

intro to **graphic design**



Design is Visualizing: **DRAWING**

## intro to graphic design

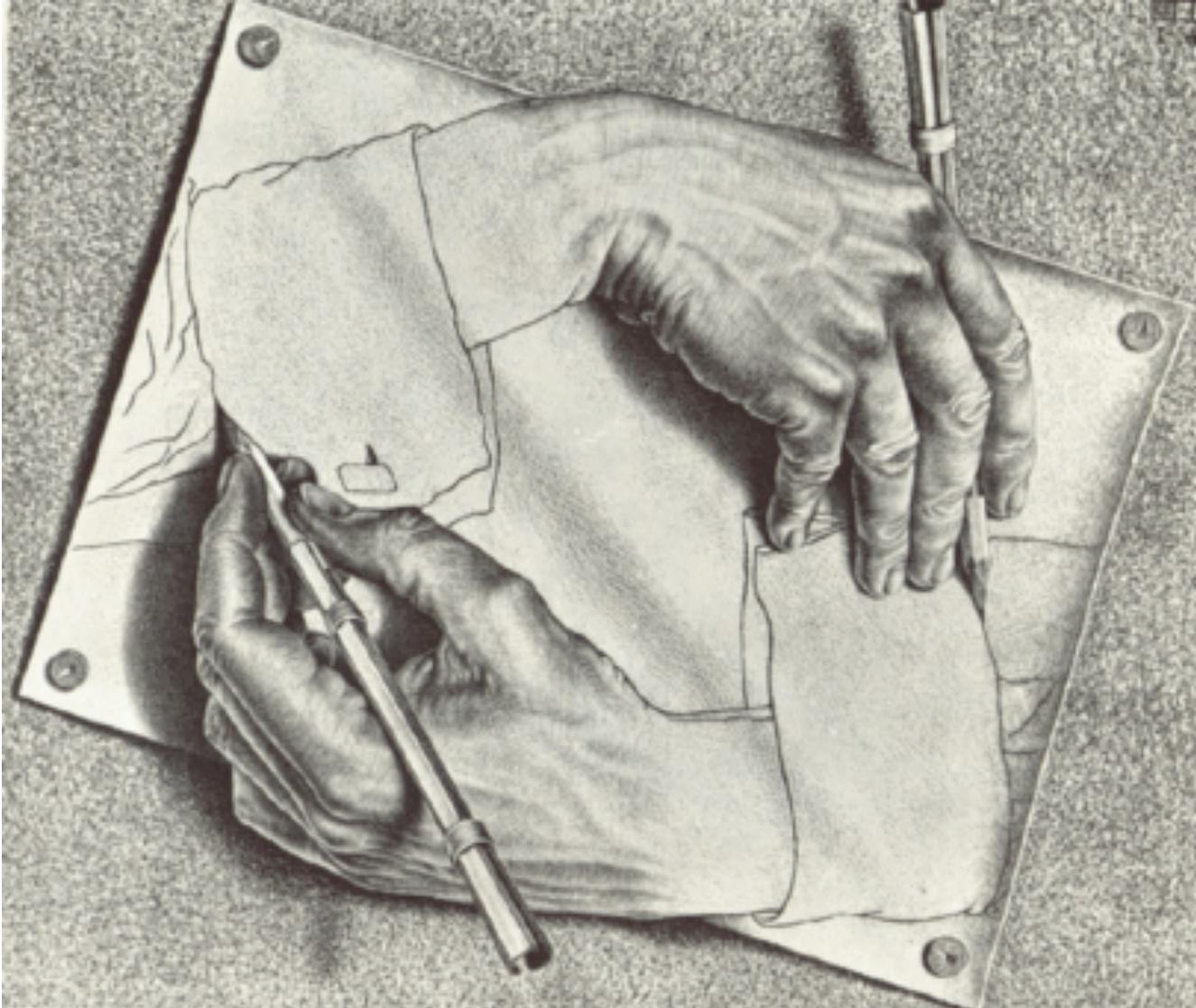
### **visualize (v)**

form a mental image of; imagine, envisage,  
envision, conjure up, picture, call to mind, see,  
imagine, evoke, dream up, fantasize about,  
conceptualize, contemplate, conceive of

milton glaser on drawing

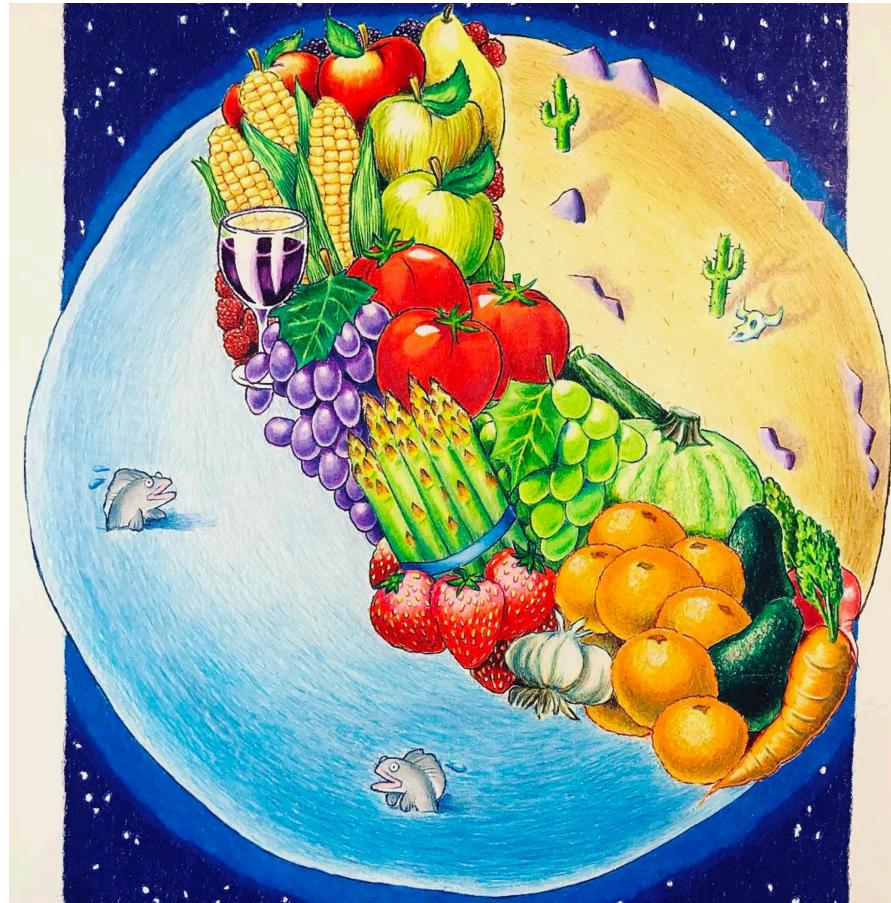
<https://vimeo.com/6986303>

intro to graphic design



The **primary tool** graphic designers use to visualize  
is **DRAWING**.

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Drawing is the **most fundamental way** of engaging the world.

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Makes us **conscious** of *what* we are looking at.

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Essential to **understanding form**.

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Accuracy <-----> Expression

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Iteration is a good teacher.

