



**gphd5\_intro to graphic design**

intro to **graphic design**

**what is graphic design?**

## **graphic design**

According to the American Institute of Graphic Arts (AIGA), graphic design is defined as the “**art and practice of planning and projecting ideas and experiences with visual and textual content.**”

In other words, graphic design is **the process of visual communication and problem-solving through the use of typography, photography, and illustration.**

## intro to **graphic design**

**“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... to design is to transform  
prose into poetry.”**

~ Paul Rand

## **what is graphic design?**

- most universal of all arts
- explains, enhances, identifies
- imposes meaning on the world

## intro to graphic design



## intro to graphic design



## **the designer's goal**

the graphic designer has two interconnected goals. the goals are to communicate a message to an audience, and to create a compelling or pleasing design that will enhance the message.

## **education in design**

- standards
- abstract vs. real world
- art, science, and language

intro to **graphic design**

## **value of an education**

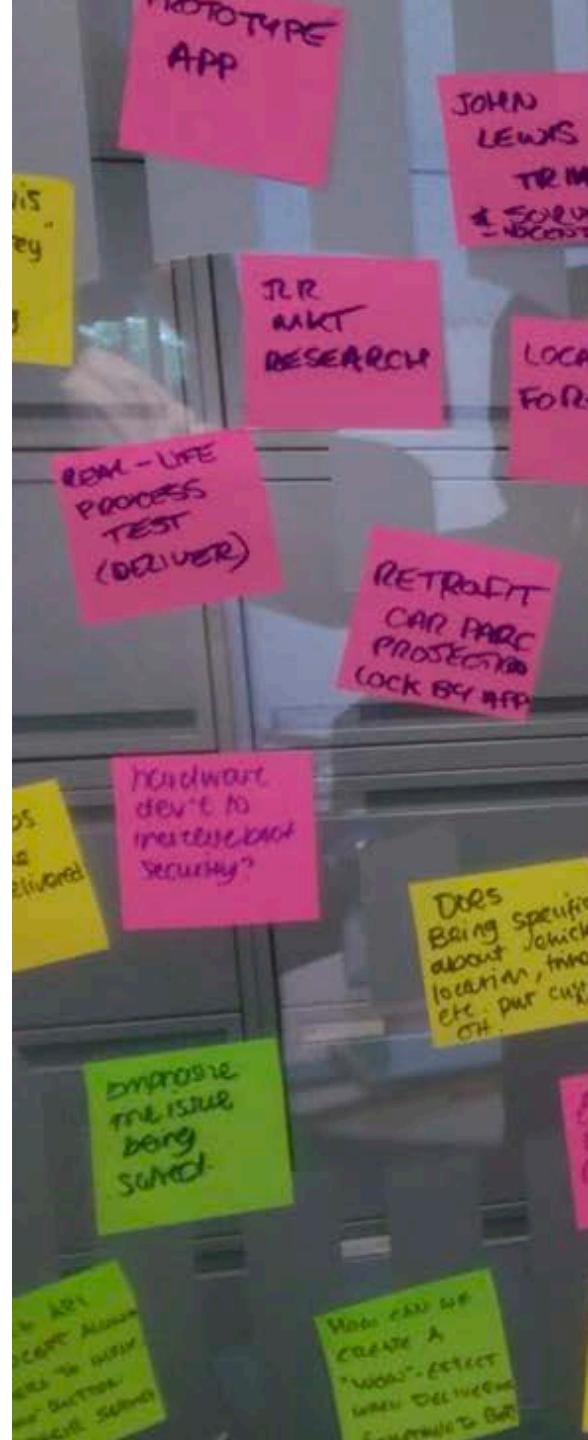
- liberal arts background
- industry needs critical thinkers
- what does a degree say

intro to **graphic design**

**school must prepare** designers  
for their future work!

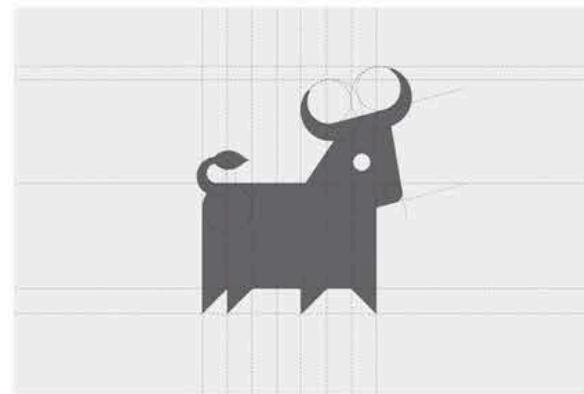
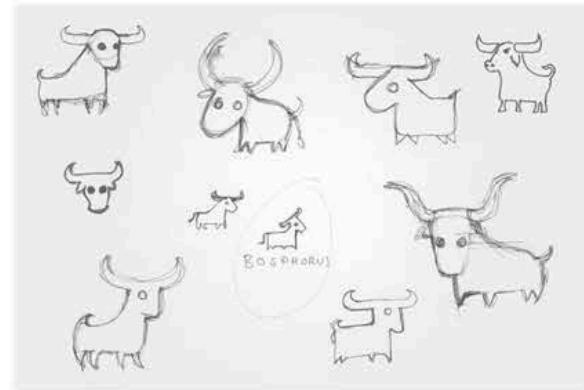
designers must understand:  
the client,  
the culture,  
the cause,  
the content,  
the competition,  
and the consumer.

**We need to know the  
CONTEXT of the problem  
We are trying to solve.**



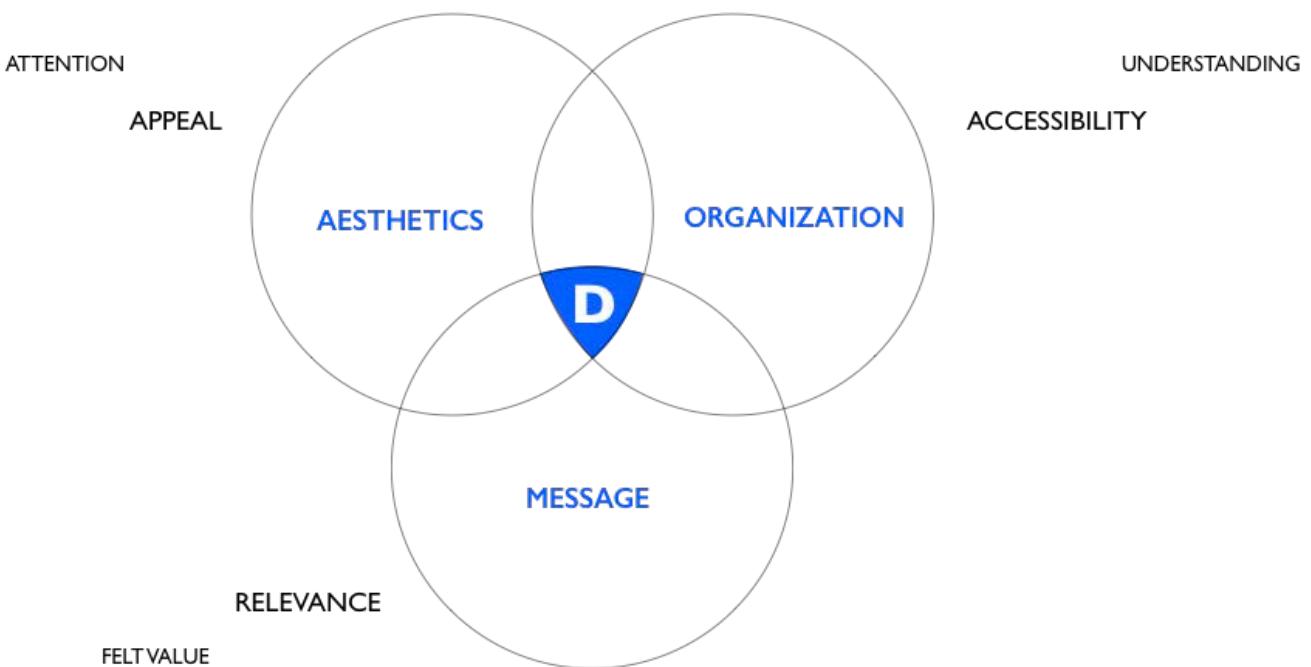
additionally, designers must  
be versed in:  
creative thinking,  
critical thinking,  
concept development,  
composition,  
communication theory,  
and the tools of the trade.

