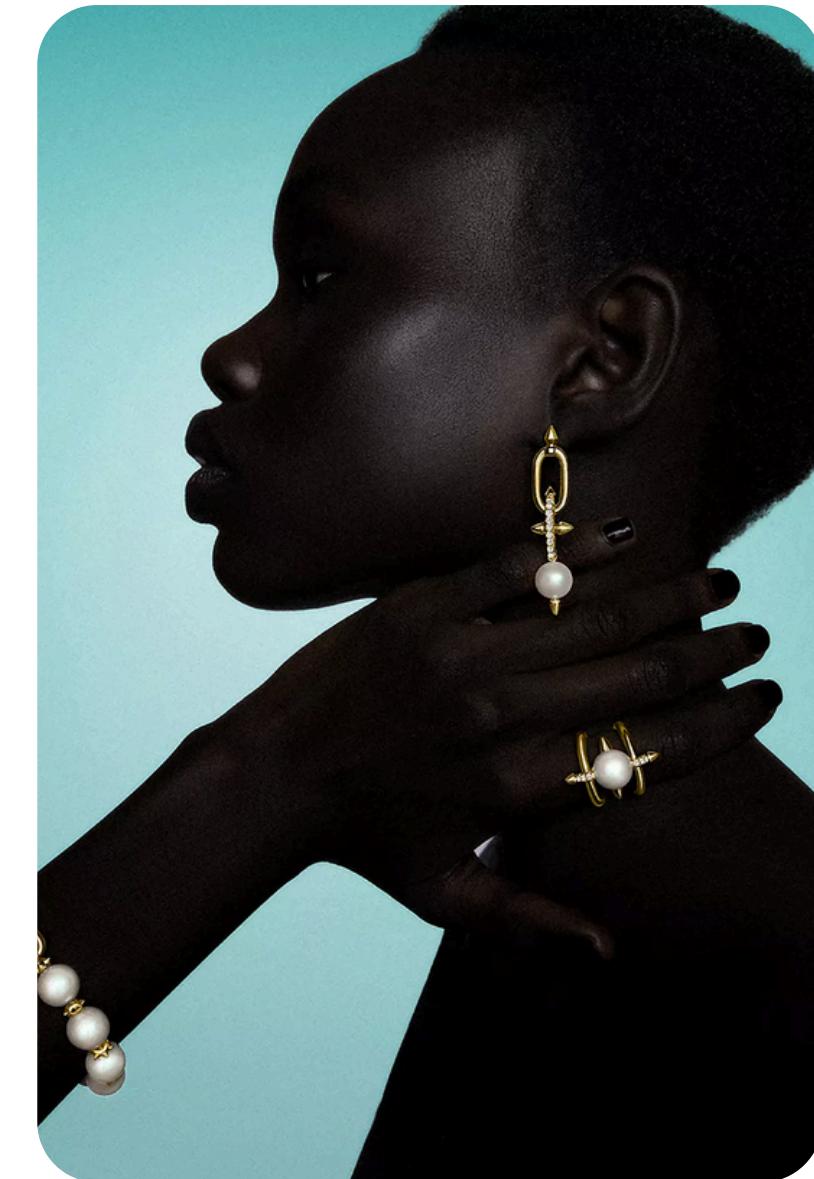
With Love, Since 1837

# Visual Identity: 4 Key elements of cohesive identity

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**3. Relevance:** The identity should be relevant to the brand's target audience and messaging. It should convey the brand's values and personality in a way that resonates with consumers.

**Example:** Tiffany & Co. ; A luxury jewelry brand's use of the color blue, its iconic Tiffany setting, and its elegant typography convey a sense of sophistication and timeless beauty.



## **4. Memorability**





# **Visual Identity: 4 Key elements of cohesive identity**

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**4. Memorability:** A strong cohesive identity should be memorable and easily recognizable.

**Example:** The swoosh logo and the "Just Do It" slogan are instantly recognizable and have become synonymous with the brand.



# Marketing & Advertising

It involves creating visuals that promote products or services and influence consumer behavior.

These designs are used in various platforms such as print, digital, and social media.



TIMEX

Adsum



Know the time without seeing you have 1,249 unanswered emails.

LAMAR

2532

# CocaCola

- Coca-Cola's print ads evoke positive emotions and create a sense of nostalgia.
- The company's strategic use of color, themes, and imagery has been instrumental in building a strong emotional connection with consumers worldwide.





# Publication

Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Publication design is a classic type of design—think books, newspapers, magazines and catalogs.



# Packaging

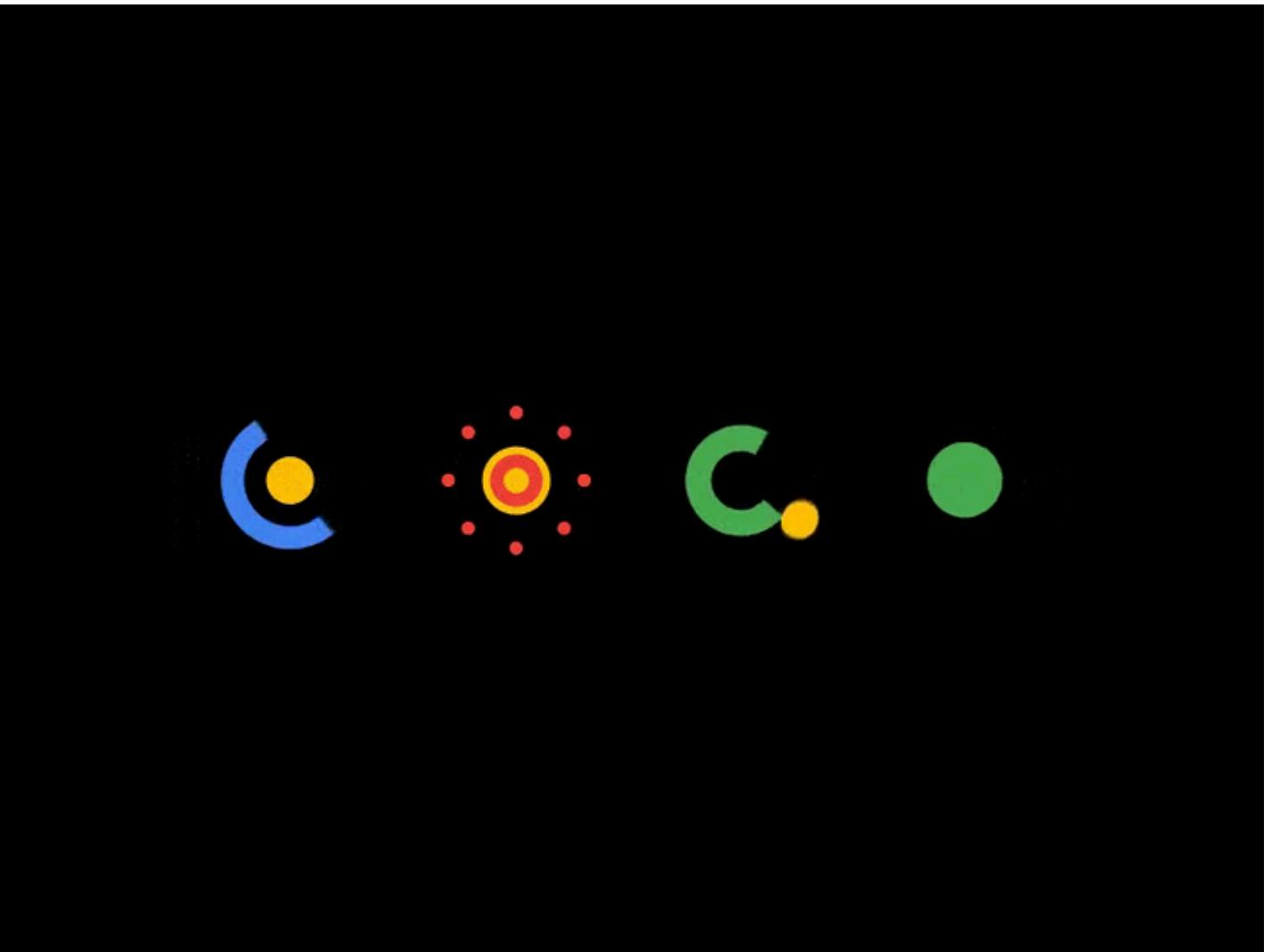
Packaging design can communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance tell the story of a brand.





# Motion

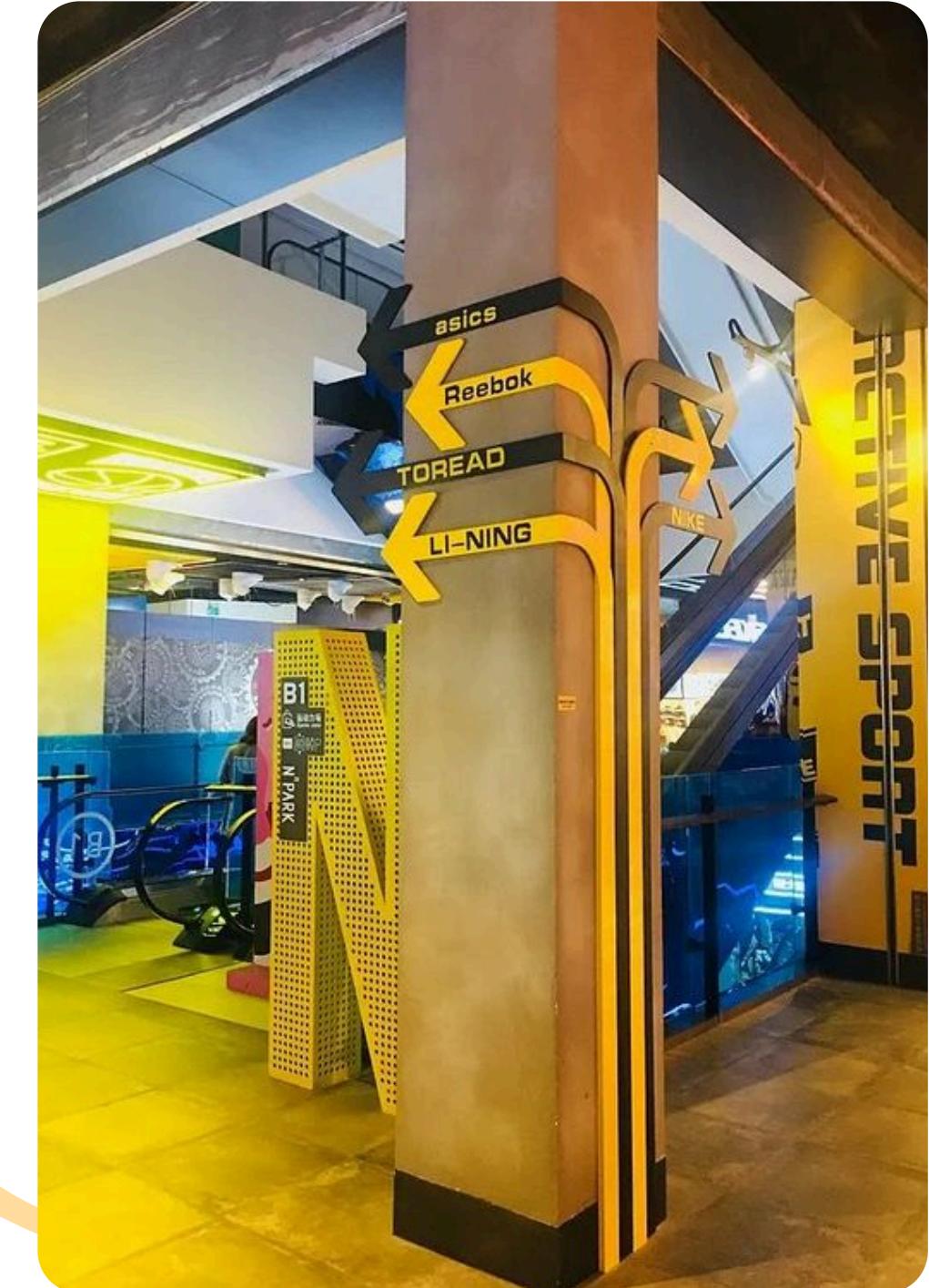
Motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television and film.



