DESIGN SCHOOL

Communication:
1. Graphic design is primarily about a message or idea visually, using elements such as , images, colors, and layout.

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Creativity
Graphic design requires creative thinking and problem-solving skills to develop visually appealing and innovative solutions

Technical Skills:
Proficiency in design software and tools, principles and techniques, is essential for executing the design ideas

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Visual Hierarchy
Graphic design organizing elements in a design in a way viewer's attention and creates a clear visual hierarchy.

Branding and Identity
Graphic design plays a crucial role in building and maintaining a brand's identity.

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Color Theory:
Understanding color psychology and how different colors interact is essential in graphic design

Composition and Layout
Designers use composition principles to arrange elements within a design, including balancing visual elements,

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User Experience:
Graphic design is often a key element in creating a positive user experience for products, websites, and applications.

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