Main Page: **Art Direction**

"Design is a formal response to a strategic question." - **Mariona Lopez**

Adding visionary direction can take your brand advancement to a different extension, helping it relate with your audience on a broader level and advancing your brand. However, many business holders do not recognize or notice the value, in creative or art direction. Art direction and graphic design have become one of the most misconceived professions in all of marketing. Most times clients perceive art direction or anything design-related as something that does not require much game plan or deep thinking.

The truth is that ‘art’ in the digital marketing globe can be likened to mathematics. Its role is to solve convoluted digital problems with an inventive and brilliant design that achieves a perfect well-written copy. At Dark Square art direction has one desire and one purpose only, to satisfy the consumer to make the desired action - either by educating, entertaining, or edifying that consumer.

As a business, with a vision of helping other businesses connect better with their consumers, we have to think beyond the fuzz. We do not just pull up the canvas and start composing art. We have to ask ourselves a simple question: what has the creative strategy; what has the direction we should navigate towards? Once we have the answer, we then sprinkle the paint. Our aesthetic approach will not just make your brand look pleasant and ethereal. Our aim, as always, is to convey your brand’s core values through smart and well-conceptualized design.

There’s more to art than meets the eye, that’s why we offer various types of design services:

* Digital Art Direction
* UX Design (User Experience)
* UI Design (User Interface Design)
* Animations
* Illustrations
* Motion Designs
* Theme Building
* Photography

As noticed before, the world’s most tremendous and most successful companies have used creative direction over long spans of time to build a brand and connect with their audience on a colossal scale. It would not have been possible to do this without it. Without winning the concept behind their brand, their visual presence and marketing activity would be displaced and inconsistent. Even smaller businesses will find benefits from taking a more strategic, thoughtful approach to their branding. Whether it’s the consistent use of a color that makes your audience think in a certain way Dark Square is associated with civility and trust, for example), or a strapline that you can use across your site and marketing materials, you can make creative direction work for you.

Success online is multifaceted in the modernized age. While sites rich in words can help you be found within search results, attracting visitors and converting sales are often influenced by the audio-visual impact. Colorful, high-resolution images, illustrative graphics, and engaging videos can help latent buyers better understand your support and services, and products they see, literally the benefits they offer. Graphic design plays a very compelling role in this competitive market as a means of communication. A remarkable graphic design is a perfect combination of texts and pictures to explain your business ideas through different forms.

We believe graphic design is all about getting your message across quickly and with a “wow!” Thrown in for good measure. Graphic design is the fine art of visual communication. Graphic design is also about problem-solving, and we admire that. It is a challenge we are always combat-ready to take on. Our expert graphic designers have a lot of tricks up their sleeves. If you require graphic design services, chances are, we can assist you to get what you need and when you require graphic design services, chances are, we can assist you to get what you need.

An engaging and remarkable graphic design is a basic necessity for any business to establish a brand identity. To advance your business to different media platforms you need a perfect graphic design that conveys your business ideas to people which is not only effective but also alluring. To win the competition, graphic designs have become quite essential to attract the attention of potential customers towards businesses.