**we need to know  
how to **CRAFT**  
a strategic solution**



## intro to graphic design

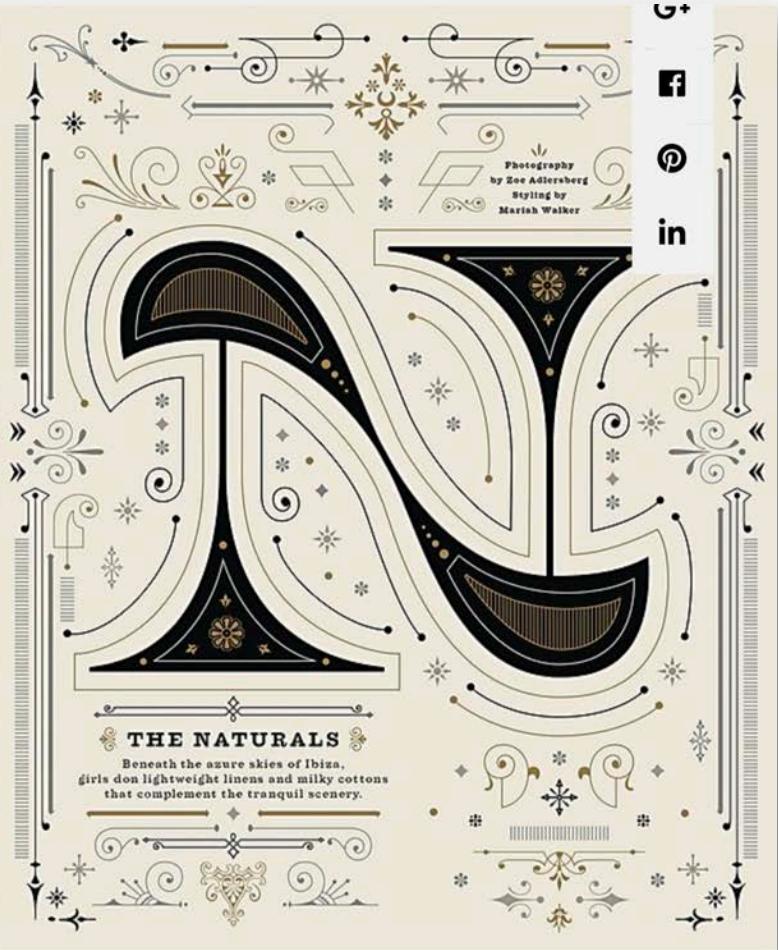
### One Design Model



## intro to graphic design

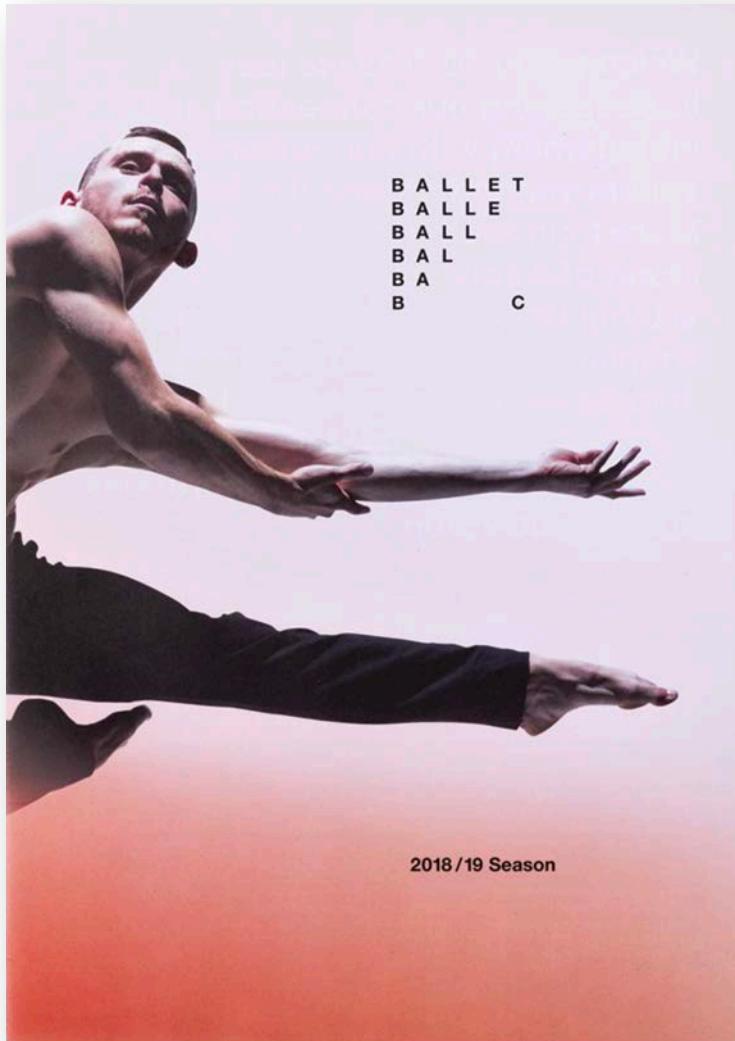


Joanna wears necklace  
by Tia Cibani Kids.  
Kulaland striped dress  
and Me & Henry shorts.



## publication design

## intro to **graphic design**



**publication design**

# intro to graphic design

Subscription Series

## Program 1

The 2018/19 season opens with an evening of riveting works. Following the success of *Romeo + Juliet*, we bring you returning favourite, *Petite Cérémonie*, by Medhi Walerski. Emily Molnar premieres a new work infusing her driving choreographic style with the rhythm of the blues. We close the program with William Forsythe's ground-breaking *Enemy in the Figure*.

"It's exhilarating to see the confidence with which Vancouver-based Ballet British Columbia takes the stage." —The Guardian

Nov 1 2 3      8:00pm

World Premiere - Ballet BC 2011  
**Petite Cérémonie**  
Choreography  
Medhi Walerski

Humorous and thought provoking, *Petite Cérémonie* is a dazzling showcase of movement and ideas that features the talents of our company of artists. Commissioned for Ballet BC in 2011, Walerski creates a sensitive and aquatic atmosphere that explores the delicate balance between the life and death, the shadowed creatures that are "out of this world... a divine experience."

World Premiere  
**New Work**  
Choreography  
Emily Molnar

To celebrate her 10th season as Artistic Director, Emily Molnar collaborates with the artists of Ballet BC to create a daring yet intimate landscape that brings her signature energy and drive to life. She explores the rhythm of the blues. With each of her moves, she finds a balance in craft and passion, creating a sense of movement for the blues and the artist. "The choreographic process continues to enthrall and humiliate me with each and every attempt."