# Environmental

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.

**Example:** Wayfinding signs in airports guide people using simple, clear visuals.



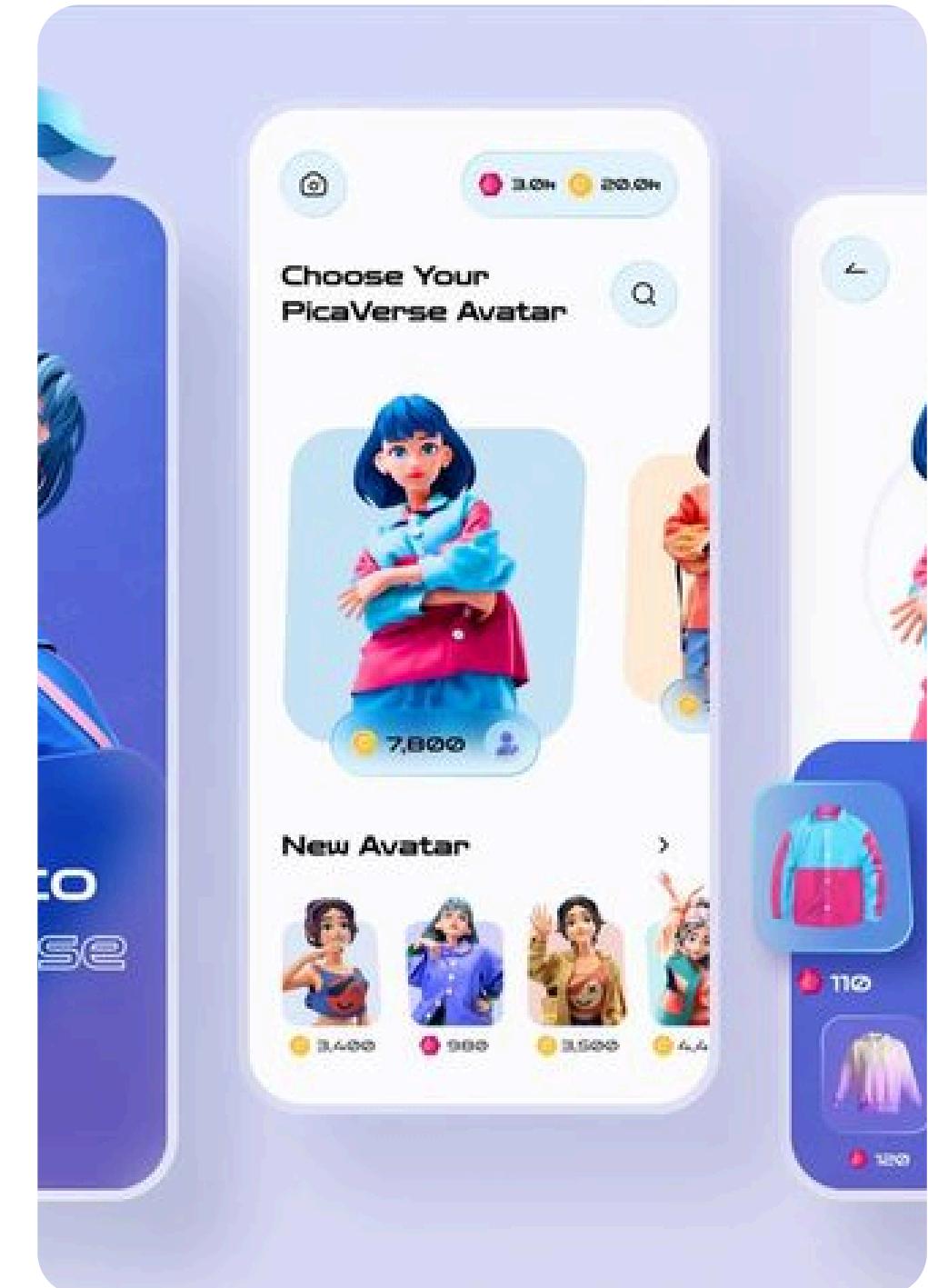
# Art and illustration

Artists and illustrators create original artwork that take a number of forms, from fine art to decoration to storytelling illustrations.



# User Interface

A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.





