

Modern Graphic Design: Directions and Purpose

The article presenting the variety of purposes served by modern graphic design: branding, UI navigation, mascots and lettering, tutorials, posters and animation.

“The details are not the details. They make the design.” These words about the nature of the job, expressed by Charles Eames, have become a well-known eternal truth for graphic designers. They are actually the people building a bridge between the art and the functional goal-centered design. They mix the power of art and functionality within the limits of particular goals and a definite audience. They make beauty work for people.

Here in Tubik, we have felt all the variety of stones in that way. Today we invite our readers to review the diverse purposes for which graphic design can be highly beneficial as we have checked in design practice.