Canadian Premiere  
**Enemy in the Figure**  
Choreography  
William Forsythe

William Forsythe continues to galvanize the dance world with his innovative thinking. "If dance only does what we assume it can do, it will expire." Created in 1988, *Enemy in the Figure* pushed 20th century contemporary ballet to new extremes. A dynamic, intense, and provocative piece, it challenges the audience to witness the two individuals emerge against the driving score by leap-time collaboration. Quick composer Thom Williams, Ballet BC is proud to bring this shattering masterpiece to Vancouver.

Ballet BC Dancer Emily Chesse. Photo by Michael Bobroff.

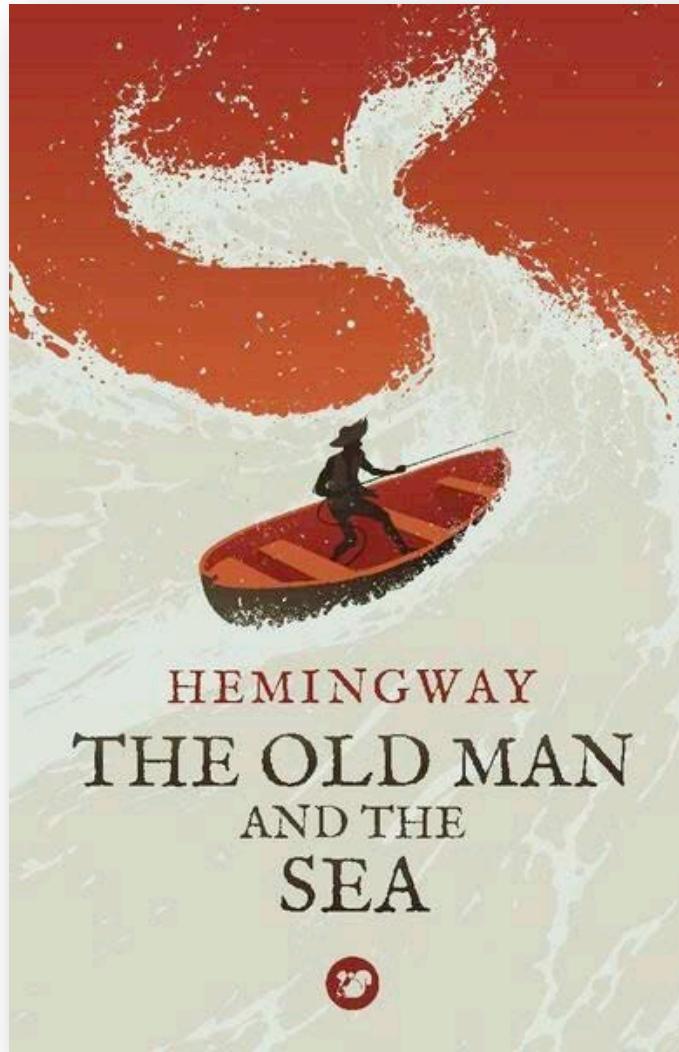
publication design

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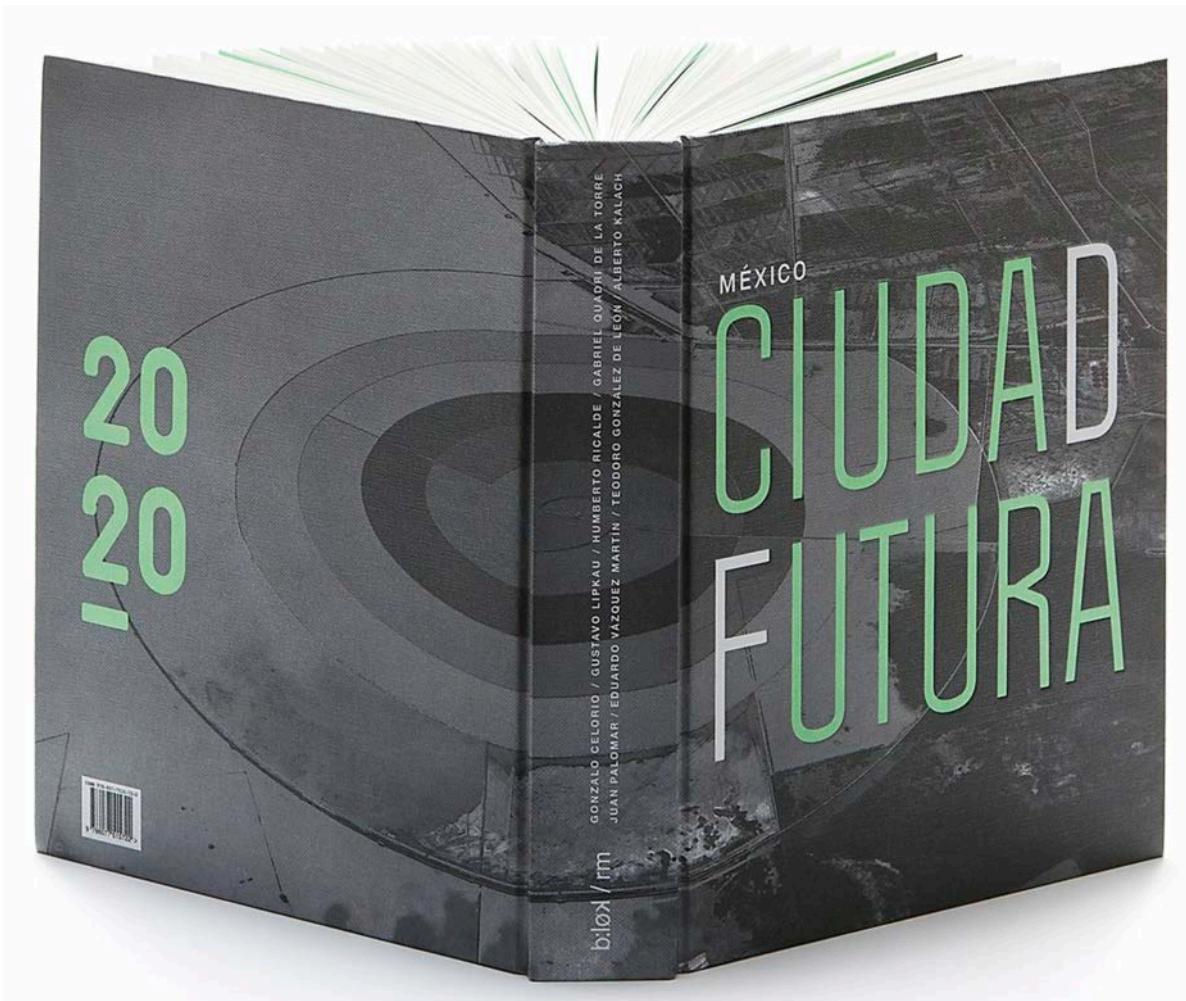
**publication design**

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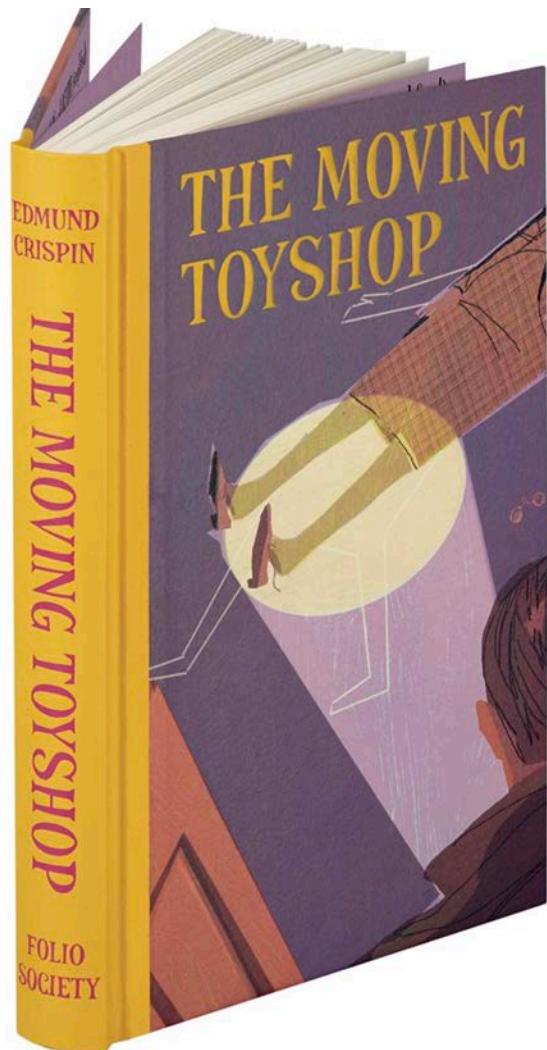
**book design**