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**Conscious and studied iteration is even better.**

## **“3 reasons for drawing”**

- 1) furthers your **understanding**

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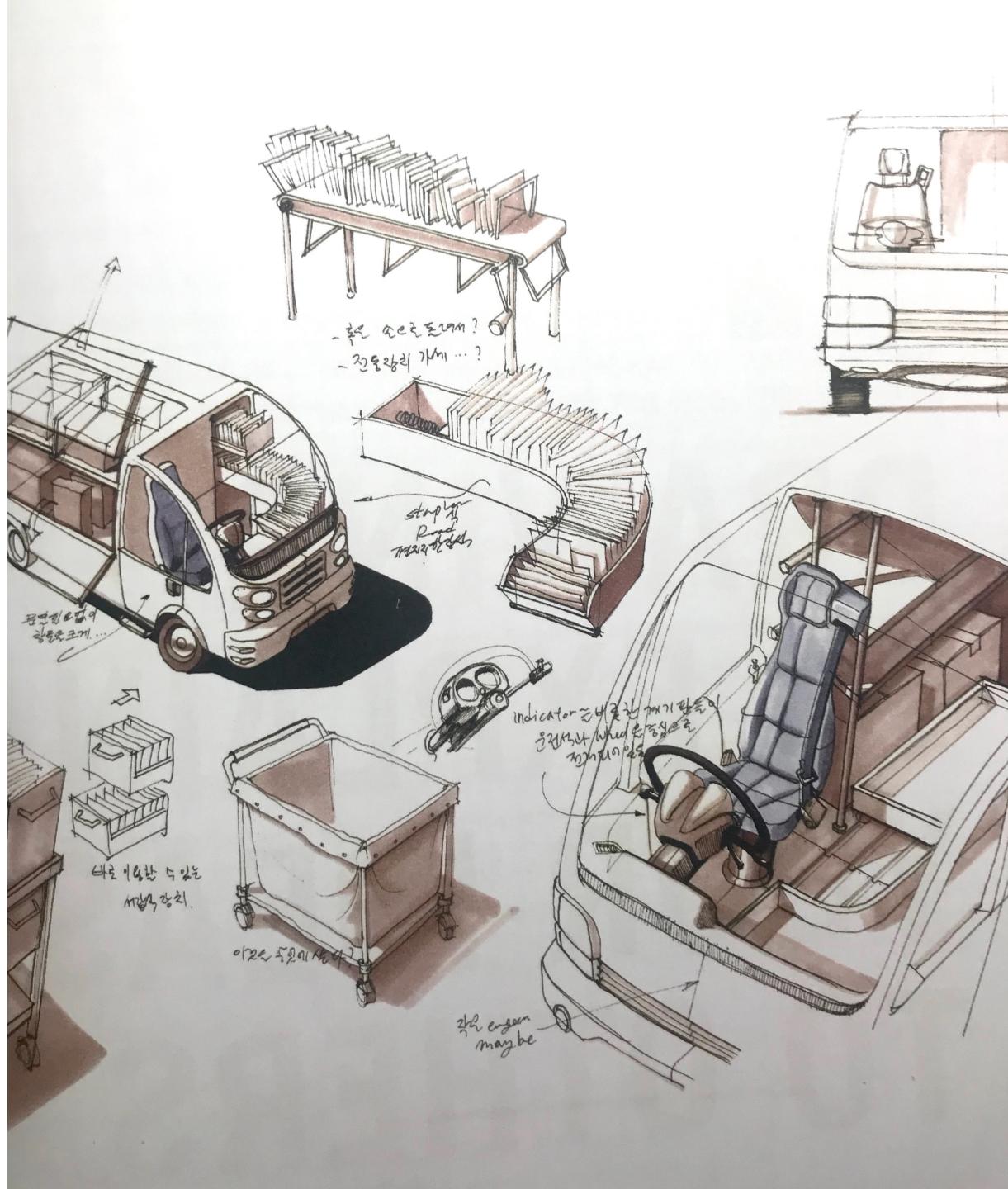
Drawing moves ideas from  
**abstraction** to **concrete**.



### “3 reasons for drawing”

- 1) furthers your understanding
- 2) it provides a way of **presenting your thinking visually to others.**

# intro to graphic design



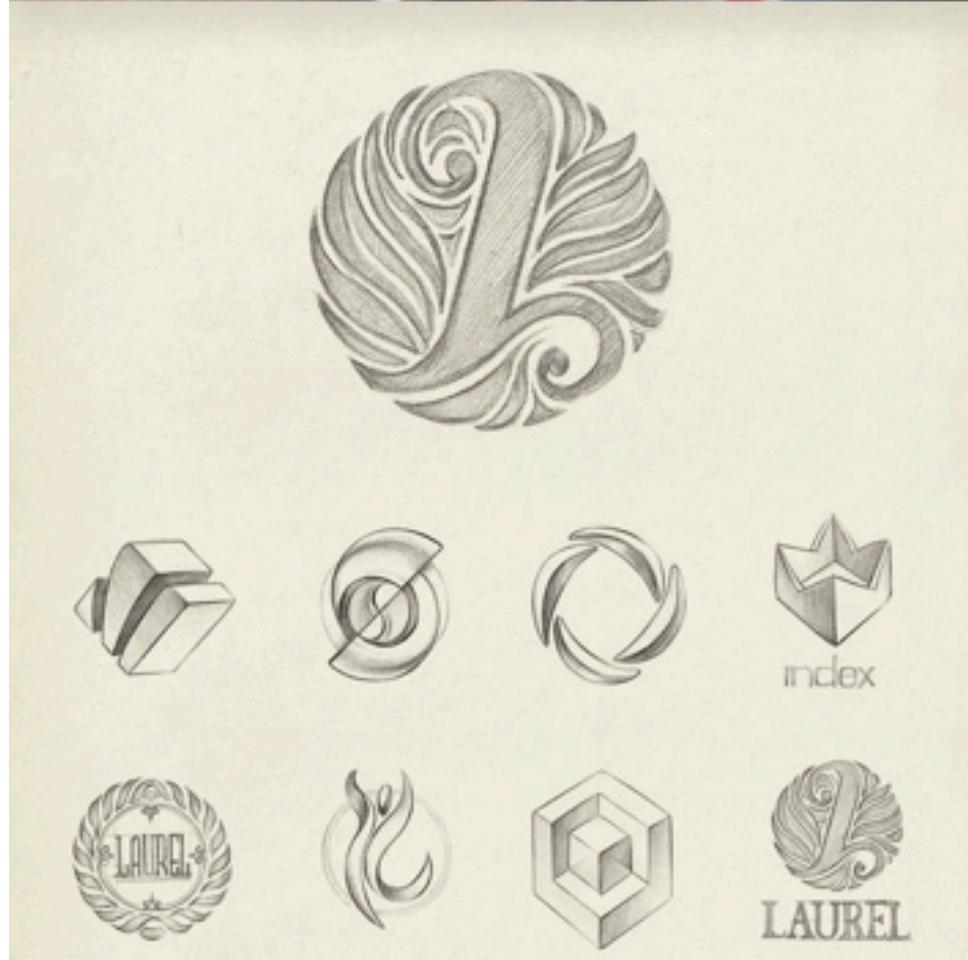
### “3 reasons for drawing”

- 1) furthers your understanding
- 2) it provides a way of presenting your thinking visually to others.
- 3) It helps you in **seeing and working out relationships**

## intro to graphic design



## intro to graphic design



intro to graphic design

some **practical** tips:

## intro to **graphic design**

reference

summarize

rough

identify/context

change your tool

perspective

inventory

iterative ideas

cut & paste

words & images

## **10 tips for seeing and drawing**

Inspiration for ideas can happen anywhere at any time. Being able to capture ideas quickly as they occur may mean the difference between remembering and forgetting.

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**Reference.** Use a variety of photographs and illustrations to get to know your subject. Draw “**what you see**”, **not “what you know”** as this will make your drawings more accurate.