Graphics have  
**Meanings & Emotions!**

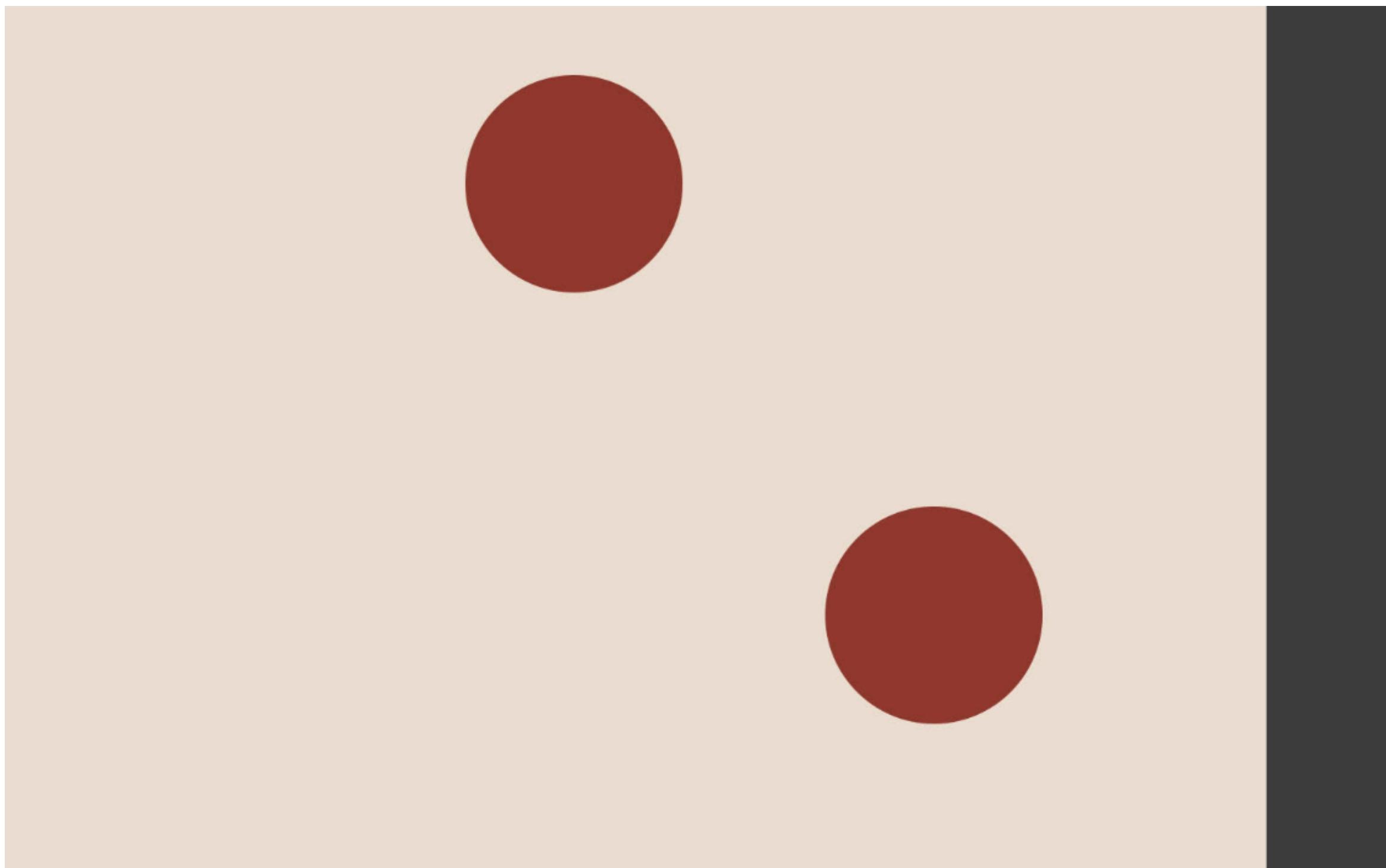
## *Activity*

### **‘Thoughts on Graphic Position’**

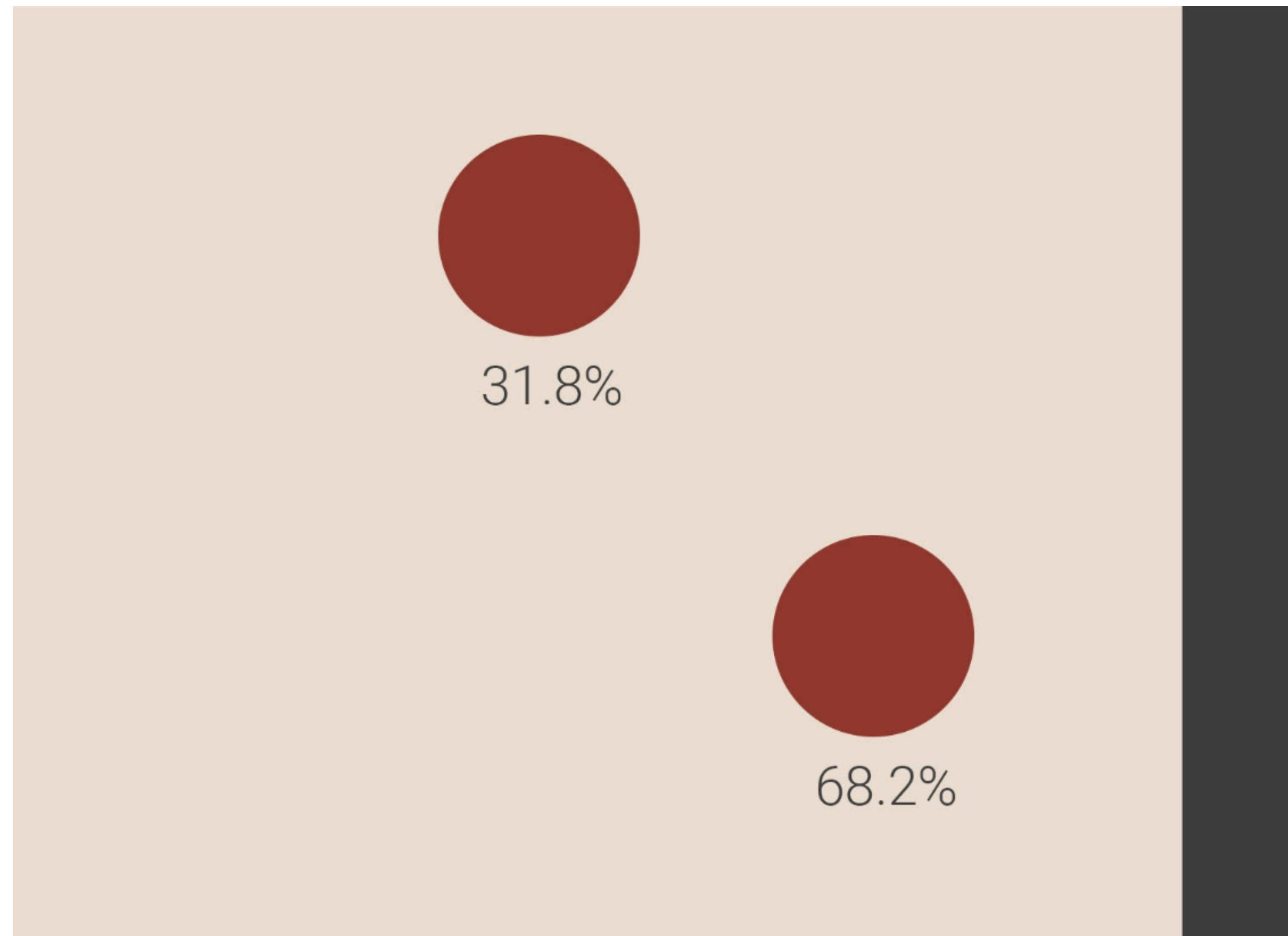
A piece of theoretical design research by Brazilian graphic designer **Nei Valente**.

Nei created a survey to discover how people subconsciously ascribe meaning to positioning of elements, even with no distinguishing visual information beyond where a square is located on the page – and the results will be of interest whether you’re an artist or UX designer.

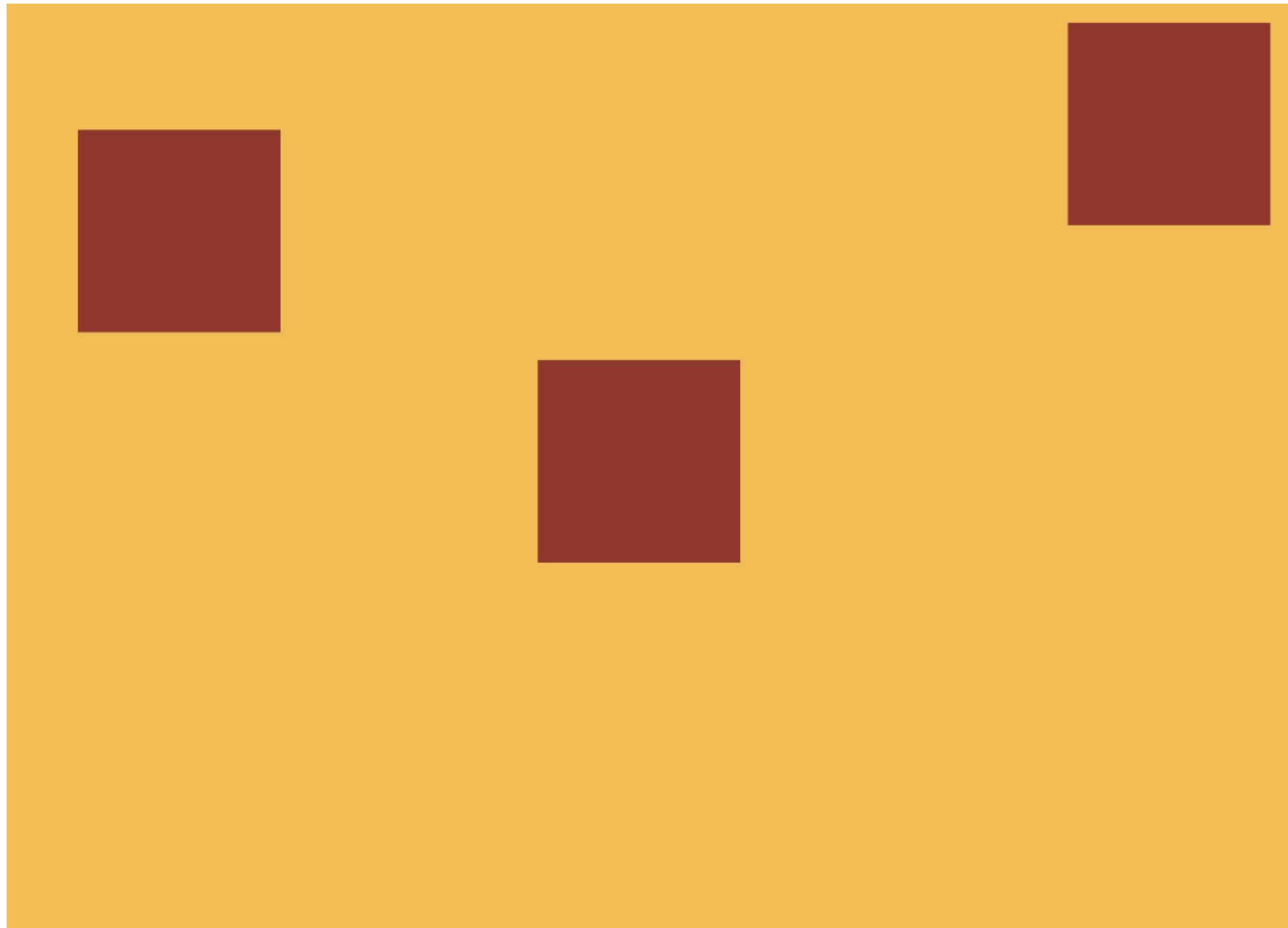
**Who is afraid?**



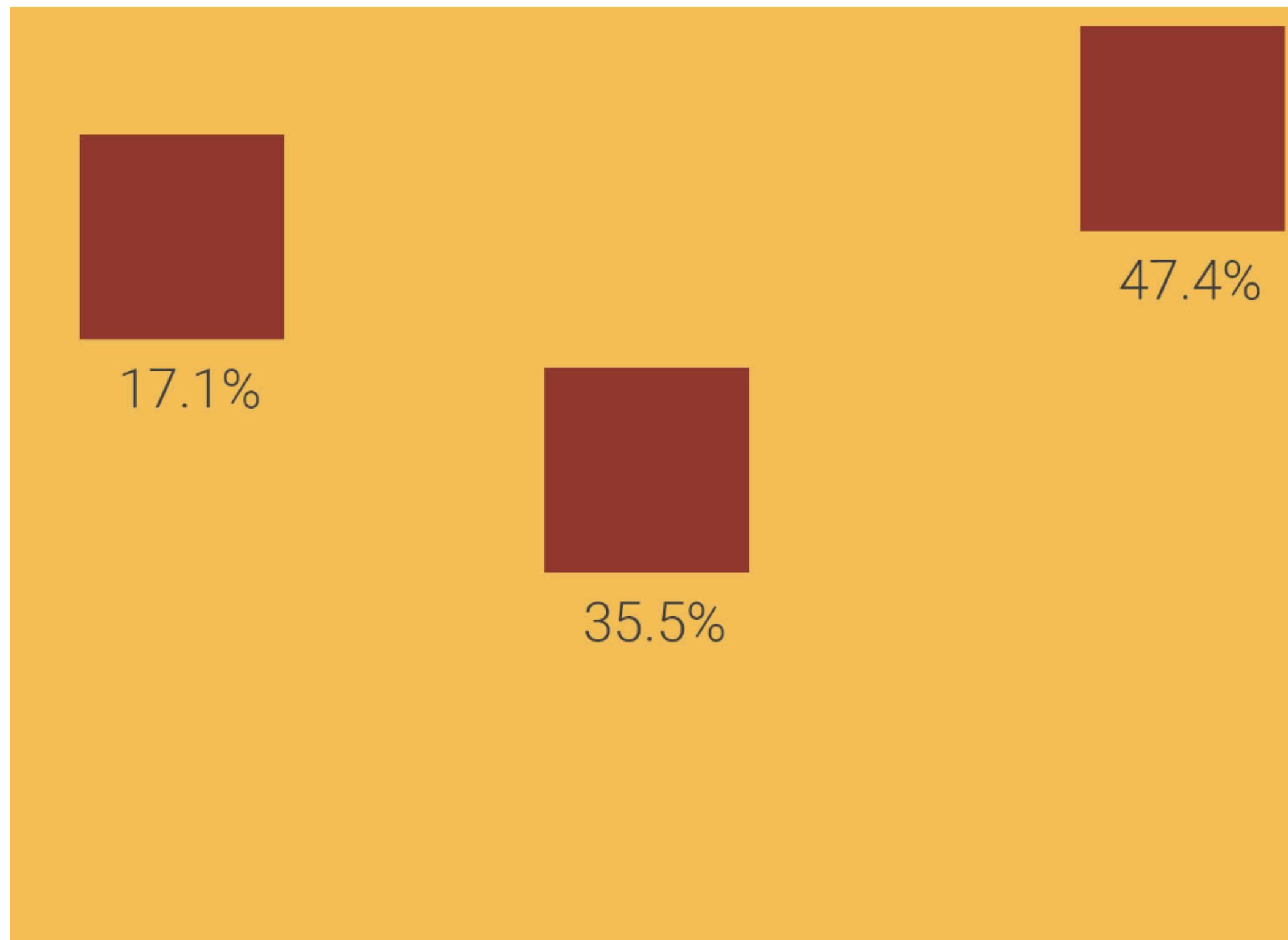
## Who is afraid?