## intro to **graphic design**



**book design**

## intro to **graphic design**



**book design**

# intro to graphic design



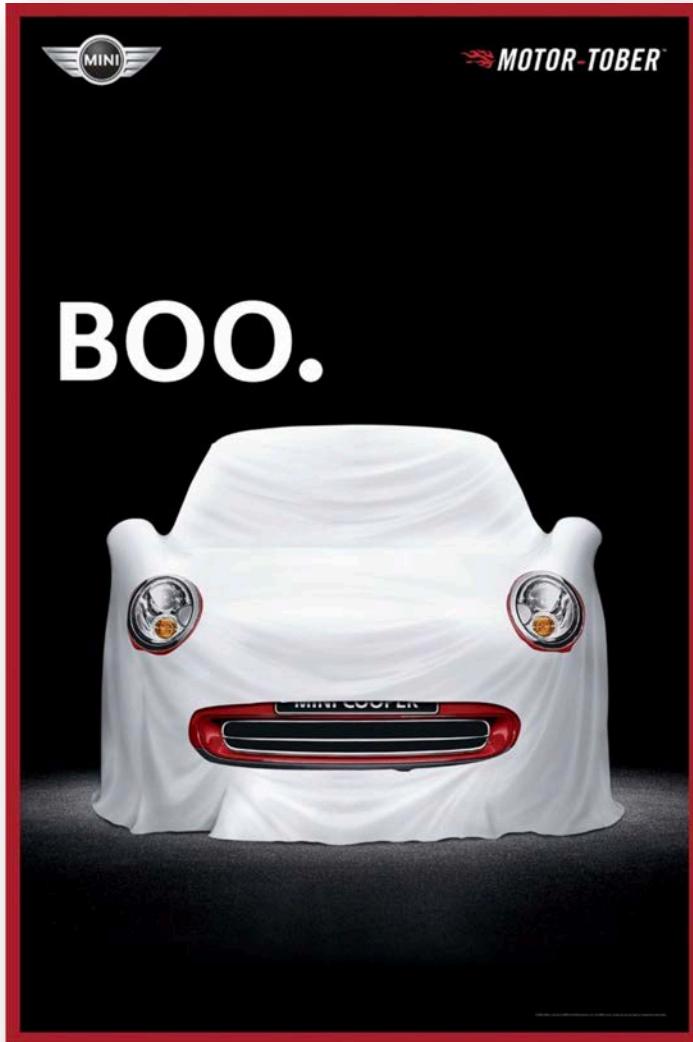
book design

## intro to **graphic design**



**advertising design**

## intro to **graphic design**



**advertising design**

## intro to **graphic design**



**advertising design**

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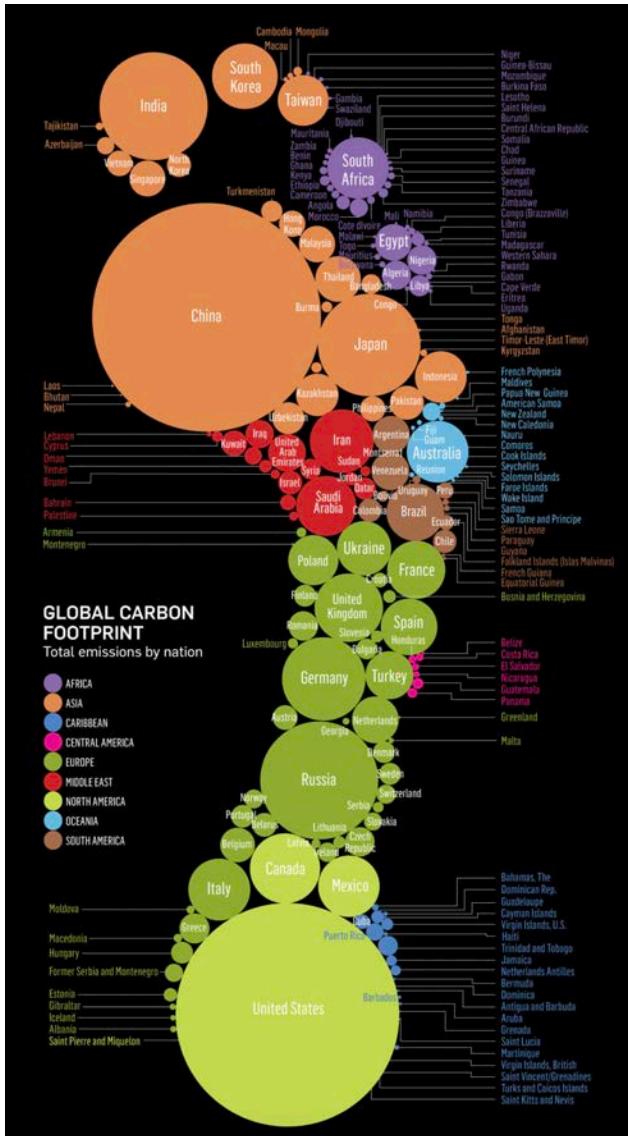