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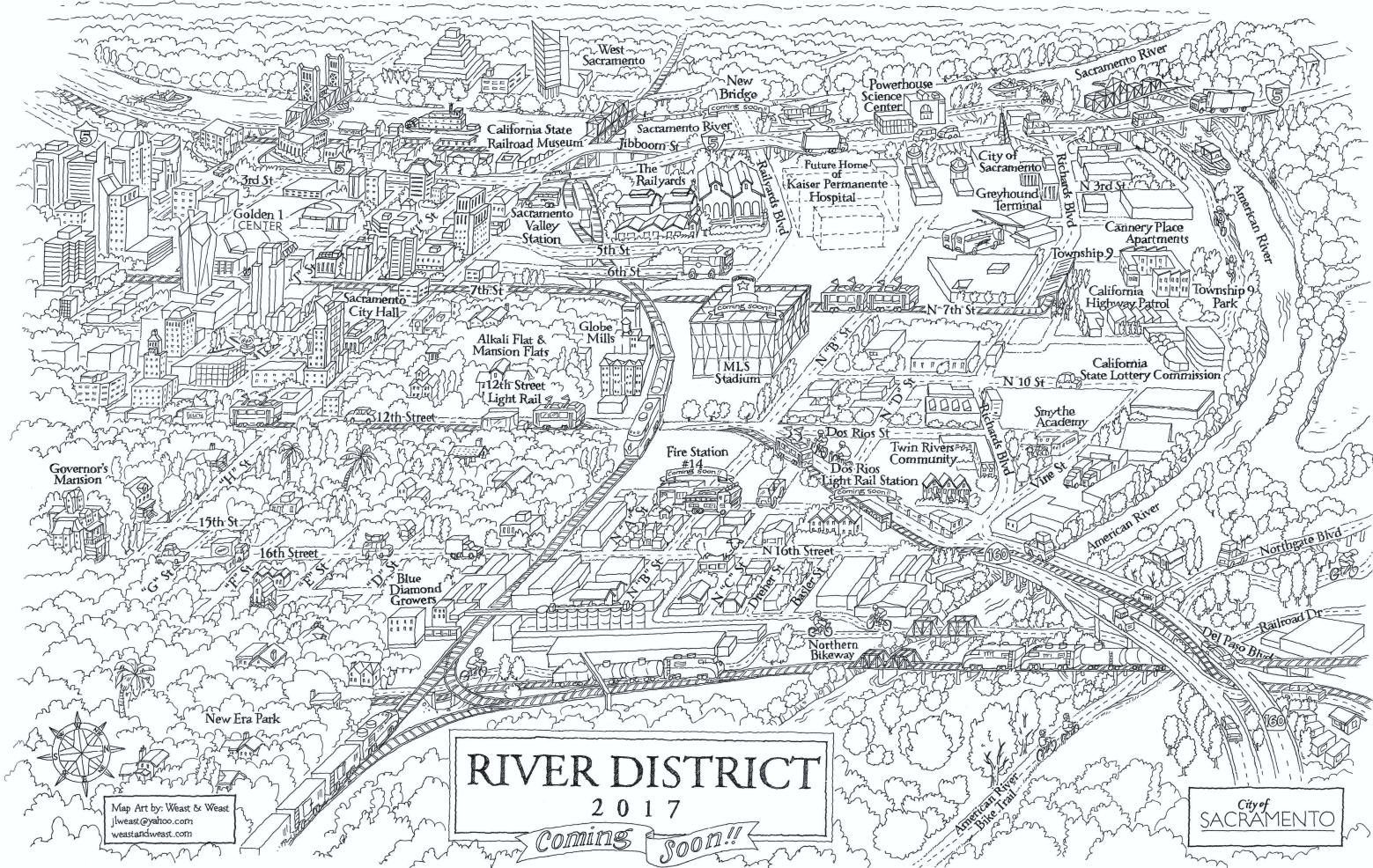
iterative ideas