**Who is happiest?**



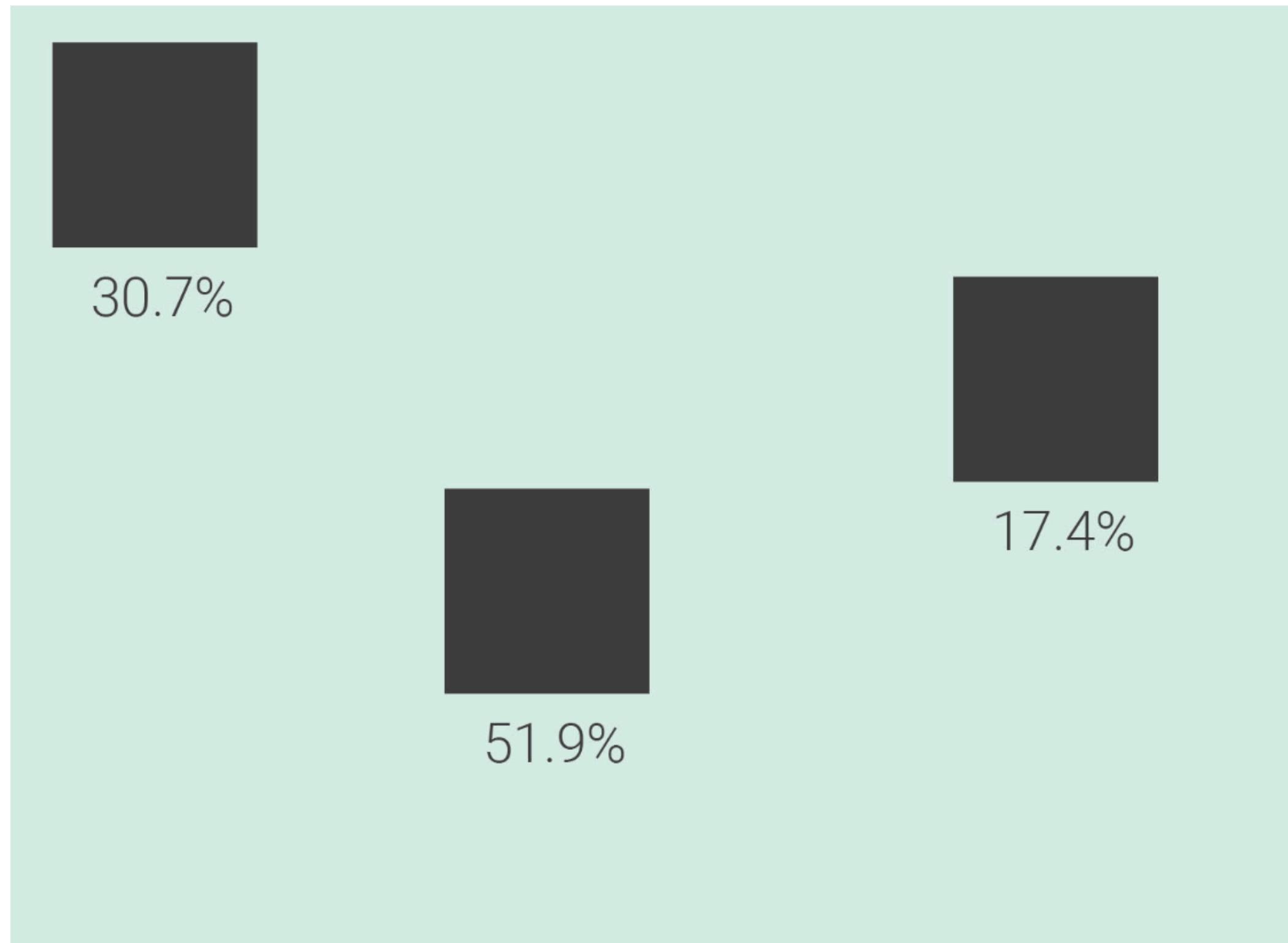
## Who is happiest?



# Who is depressed?



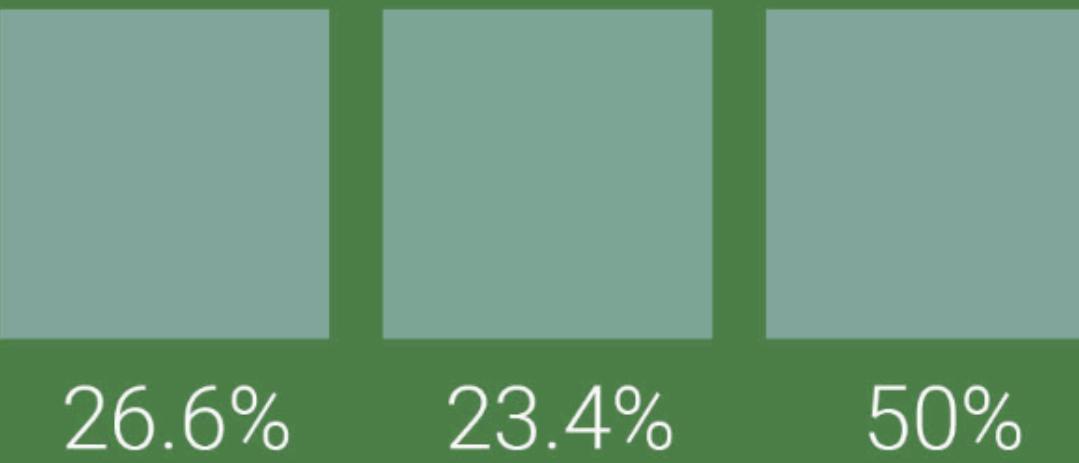
## Who is depressed?