**advertising design**



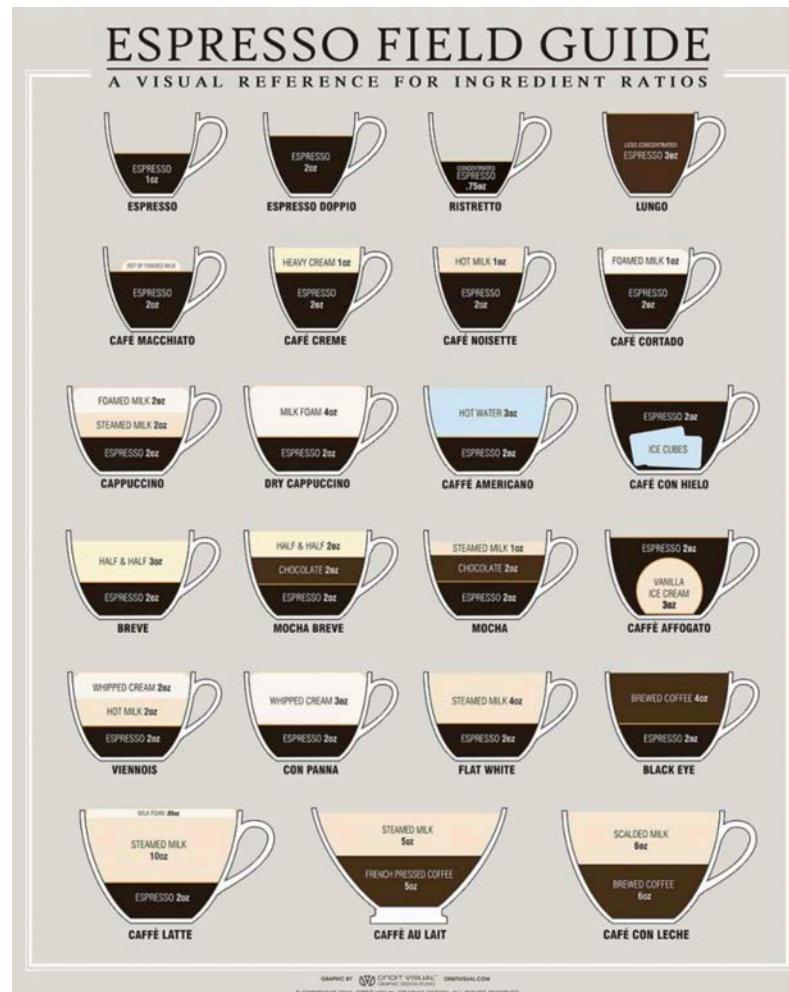
information **design**

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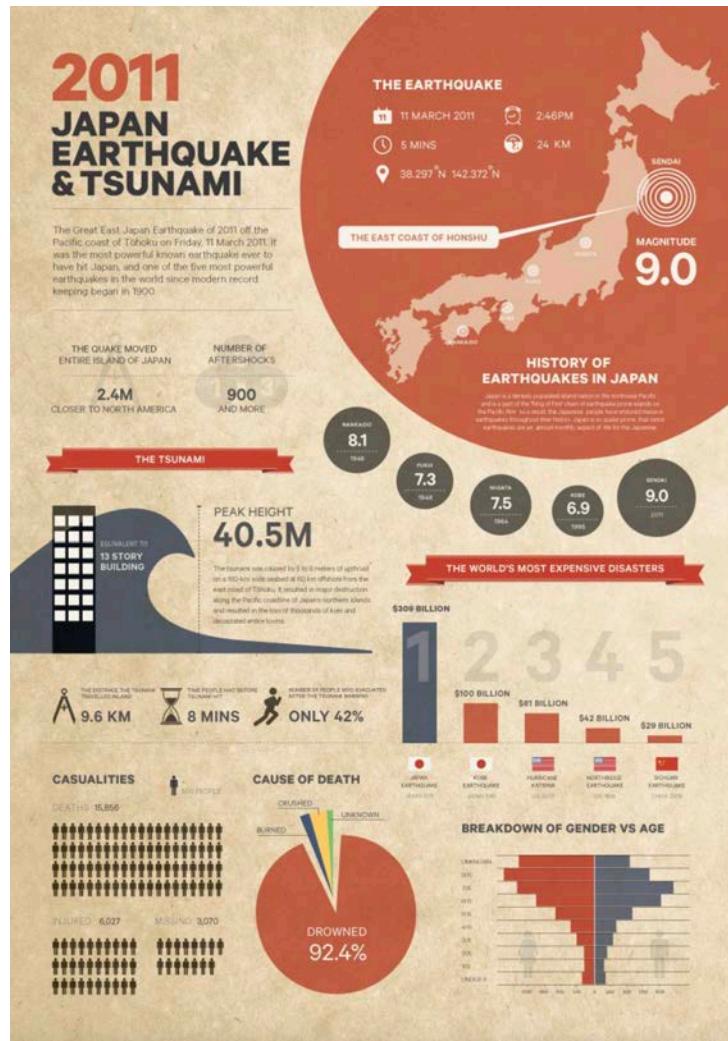
# information design