cut & paste

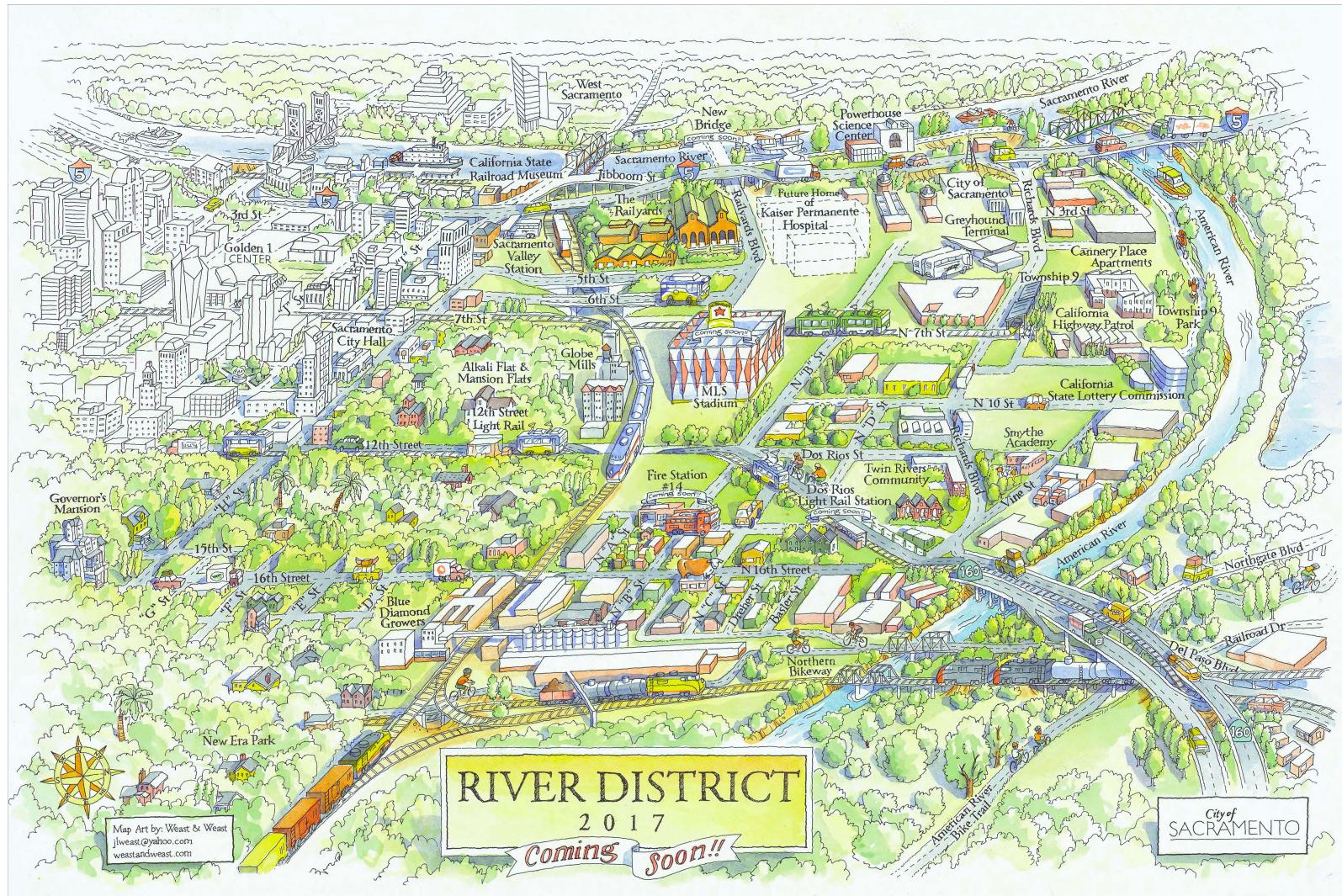
words & images

**Summarize.** What are the **main features** or **key moments of activity?** **What's the point?**

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## intro to graphic design



## intro to **graphic design**

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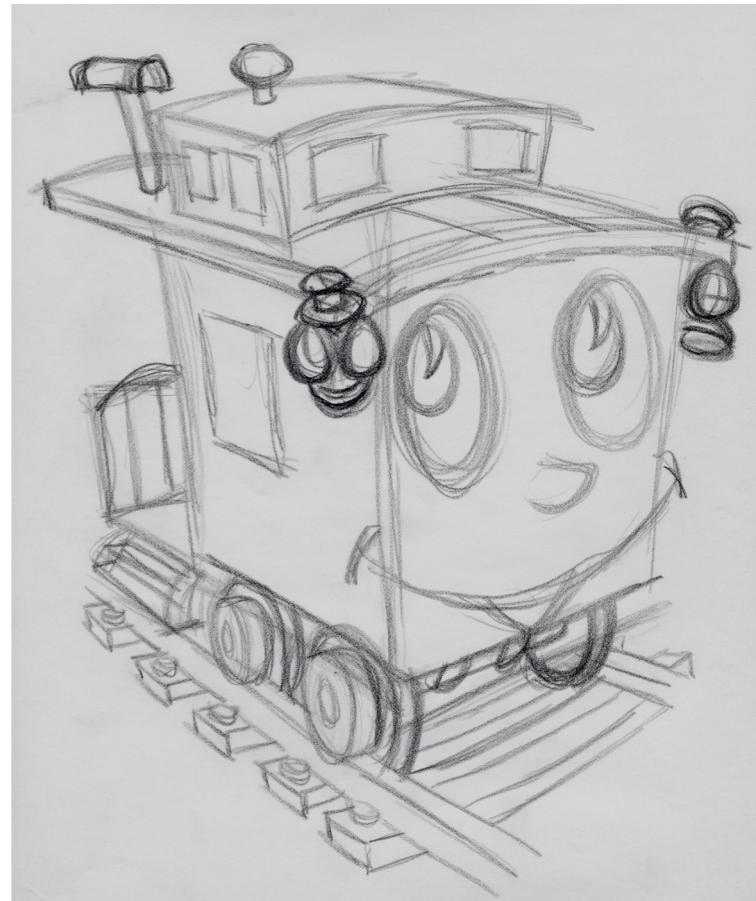
inventory

iterative ideas

cut & paste

words & images

**Rough sketch.** This is not a “polished” drawing. Working in a rough manner will help you *get ideas down quickly*. However, that does not mean sloppy, careless, or inaccurate... but rather *loose, expressive sketches* that *Maintain correctness of form*.



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**rough sketch**

## intro to **graphic design**

reference

summarize

**rough**

identify/context

change your tool

perspective

inventory

iterative ideas

cut & paste

words & images



**adding detail**

## intro to **graphic design**

reference

summarize

**rough**

identify/context

change your tool

perspective

inventory

iterative ideas

cut & paste

words & images



**adding weight**

## intro to **graphic design**

reference

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rough

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change your tool

perspective

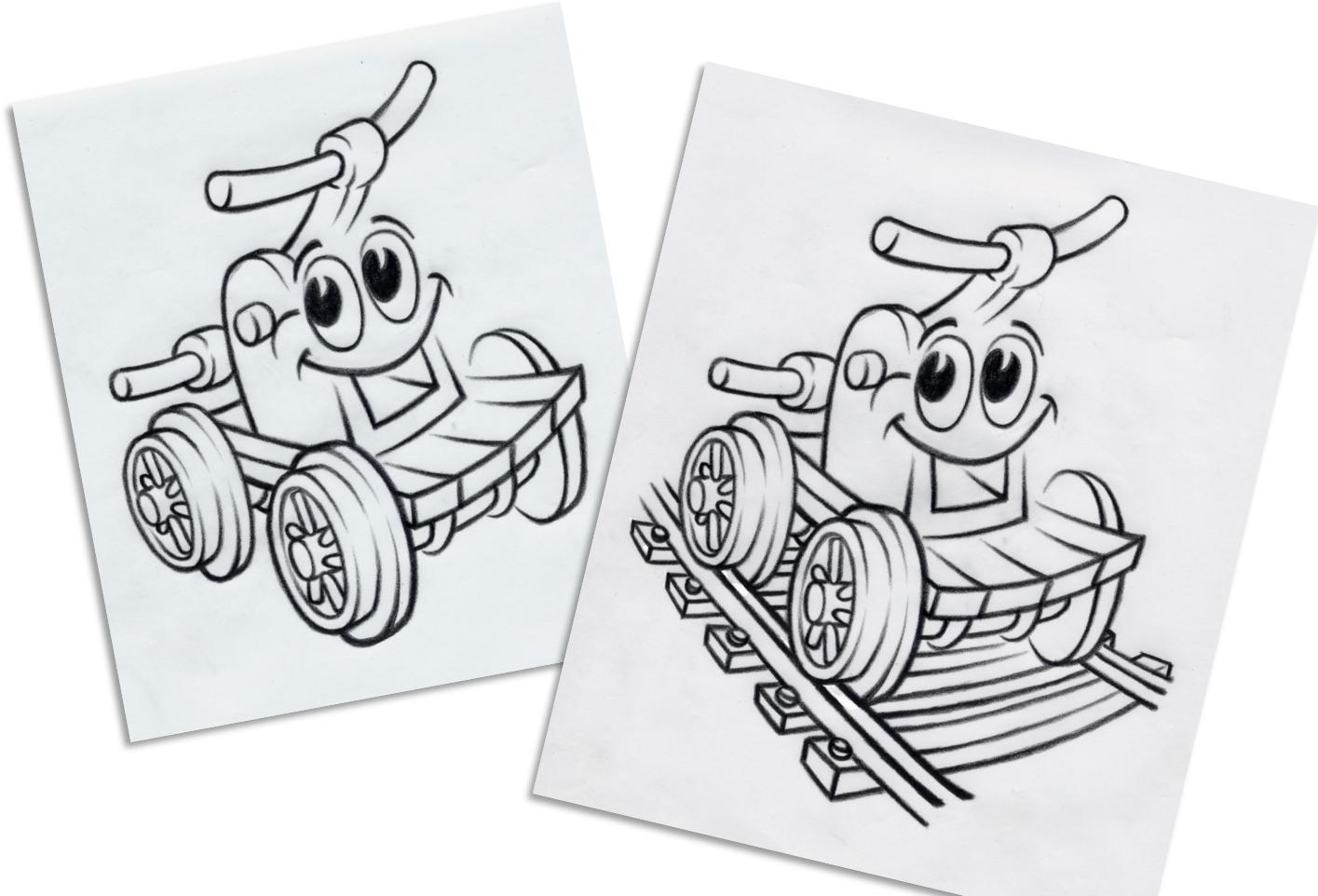
inventory

iterative ideas

cut & paste

words & images

**Identify context.** How do the things that surround an object or information help to define its form and character?



## intro to **graphic design**

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**Change your tool.** Pick up a **Sharpie**. Use a **soft lead pencil** so that you are **forced to work more loosely**, only capturing the big ideas.



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**perspective**

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Consider your **perspective**.

There are many ways to look at a subject, such as *point of view, time of day, or location.*

Are you using the right one?



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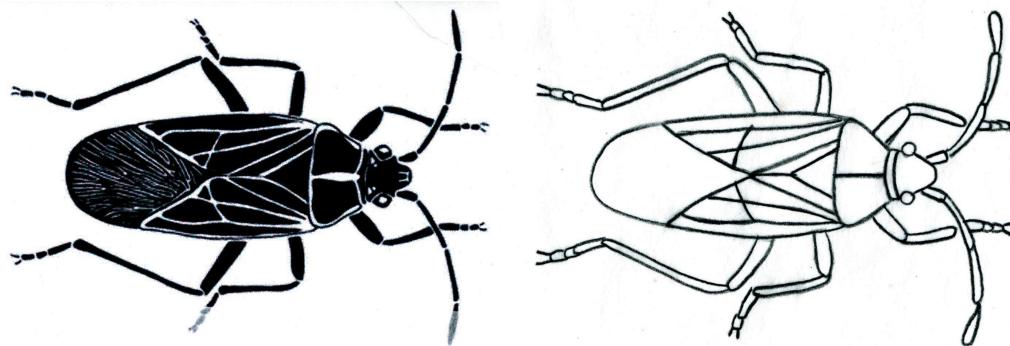
**inventory**

iterative ideas

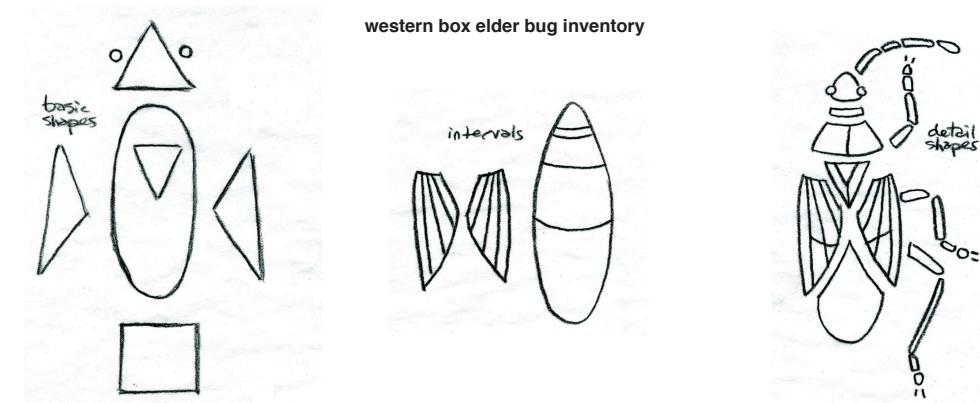
cut & paste

words & images

Visually draw an **inventory** of all the objects parts and pieces, used or otherwise touched during interaction.