# Who is jealous?



## Who is jealous?



**Who is angry?**



# Who is angry?

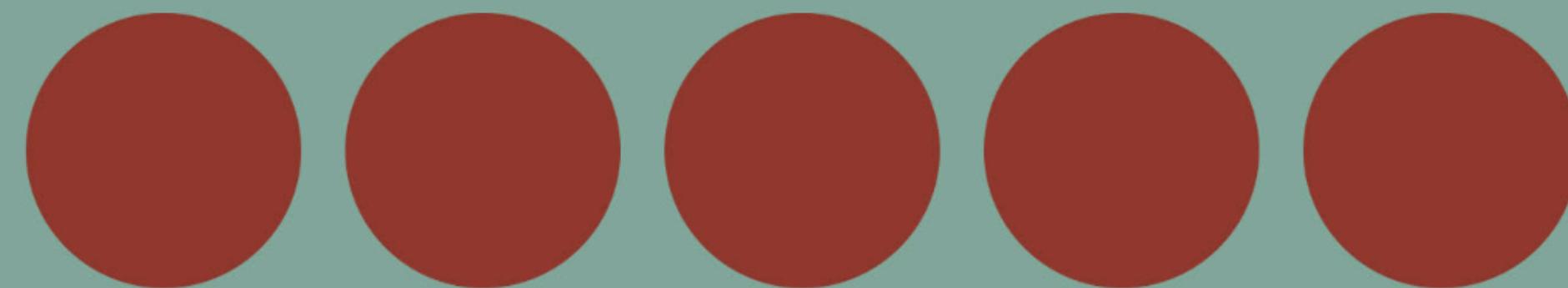
49.3%



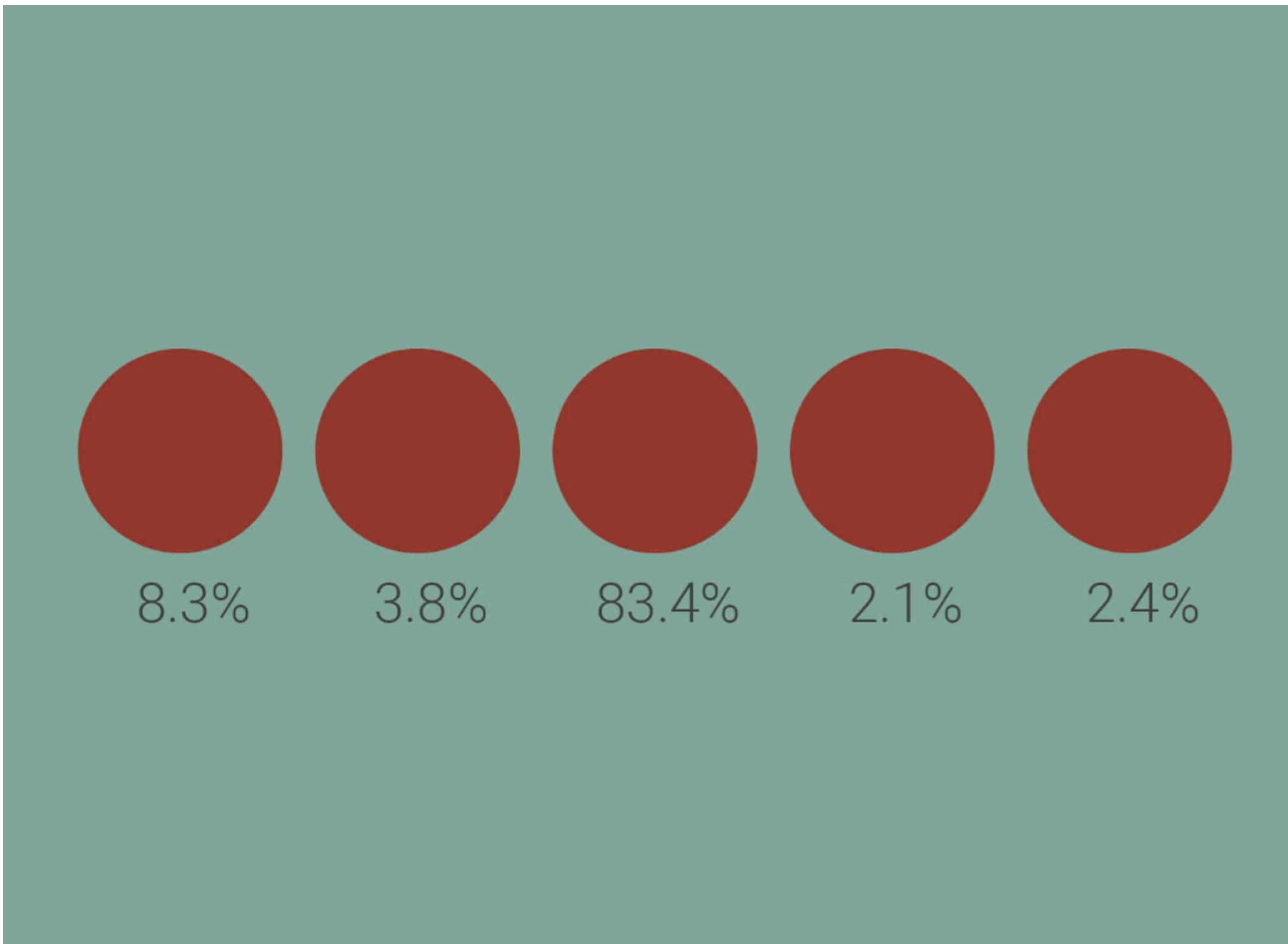
50.7%



**Who is the singer in the band?**



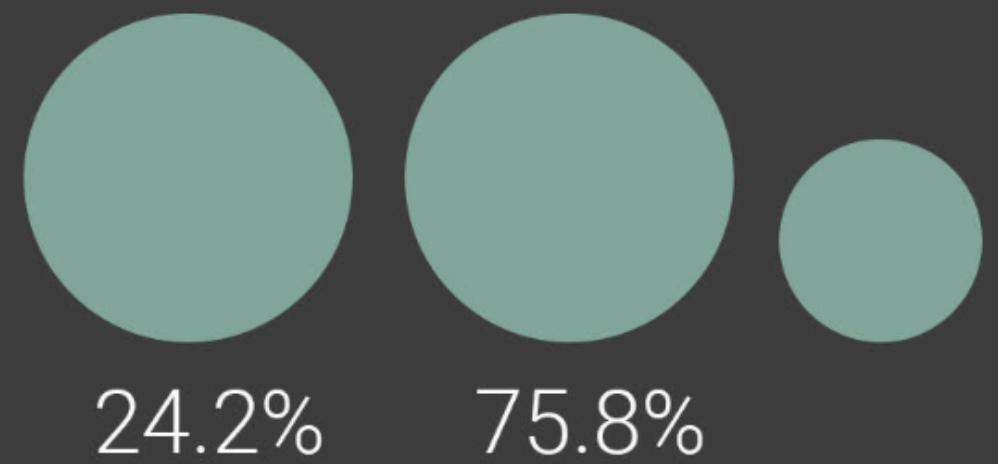
## Who is the singer in the band?



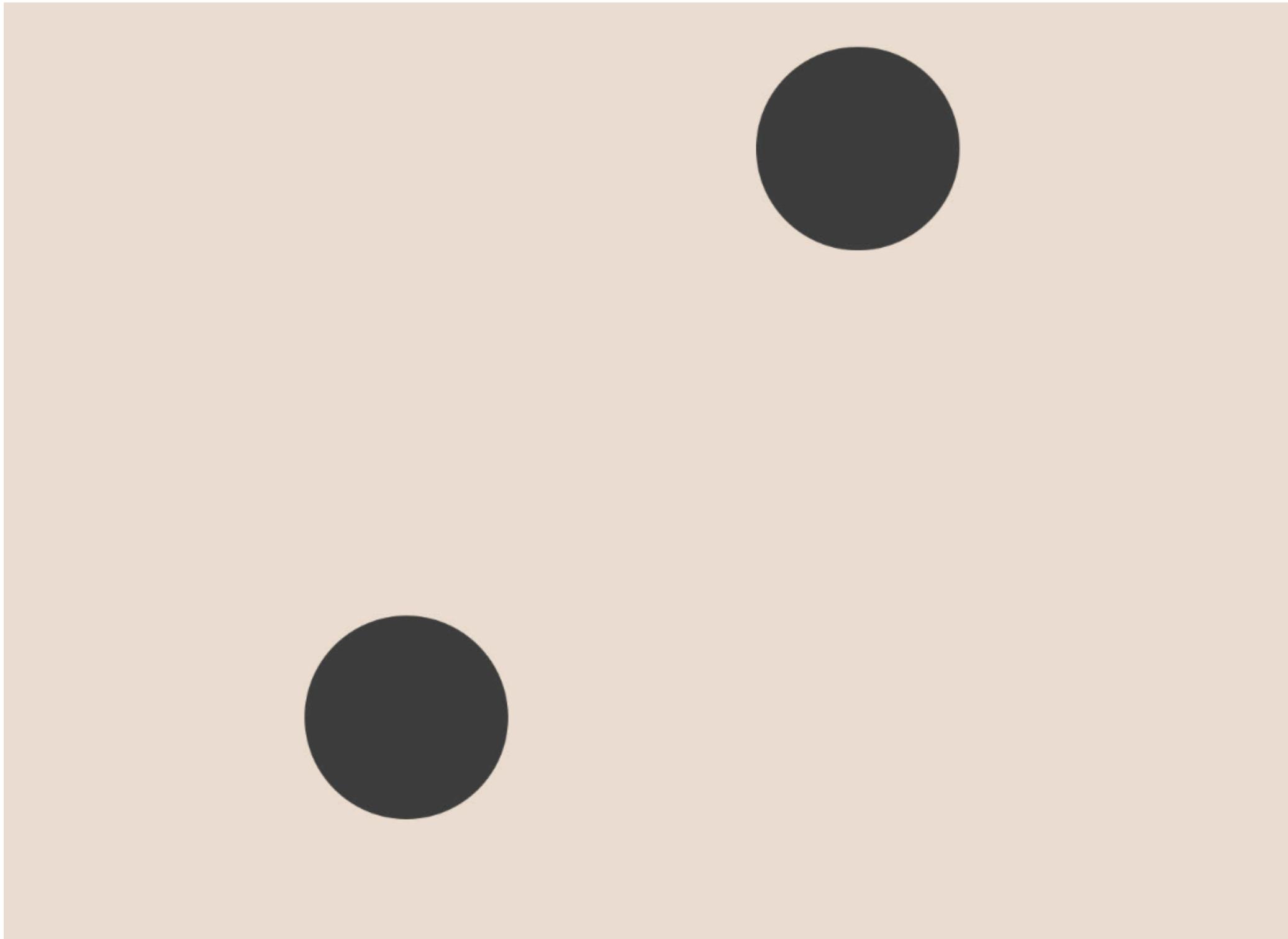
**Who is the mother?**



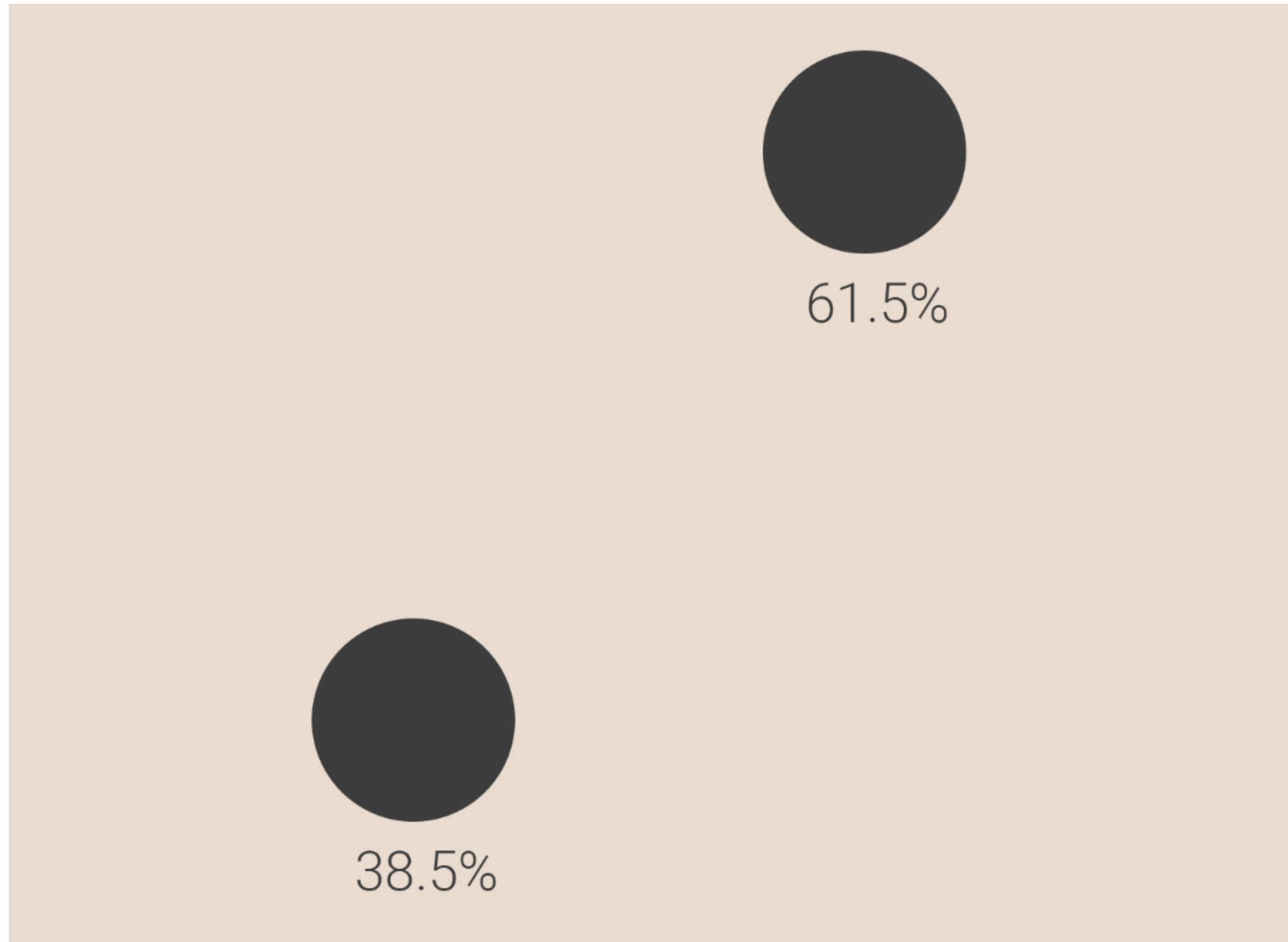
## Who is the mother?