# intro to graphic design



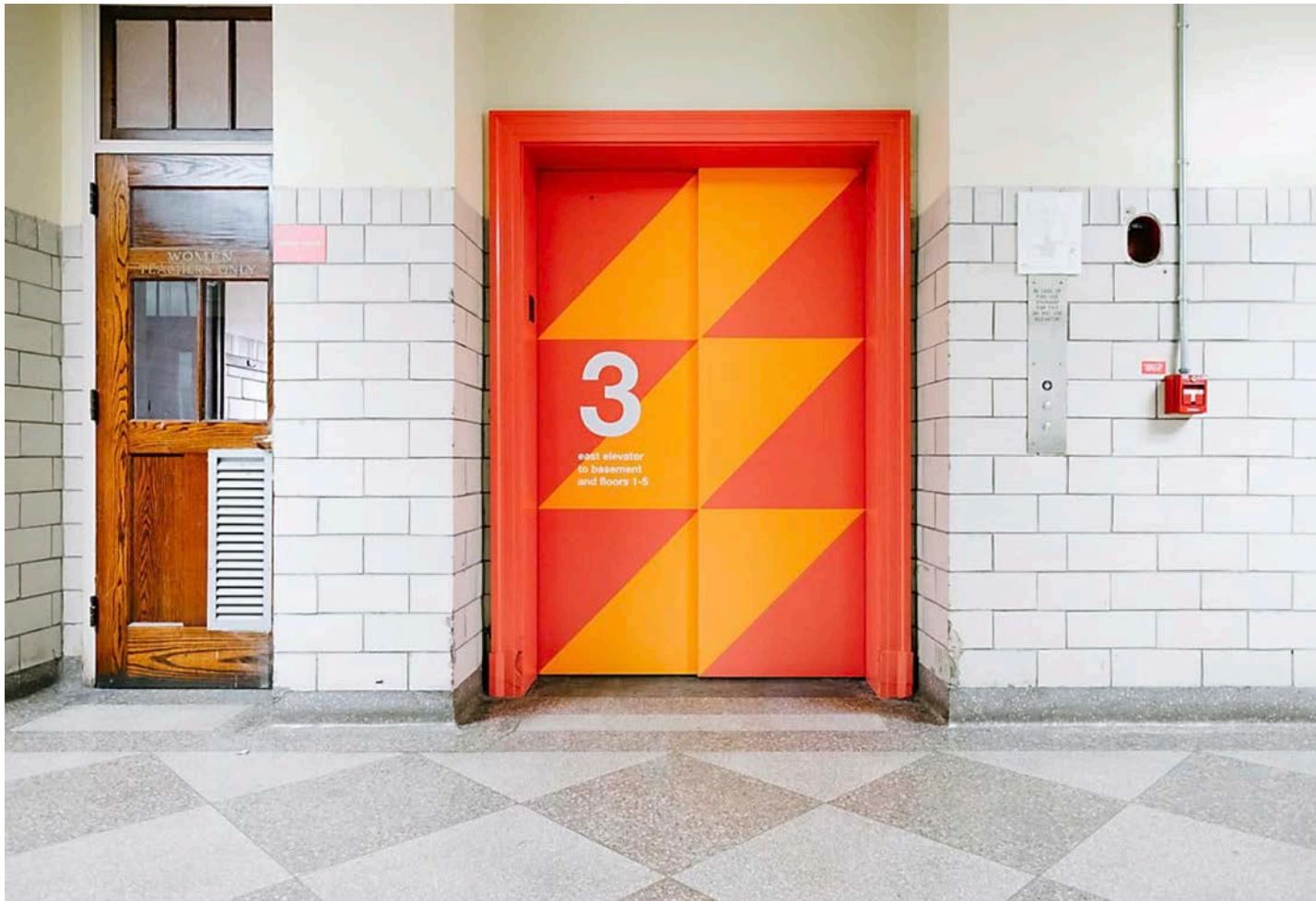
information design

## intro to graphic design



information design

## intro to graphic design



**environmental design**

intro to **graphic design**



**environmental design**

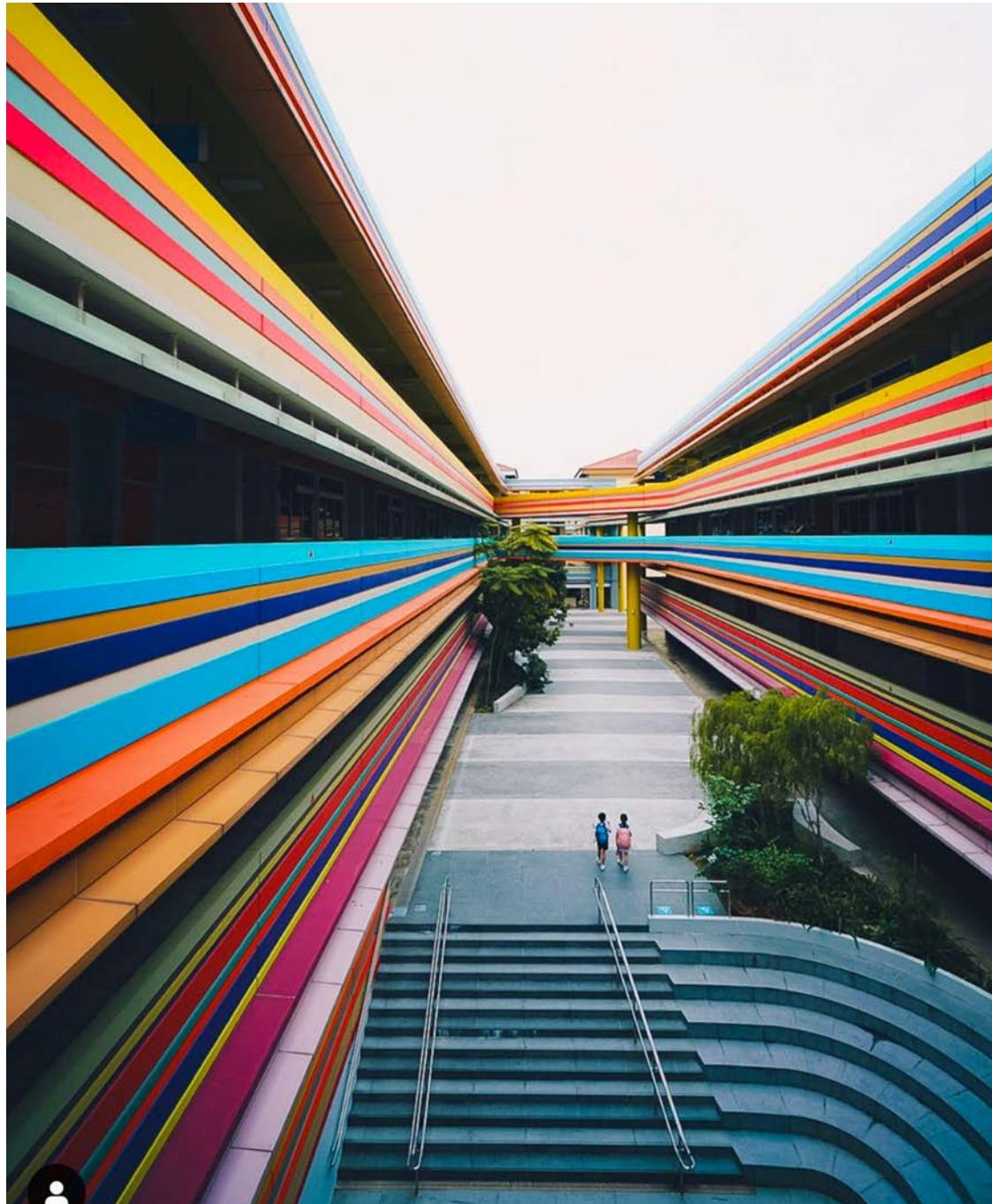
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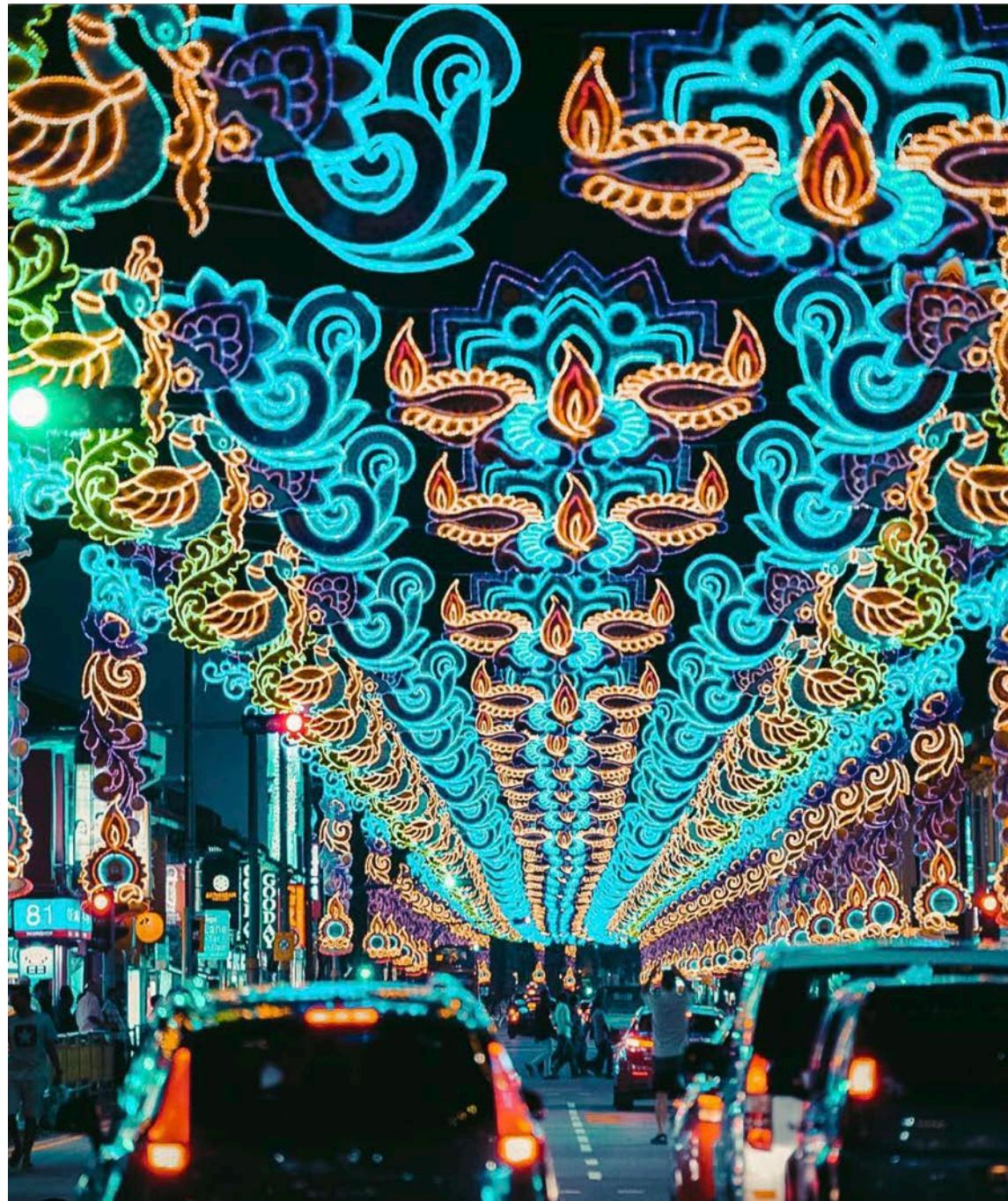
**environmental design**