western box elder bug inventory



## intro to **graphic design**

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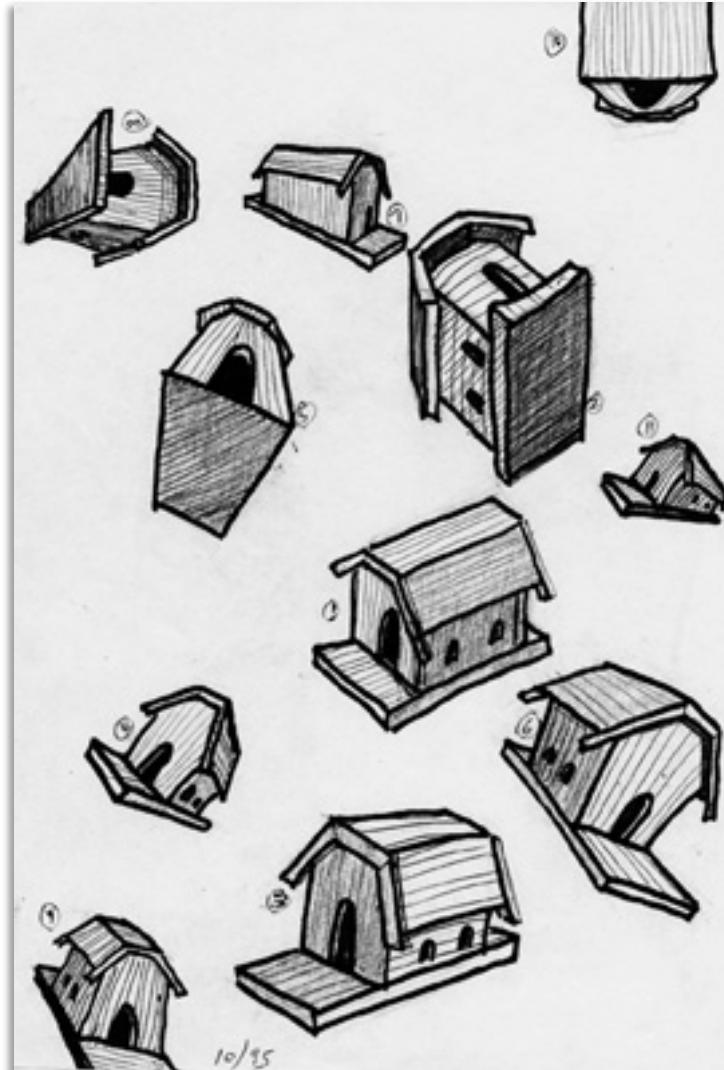
inventory

**iterative ideas**

cut & paste

words & images

One drawing will never tell the whole story;  
try ***multiple views***, or explore the subject from a ***number of vantage points*** or from ***multiple angles***.



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iterative ideas

**cut & paste**

words & images

Rather than constantly redrawing... *copy* your sketch, *cut* it apart, and *move parts* to a different angle/spot and *paste* (or tape) the elements back together.



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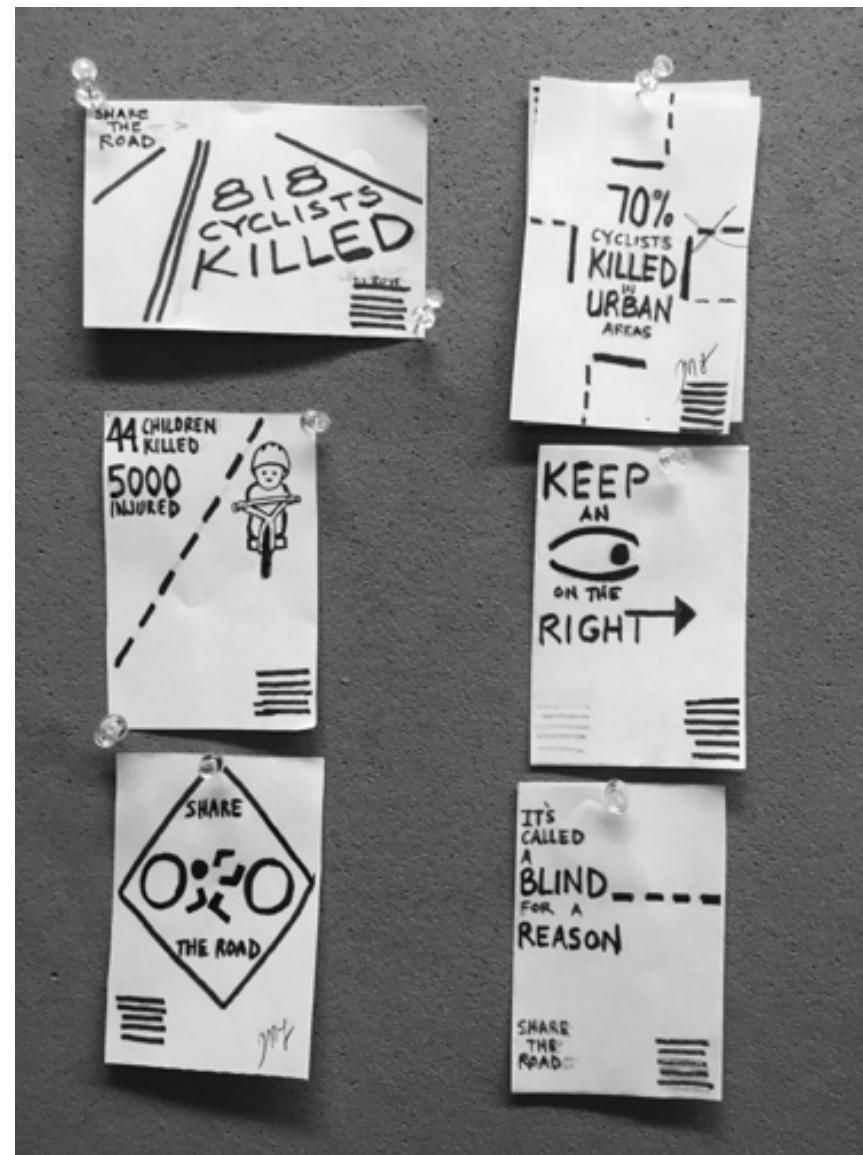
cut & paste

**words & images**

**Words & images.** Think of your sketches as a journal that incorporates ***notation, narration, and found elements*** to supplement/enhance your ideas.



## intro to **graphic design**



Comps of **PSA Posters**:

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**70%**  
~~CYCLISTS~~  
~~KILLED~~  
~~IN~~  
~~URBAN~~  
~~AREAS~~

MK

**KEEP**

The number of child and adult cycling deaths increases every year. Do not let these lives be lost in vain. Remember these deaths were family members and friends. Temporary inattention behind the wheel can permanently cost a life. Each time we drive, treat cyclists like family and friends, because they are.

Reduce the number of cycling fatalities and help keep the road safe with easy safety tips from the National Highway Safety Administration (NHTSA).