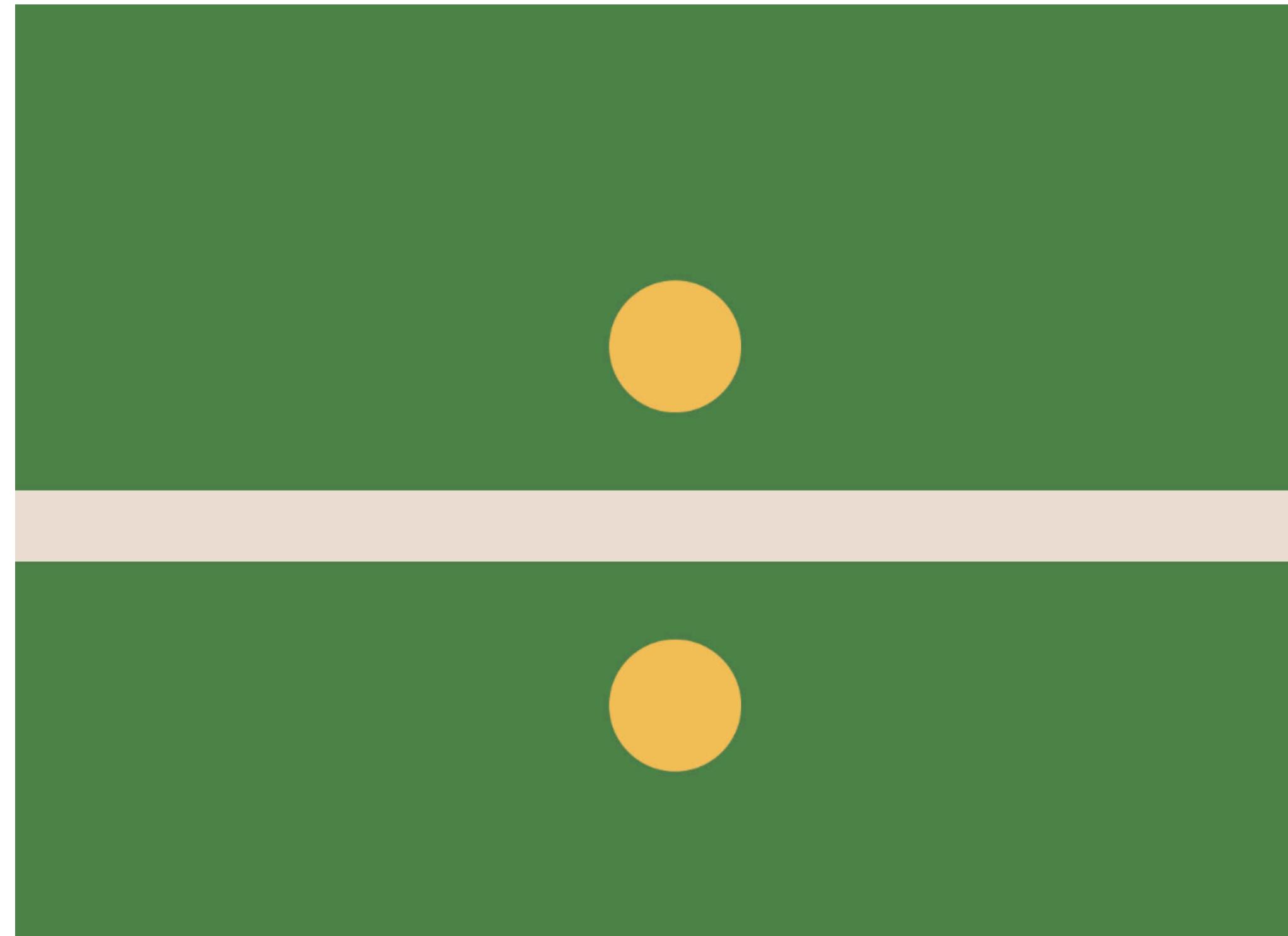
**Who is mean?**



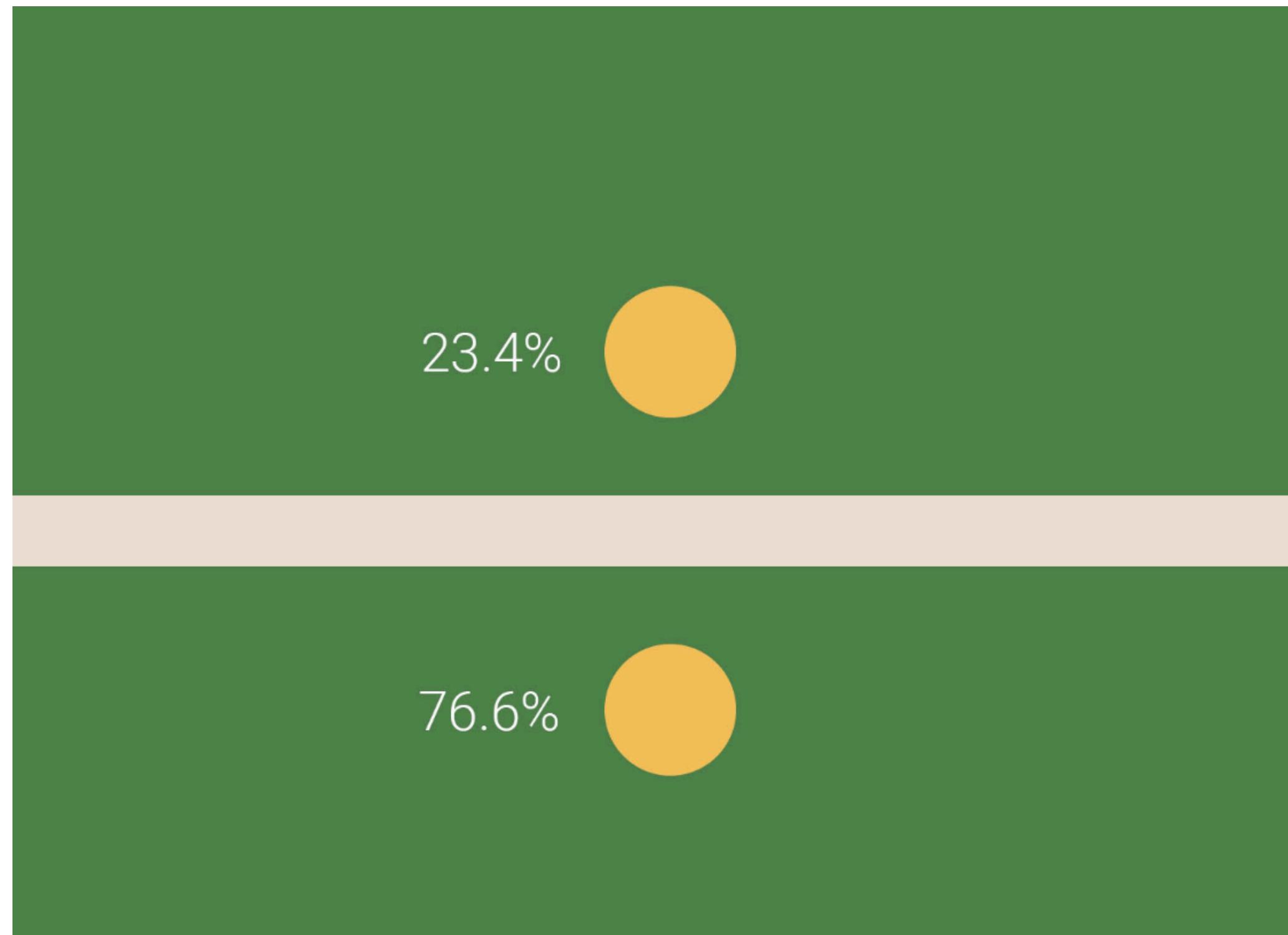
## Who is mean?



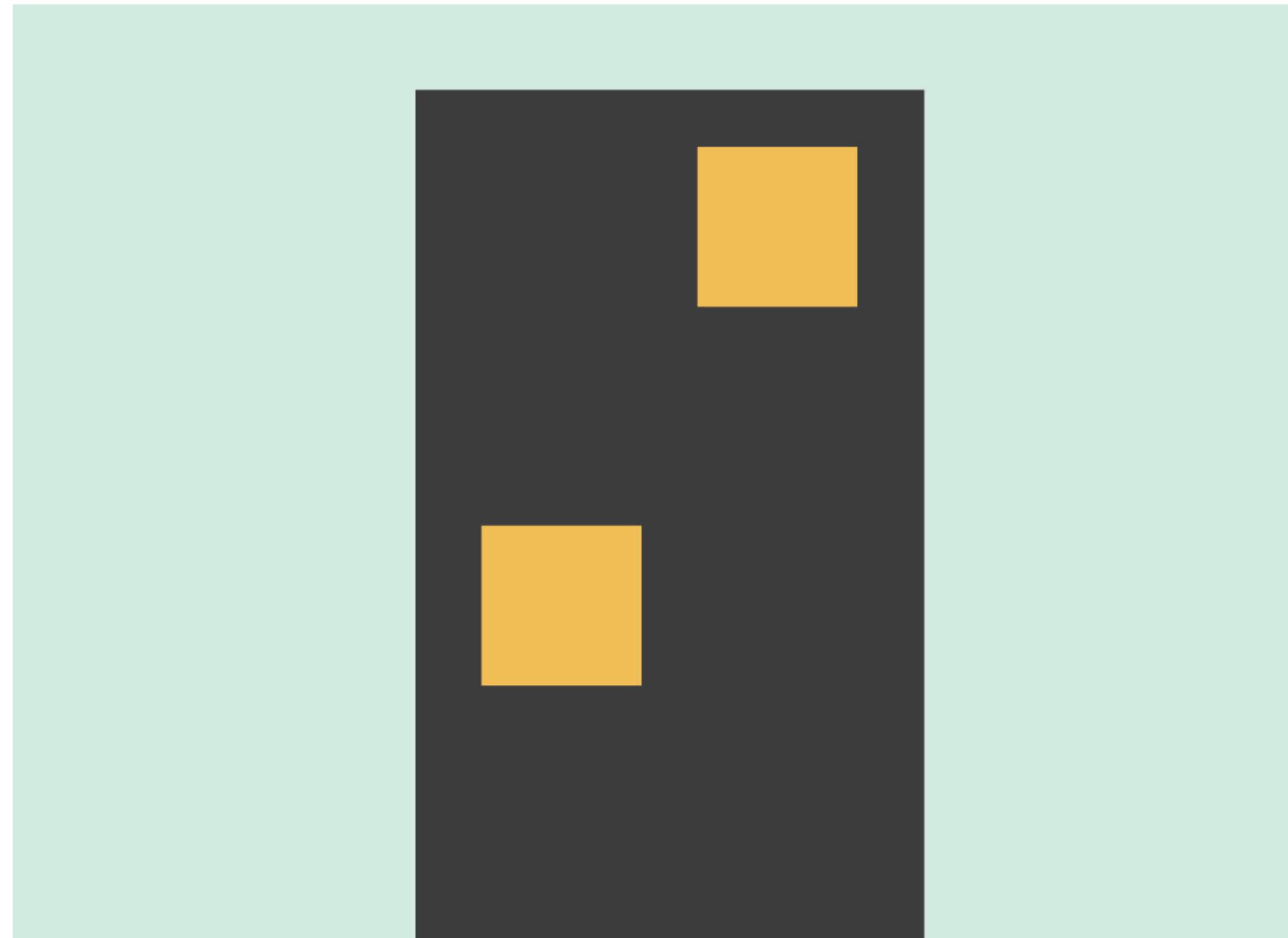
# Who is the prisoner?