intro to **graphic design**

**environmental design**



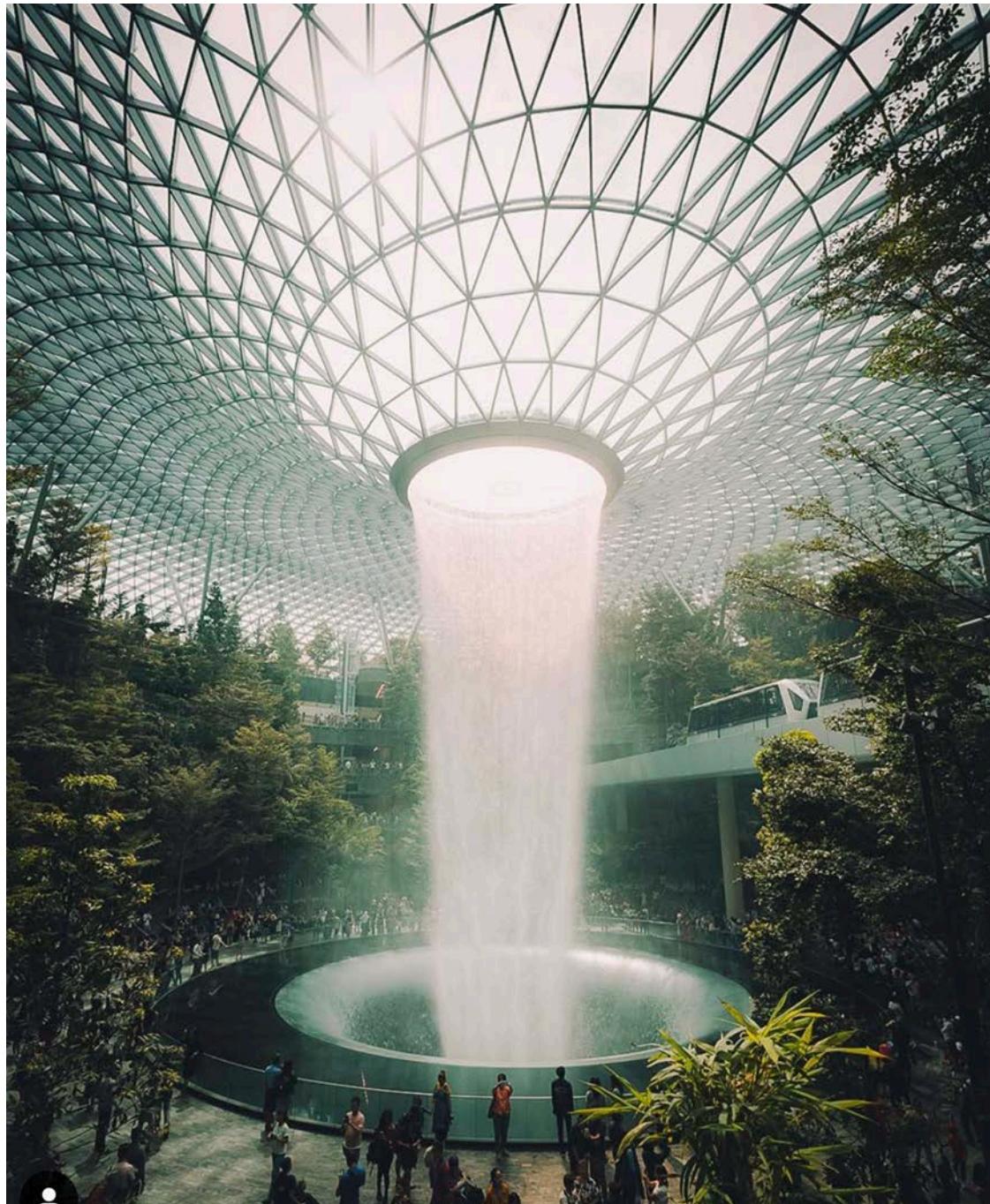
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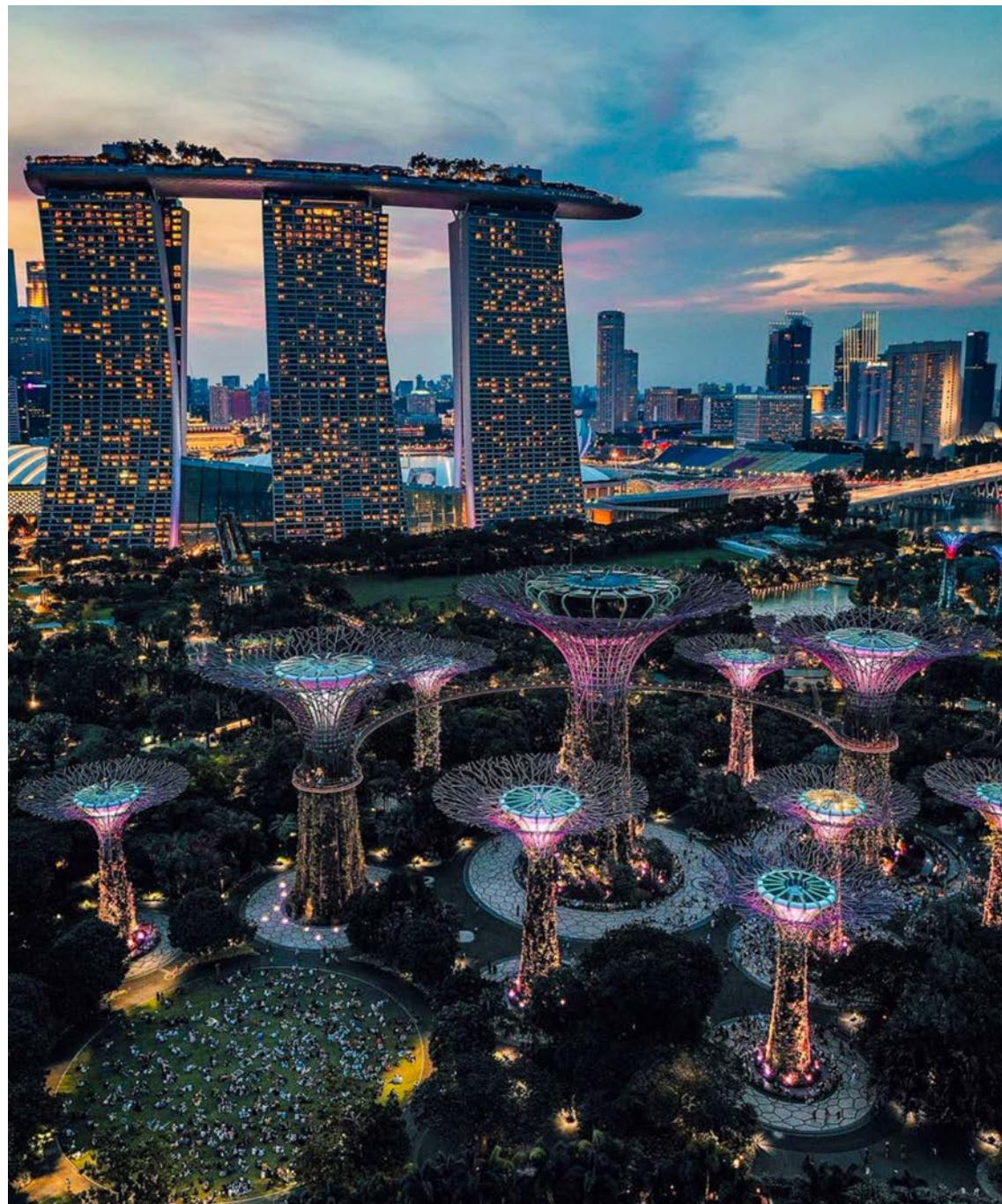
**environmental design**