Over 800 cyclists were killed by motor vehicle collisions in 2015.  
(nhtsa.gov/Motor-Vehicle-Safety/Bicycles)

# 70% OF **CYCLISTS** ARE **KILLED** IN **URBAN** **AREAS**

Every lane is a bicycle lane, share the road with bicyclists

Be courteous & allow at least 3 feet of clearance when passing

Look before opening a car door or pulling from a parking space

Yield at intersections and as directed by signs and signals

Be especially watchful when making turns, either left or right

**Ad COUNCIL**  
adcouncil.org (202) 331-1153

LET  
THE  
GAINS  
BEGIN

gms

# LET THE GAINS BEGIN

## STAY FIT

According to an article "Director of Education, Director of Education, International Association of Resistance Training-Prescribed Exercise Choices" by author Brian D. Johnson, Johnson explains that "regular exercise can impact the heart, and make it stronger and the lungs fitter, enabling the cardiovascular system to deliver more oxygen to the body with every heartbeat and the pulmonary system to increase the maximum amount of oxygen that the lungs can take in." In conclusion, "Exercise makes muscles stronger, allowing people to do tasks that they otherwise might not be able to do or to do them more easily." Likewise, the author gives a statement about exercising and how it lowers the risk of high blood pressure, decreases your cholesterol, and raises its lipoprotein (HDL), which is good cholesterol.

He also states that "Every physical task requires muscle strength and some degree of range of motion in joints. Regular exercise can improve both of these qualities." Therefore having a daily workout and stretching your muscles can help increase your flexibility and sustain any types of injuries. Furthermore, by influencing kids and adults at an early age to promote exercise can help maintain a healthy body and build strong bones. With that being said, it pays off to a healthier lifestyle when they become fine older adults.

Ad Council  
International Association of Resistance Training-Prescribed Exercise Choices

STORM IS HERE  
A STORM IS HERE

YOU  
SHOULD BE  
HERE

YOU SHOULD  
BE ALL THE WAY  
HERE

STORM IS HERE

A hurricane can often produce a widespread of life threatening and deadly hazards. According to National Hurricane Center, Storm Surge is an abnormal rise of water generated by a storm's winds. Storm surge can reach heights well over **20 feet** and can span hundreds of miles of coastline. As a result, deadly and destructive floods are produced. Additionally, hurricanes can produce high winds, at **74 mph or more**, that can destroy buildings and mobile homes.

So one of the major questions is why would someone stay despite all these major hazards?

Individuals stay during a hurricane for many reasons, whether it's hauling disabilities, leaving their pets, or they just do not want to leave their possessions. However, taking immediate action to prepare before a hurricane arrives could be a decision that ultimately saves your life.

A hurricane creates a time crunch, where every second matters. For those that live in a hurricane-prone area, go to the following website to learn more on how to prepare and be out by the time the next hurricane comes around.

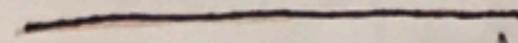
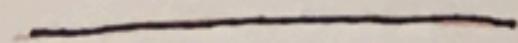
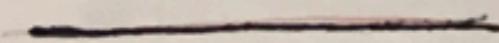
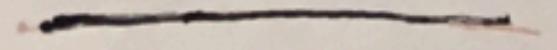
<https://www.ncbi.nlm.nih.gov/pmc/articles>

# BUT YOU SHOULD BE HERE



The Ad Council logo is a dark green square containing the word "Ad" in white, bold, sans-serif capital letters, with "Council" in a smaller, lighter weight font below it.

HELP  
OTHERS  
REACH NEW  
HEIGHTS



ANV

HELP  
THEM  
REACH THE  
**END.**

**30 YEARS AGO**, America was the leader in quantity and quality of high school diplomas. Today, our nation is ranked 36th in the world. 1 in 9 children raised in poverty will never graduate highschool. Something needs to change.

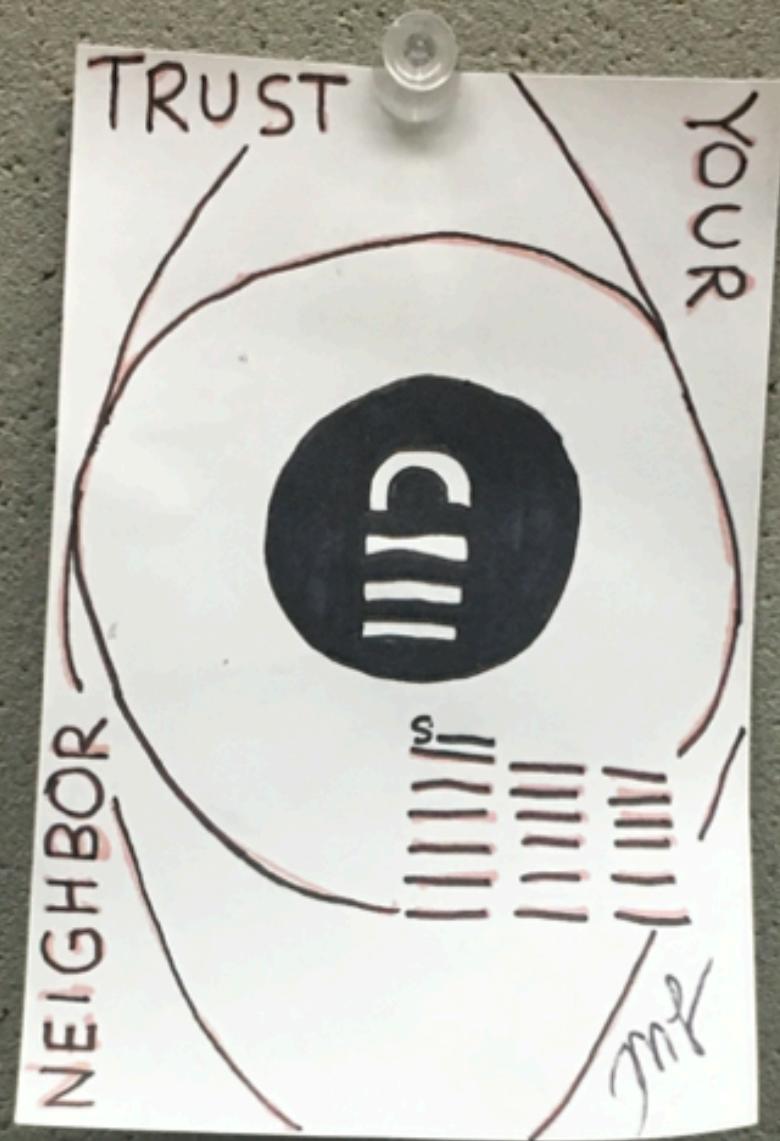
#### LEAD**create**CHANGE

Classrooms need smart, engaging, creative, and fun teachers who are ready for a challenge unlike anything else. As a teacher, your work doesn't just affect you, it shapes an entire generation of young minds who are the future of the world. Why not invest in a better future? Teaching is a job that is so much more than reciting a "lesson" and it's more than just being a stepping stone between kids and their diploma. You have the power to lead a group of children towards being smart, talented, and successful adults. You have the power to create a brighter future. Don't wait for change, create change now.

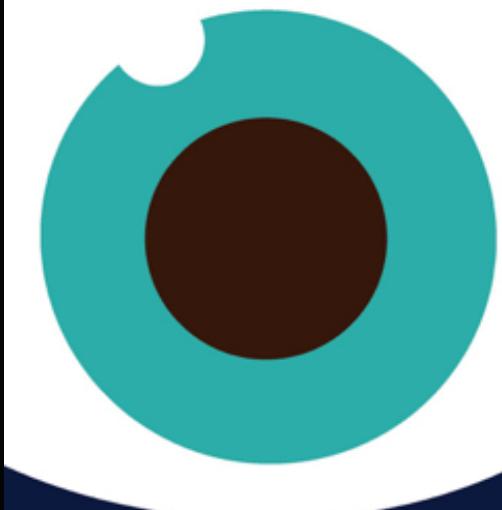
*become***a**teacher

information provided by teach.org and dosomething.org





# EYES WIDE OPEN



## LET'S PREVENT NEIGHBORHOOD CRIME TOGETHER

Establishing a dialogue between neighbors or even starting a neighborhood watch program will help establish trust in each other. This open communication and overall awareness tends to help keep crime out of neighborhoods.