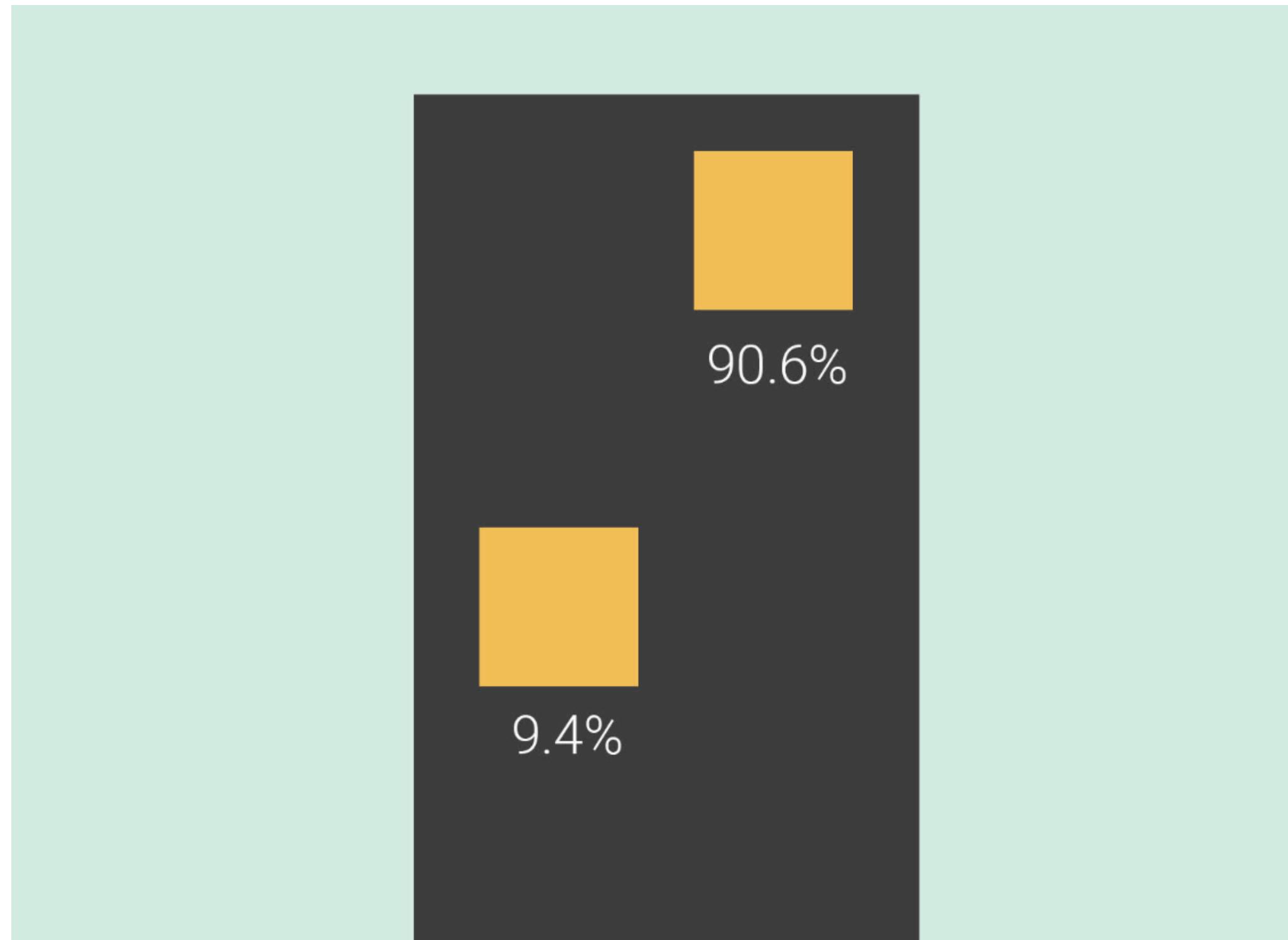
## Who is the prisoner?



# Who is richer?



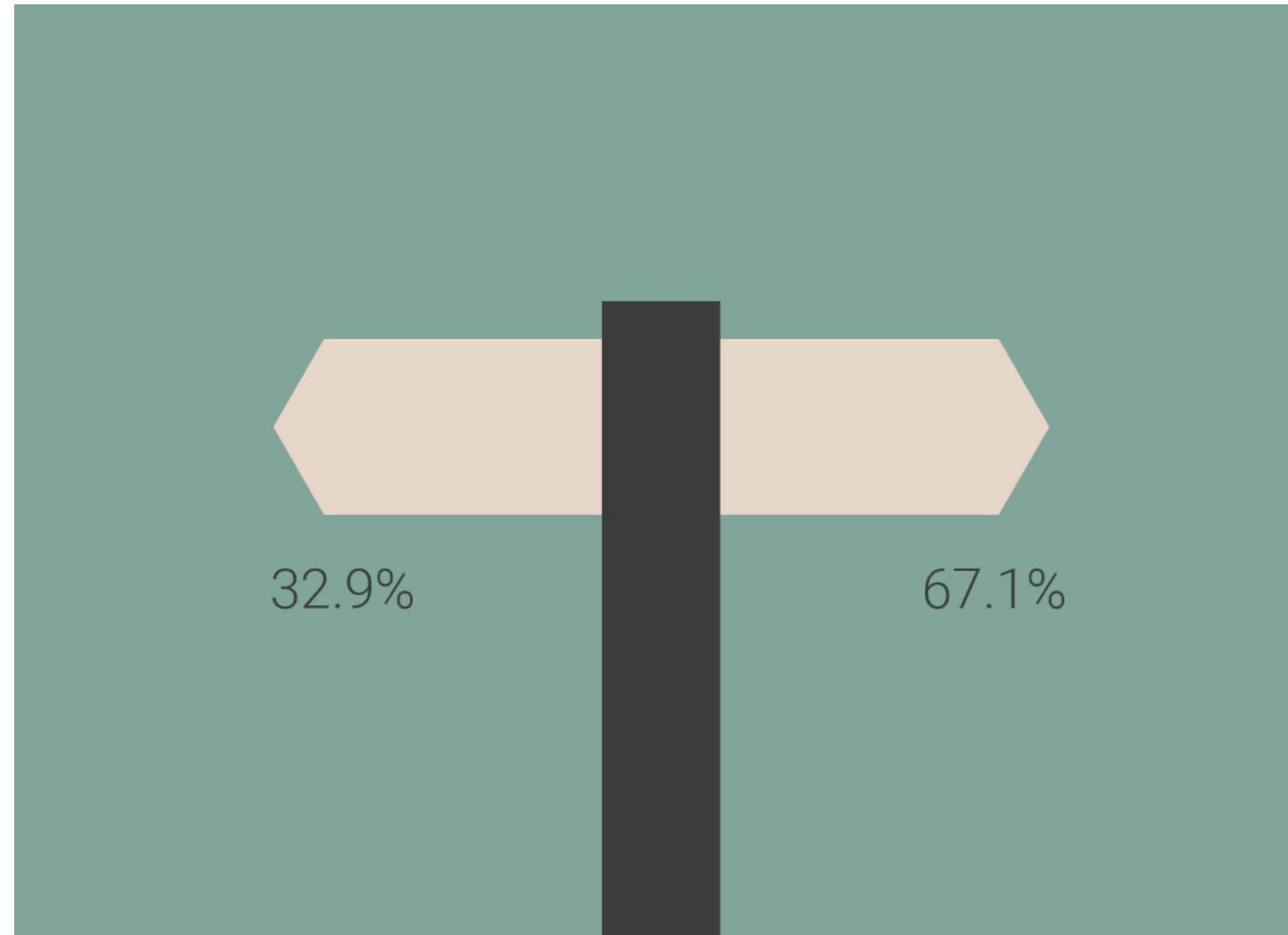
## Who is richer?



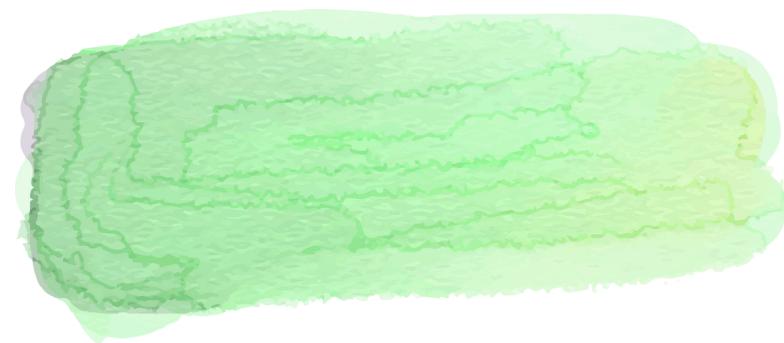
**Which side of the sign points to the exit?**



# Which side of the sign points to the exit?



**Write down what this entire experiment  
teaches you.**



**'Thoughts on Graphic Position'** study is an important evidence for us to acknowledge the power of the most subtle graphic clues, capable of generating subtle or explicit meanings across users.



**What are Visual Aesthetics?**



An artistically beautiful or pleasing appearance.

The term “visual” indicates concentration on the visual sense, which is the central human sense, occupying almost **half the brain**.

### **3 perspectives:**

1. The Design perspective
2. The Psychological perspective
3. The Practical perspective



## Design Perspective

This perspective focuses on the use of elements like color, form, composition, and layout to create visually engaging and harmonious designs.



# Psychological Perspective

Designers use this perspective to create visuals that evoke specific emotional responses and improve user experience. Since vision occupies nearly half the brain's resources, visuals impact emotions, attention, and perception.

**Example:** Instagram redesigned its logo in 2016 to a more simplified, gradient icon, evoking modernity and creativity, appealing to a younger, digitally-savvy audience.





## Practical Perspective

This perspective focuses on the functionality and usability of a design. Design elements are used not just for aesthetics but to serve a clear purpose, ensuring the design is user-friendly and practical in real-world applications.

**Example:** Airbnb's website design balances beauty and usability, with an intuitive layout that guides users seamlessly through the booking process.



Stays

Experiences

Airbnb your home

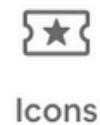


Where  
Search destinations

Check in  
Add dates

Check out  
Add dates

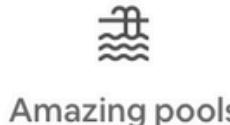
Who  
Add guests



Icons



Amazing views



Amazing pools



Rooms



Castles



Trending



OMG!