intro to **graphic design**

**environmental design**



intro to **graphic design**



**environmental design**

## intro to graphic design



**type design**

## intro to graphic design



type **design**

## intro to graphic design



type **design**

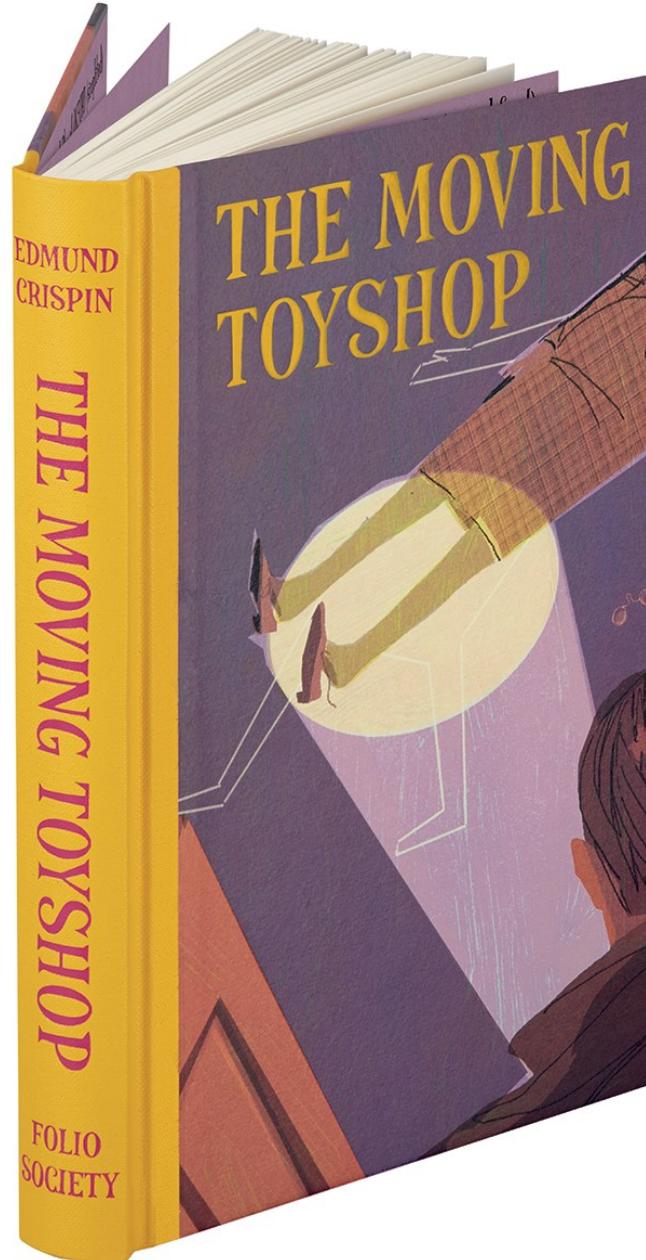
## intro to graphic design



type **design**

intro to **graphic design**

**illustration** **design**  
(book)



intro to **graphic design**

**illustration design**  
(editorial)



intro to **graphic design**



**illustration design**  
(advertising)

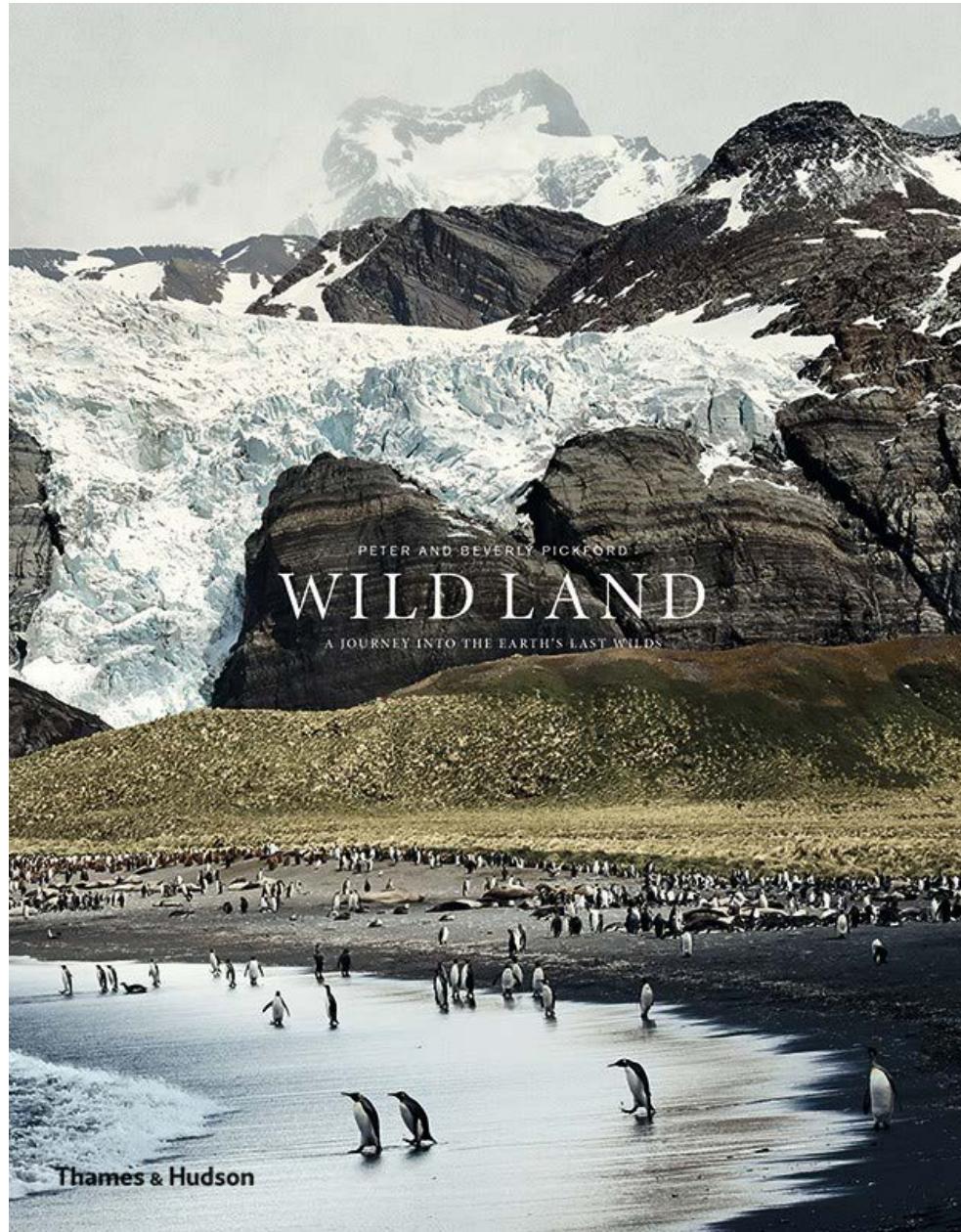
intro to **graphic design**

**illustration design**  
(environmental)



intro to **graphic design**

**photographic design**  
(book)



intro to **graphic design**



**photographic design**  
(editorial)

intro to graphic design

**photographic design**  
(advertising)



## intro to graphic design



**photographic design**  
(environmental)

## intro to **graphic design**



“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.

**To design is to transform prose into poetry”**

*~ Paul Rand*

## intro to **graphic design**



we talked about **seven** different disciplines of design...  
look on the class calendar and write down the  
the four we did not discuss in class  
and e-mail to me ([jlweast@yahoo.com](mailto:jlweast@yahoo.com)) by midnight tonight

**see you on Wednesday!**