Burglars may be more deterred from committing a crime if they believe that neighborhood watch areas are too noisy. A Neighborhood Watch can be used as a more formal way of communication in a neighborhood. In many cities, neighborhood watch reduces crime by sixteen percent (almost twenty percent in all neighborhoods).

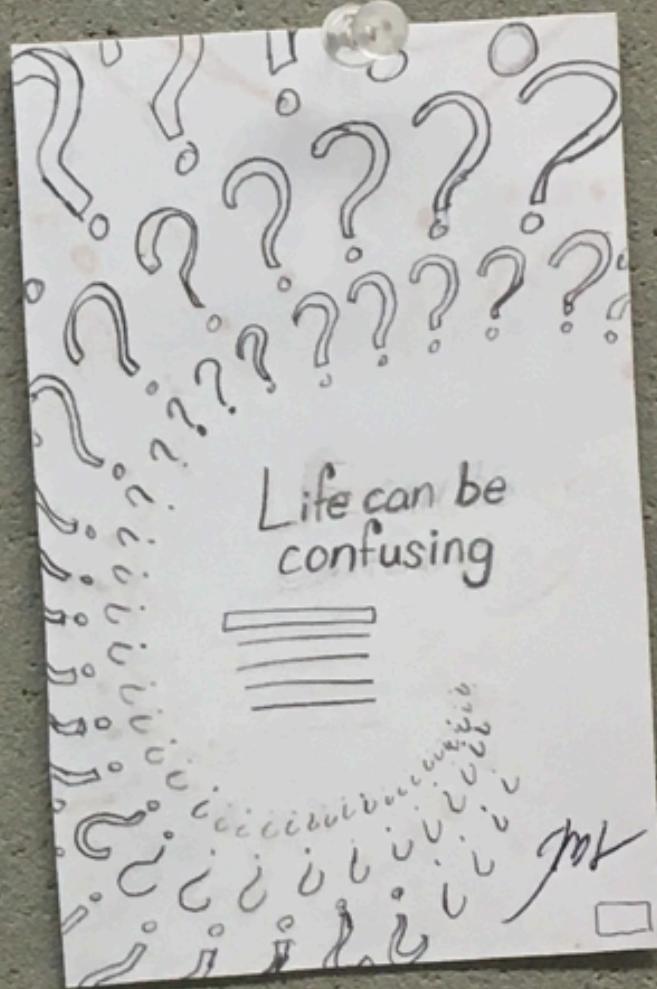
Work with your neighbors to keep your neighborhood clean and orderly. Keep spare keys with a trusted neighbor. Neighbors who work together to help keep their communities safe enjoy the advantage of recognizing and solving small problems before they change into more serious ones\*.

(1) "5 Ways to Keep Crime at Bay in Your Neighborhood." SafeWise. N.p., 09 Jan. 2017. Web.

(2) "Home and Neighborhood Safety." National Crime Prevention Council. N.p., n.d. Web.

In case of  
an emergency  
always call 911.







## DIG YOUR WAY OUT

Life can be confusing. There's too much to do, too much to think about on a daily basis. And those thoughts are just the necessities, not including any sudden small pieces of information we need to store or any bursts of creativity or emotion we have no room in our minds to keep. But we don't have to live with the clutter. Something as simple as writing down our thoughts on paper can free our minds from the constant overflow of information. Since the 1980s, research by University of Texas at Austin psychology professor James Pennebaker, PhD, and others has found that short-term focused writing about emotions can lower anxiety, rumination, and depressive symptoms. There are even health benefits such as enhanced immune function, lowered blood pressure, decreased heart rate, reduced asthma and arthritis symptoms, and fewer sleep disturbances in patients with metastatic cancers.

# BURIED MESS Dina OF EMOTION

Find out more at: <http://www.apa.org/monitor/2014/06/blogging.aspx>



L  
38

LL



Since the 1980's over  
900 cities have enacted  
Breed Specific Legislation,  
or BSL. As of 2015,  
**33 states** have placed  
restrictions on specific  
dog breeds, which they  
see as "dangerous".<sup>1</sup>

The restricted breeds  
include: American Pit  
bull Terriers, American  
Staffordshire Terriers,  
Staffordshire Bull Terri-  
ers, English Bull Terri-  
ers, Dobermanns, and  
Rottweilers.<sup>2</sup> BSL varies  
from state to state but  
can range from muzzles,  
to seizure of the restricted  
dog breed by law  
enforcement. Getting labelled as  
one of these "dangerous"  
breeds, especially as a  
pit bull, might as well  
be a death sentence for  
the millions of dogs cur-  
rently in shelters. Every  
year 1-2 million dogs are  
**euthanized** and anywhere  
from 800,000 to nearly  
1 million are pit bulls.<sup>3</sup>  
BSL has only increased  
the discrimination and stig-  
ma these dogs face making it  
more difficult for them to get adopt-  
ed. BSL virtually ensures that otherwise  
adoptable dogs suffer in shelters and hu-  
mane societies.

JL  
33

ASPCA.org

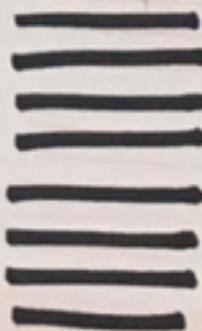
1. ASPCA. (2015). *Animal Shelters and Breed Specific Legislation*. New York, NY.

2. Gammie, A. (2011, May 15). *What Is a Dog? - What You Need to Know About Breed Specific Legislation*. Retrieved from [www.huffingtonpost.com/2011/05/15/breed-specific-legislation\\_n\\_850011.html](http://www.huffingtonpost.com/2011/05/15/breed-specific-legislation_n_850011.html)

3. Smith, T. (2011, May 14). *What Is a Dog? - What You Need to Know About Breed Specific Legislation*. Retrieved from [www.huffingtonpost.com/2011/05/14/breed-specific-legislation\\_n\\_850010.html](http://www.huffingtonpost.com/2011/05/14/breed-specific-legislation_n_850010.html)

Fix  
Me

Bry





**SCHIZOPHRENIA** is a serious and chronic mental health disorder that affects 3.2 million people in America. Schizophrenia sufferers have been negatively depicted across media and wrongly diagnosed for centuries. Old forms of treatment—such as “lobotomy, electroconvulsive shock treatment and pre-frontal leucotomy—the removal of the part of the brain that controls emotion” (A Brief History of Schizophrenia). The improper treatment and neglect for schizo-

phrenia sufferers can lead them to live unhealthy lives and in some cases, suicide. In fact, “about 10%

In 1955, “the first antipsychotic drug, chlorpromazine” was introduced and “opened up an era of hope and promise for schizophrenic sufferers.” (A Brief History of Schizophrenia). Since then, technological advancements have contributed to better understanding schizophrenia. Nowadays, with proper treatment, therapy and support of family and friends, sufferers can reintegrate into society and live normal lives.

