

<b>Date:</b>	<b>13 July 2020</b>	<b>Name:</b>	<b>Safiya Banu</b>
<b>Course:</b>	<b>Coursera - Fundamental of graphic design</b>	<b>USN:</b>	<b>4AL16EC061</b>
<b>Topic:</b>	<ul style="list-style-type: none"> <li>➤ Intro and Overview</li> <li>➤ Images and Denotation</li> <li>➤ Imagemaking Techniques</li> <li>➤ Images and Connotation</li> </ul>	<b>Semester &amp; Section:</b>	<b>8<sup>th</sup> sem “B” section</b>
<b>Github Repository:</b>	<b>Safiya-Courses</b>		

Fundamentals of Graphic Design > Week 1 > Techniques of Imagemaking 2

Intro and Overview

Images and Denotation

Video: Introduction to Imagemaking 2 min

Video: Denotative Imagemaking 1 4 min

Video: Denotative Imagemaking 2 2 min

Imagemaking Techniques

Images and Connotation

Techniques of Imagemaking 2

Save Note
 Discuss

English

[Help Us Translate](#)

0:00 Experiment with a lot of different tools for mark making. Even though these images are all line based, the tool that the line is made with has a great effect on what the image looks like and how the image feels.

0:13 The quality of the line can be seen in the

## GRAPHICS DESIGN

Graphic design is a really broad field, it can take many forms.

You can be a graphic designer and just make books or logos.

You could design web interfaces, or t-shirts, chocolate boxes, or political posters.

But what all of these specialized areas of graphic design have in common is the design is being used to represent a product, or an idea, or a message, and convey that to an audience.

Design is a way of communicating something to someone else through visual means.

There are many different types of graphic designer.

Some are very technical, some are very formal.

Some have a practice derived by research or concept and some are driven purely by style or aesthetics, others by the desire to experiment.

But they all deal with controlled communication through text and image.

Sometimes designers just use image, illustration, and sometimes they just use text, typography.

But mostly designers use a combination of the two tied together by the use of color and composition.

## Why study graphic design?

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Graphic design is in a period of rapid expansion and innovation. Designers are tasked with deciding how a message will look and be conveyed, as well as what the message says and even if it should be said at all. As a graphic designer, you have the power and responsibility of the ideas and objects that shape our culture. You will develop skills to create beautiful objects, make meaningful messages, to be persuasive, grow businesses, inspire emotional responses, and make ideas accessible to others. Graphic design is a dialogue with the world, leaving a record of that dialogue for later generations.

As a graphic designer you will be able to apply your expertise to a variety of fields, giving you a broad range of career, creative, and intellectual options. Because of the diversity of applications of graphic design, there is no such thing as a typical design practice!

This course, as well as the other courses in the [Graphic Design Specialization](#), are meant to be general introductions to the topic and are suitable for students with little to no experience in design. Knowing how to create and deliver strong, compelling visual messages is beneficial for a person working in any field, from education to business to technology. Students with more design experience may also get a lot out of these courses—there are plenty of additional assignments and resources to supplement your existing knowledge.

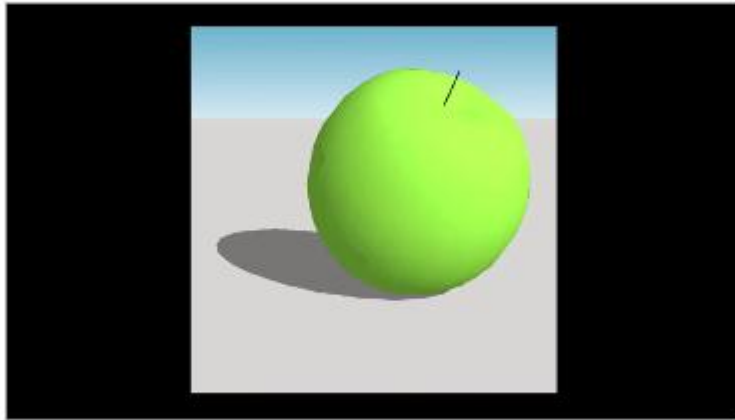
At the end of this course (in Week 4), we've included some resources for pursuing additional study opportunities in graphic design as well as tips to assemble your design portfolio.

## Course Tools:

In order to succeed in this course you will need to know your way around a computer. It's the tool where most graphic design ends up in one way or another. You can complete this course without a computer but it will be tougher.

## Technique of imagemaking

### Techniques of Imagemaking 3



Save Note



Discuss



Another aspect of image-making to think about is cropping.

What this means is how close up to or how far away you are from your image, and this determines exactly what you're gonna see of the image.

So here for instance, we can see a closeup of the apple, but

we can still determine that it's an apple.

There's still enough visual information there to let us know what it is.

So sometimes it's useful to think about, what is the closest that I can get to my

object and still represent it in a recognizable way versus what's

the furthest away that I could get from my object and still have it be recognizable?

And this notion of recognizability can really be pushed in image making.