Luxe



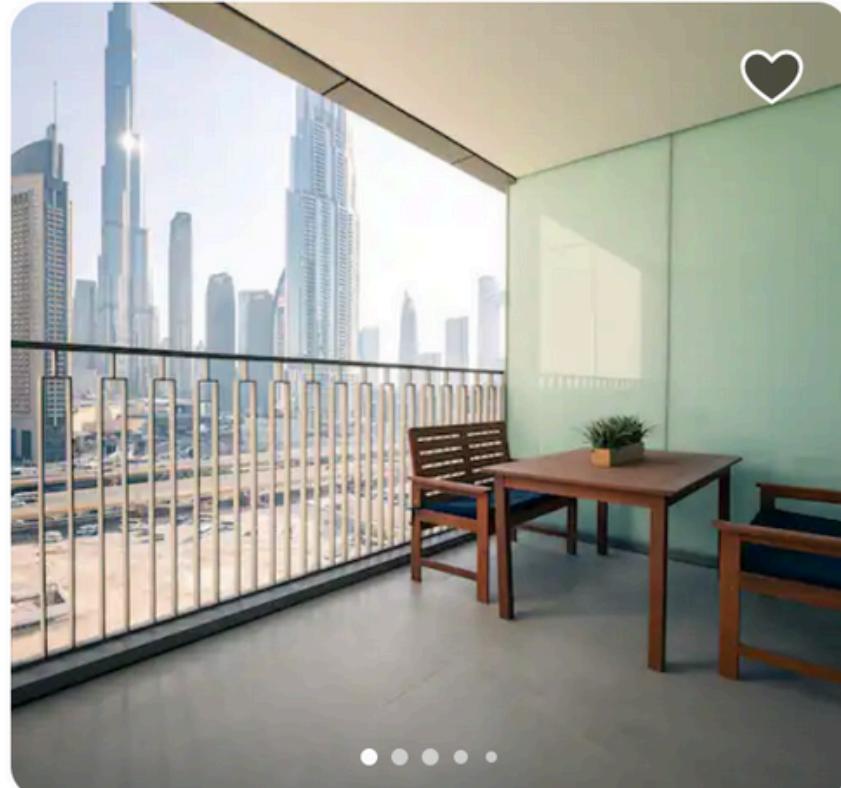
Countryside



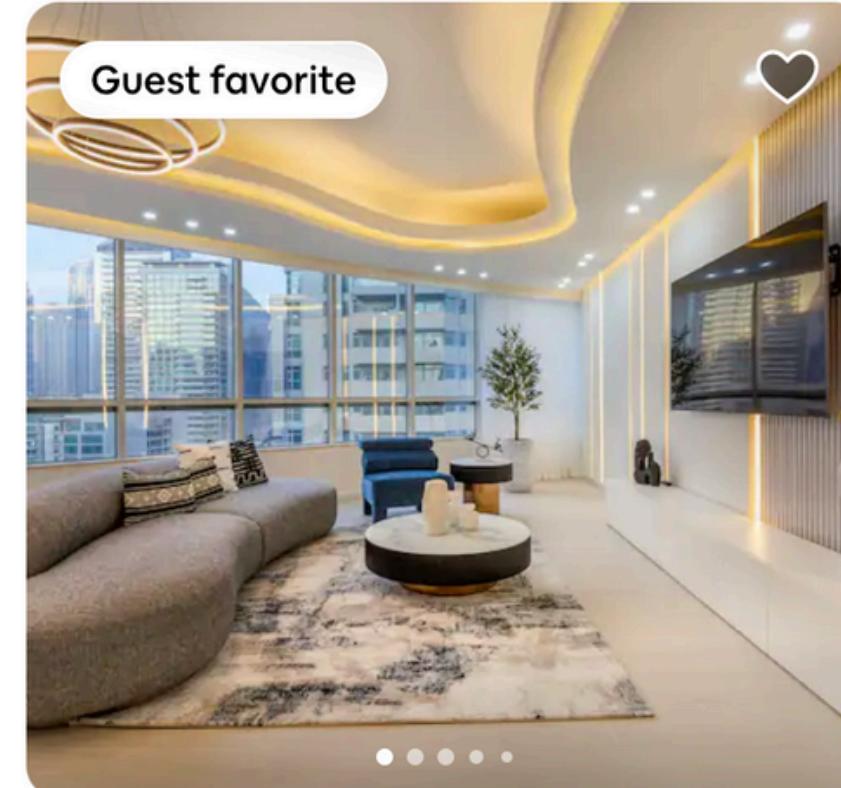
Cabins



Display total before taxes

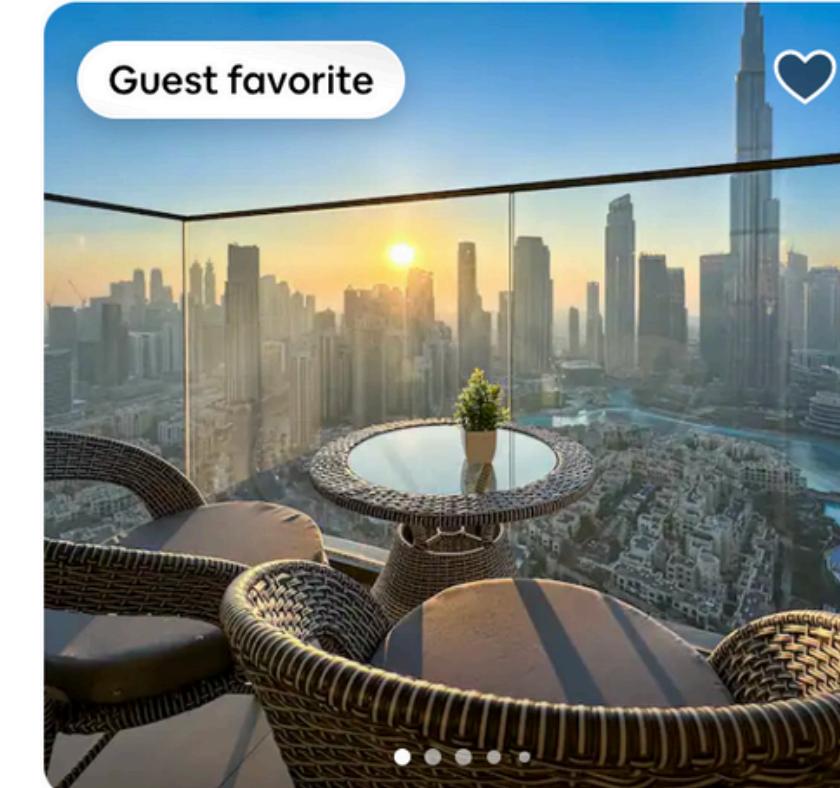


Dubai, UAE  
5 kilometers away  
Nov 12 – 17  
1,435 ₦ night



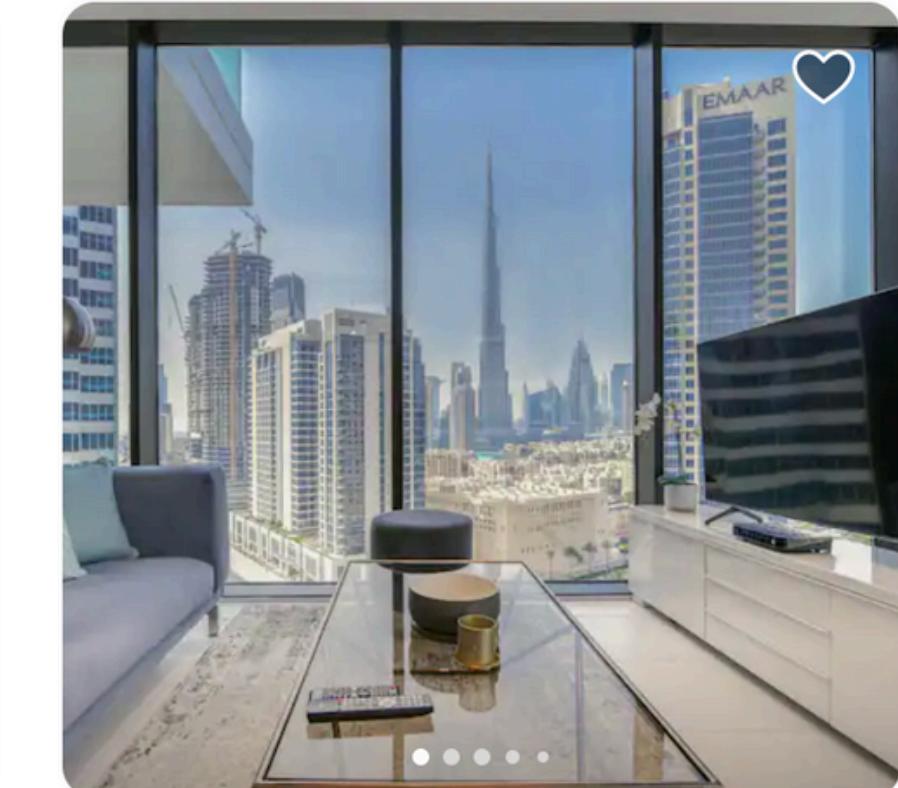
★ New

Dubai, UAE  
City views  
Sep 16 – 21  
1,139 ₦ night



★ 4.93

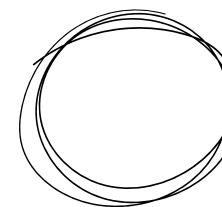
Dubai, UAE  
6 kilometers away  
Oct 3 – Oct 4  
Show map ₦ night



★ 5.0

Dubai, UAE  
7 kilometers away  
Dec 28 – Jan 2  
5,796 ₦ night

★ 4.82



# Theories

## **Positive Effect Mediation Theory** by *Norman*

Visually pleasant systems induce positive emotions in users, leading to a supportive cognitive state, finally resulting in better performance with them.

## **Processing Fluency Theory** by *Szabo*

Well-designed aesthetic interfaces inherently require less cognitive effort on the user's part, and hence are easy and fluent to operate and complete the task.

## **Increased Motivation Theory** by *Sonderegger*

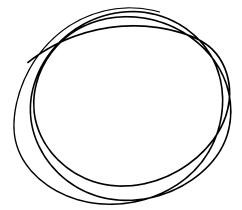
Aesthetically attractive systems naturally attract and motivate the users, and consequently improve their performance.

## Activity

### Analyze a website or app

- What do you like about the design?
- What changes would you suggest?
- How does the website make you feel?

# **Introduction to Sway**



Thank you