**“About 10% of people with schizophrenia commit SUICIDE.”**



National Suicide Hotline: 1.800.273.8255 | National Alliance on Mental Illness: 1.800.6364 | [mentalhelp.net](http://mentalhelp.net) | [adcouncil.org](http://adcouncil.org)



## intro to graphic design

That which we persist in doing becomes easier,  
not that the nature of the thing has changed, but  
our **ability to do it is increased.**”

~ Ralph Waldo Emerson

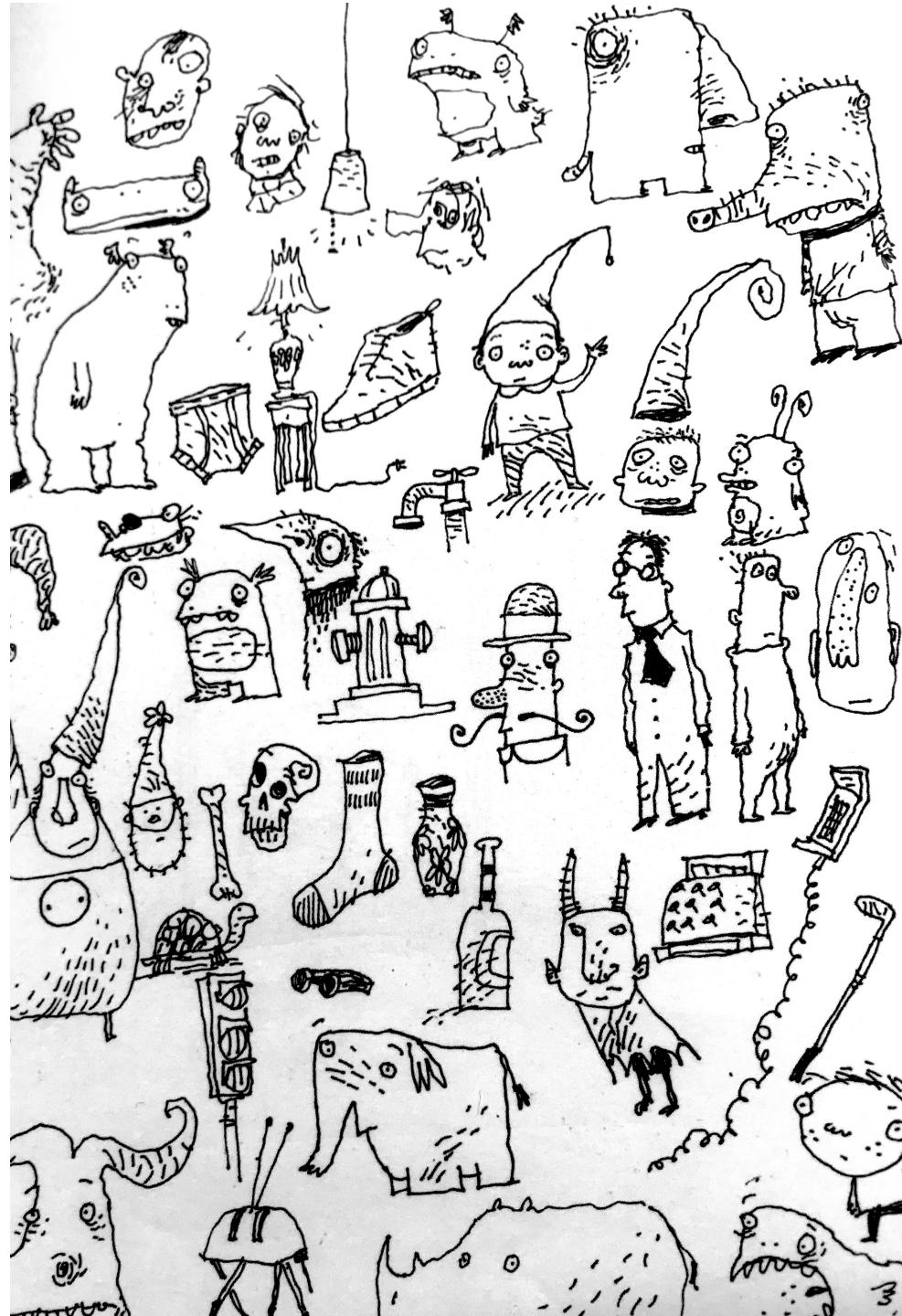
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draw what's available.



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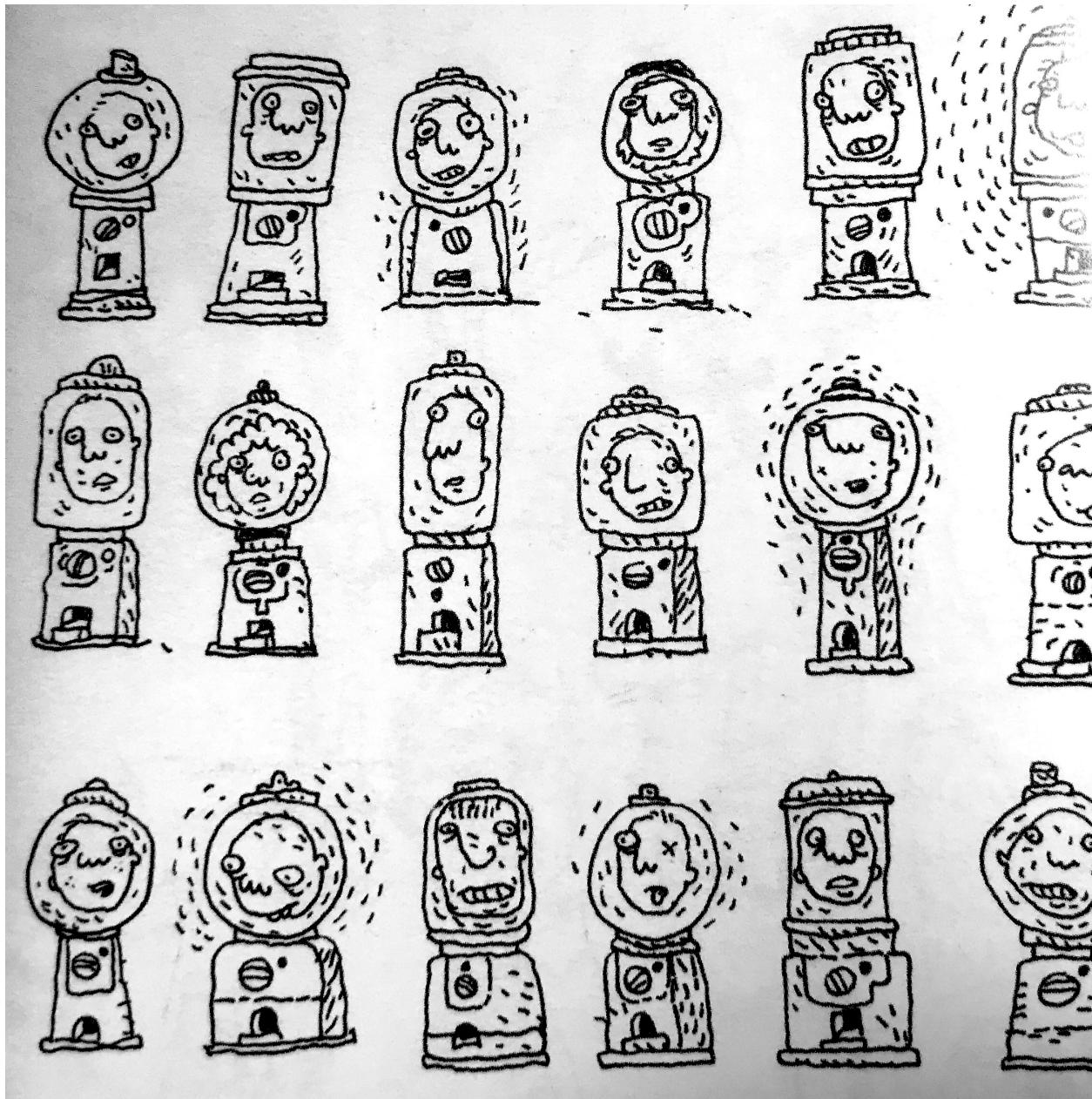
draw what you like.



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draw as a routine,  
not as a ritual.

*It's completely okay  
to draw something  
multiple times.*



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draw every day!

## intro to graphic design



draw at least 30 minutes!

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draw for fun!

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draw cause you want to!

intro to graphic design



draw because it matters!

## intro to graphic design

designers are **visual** storytellers.

**drawing** is a powerful tool that facilitates the stories we tell.

**intro to graphic design**



**we will be having our 2<sup>nd</sup> quiz on the  
“3 reasons for drawing”**

**The quiz will be on Wednesday, February 19<sup>th</sup>**