

What is graphic design?

As we mentioned in one of our previous articles about the issue, graphic design can be described as the sphere of human activity that lies on the crossroads of several directions, first of all, visual arts, communication, and psychology. Basically, graphic designers do the job of communication to others by means of graphic (visual) elements such as images of different styles and complexity, types and fonts, pictograms, shapes and sizes, colors and shades, lines and curves, etc. Graphic designer makes all those elements of visual perception transfer the message, so he makes them functional. Therefore, we could say that graphic designers are artists applying their talents mostly not in pure art but communicating and purposeful art.

Modern graphic design broadly covers all spheres of human life which deal with visual communication, from books and posters to sophisticated mobile applications or 3D animation. Let's look into directions in which graphic designers can express their creativity for the sake of solving problems and satisfying needs.

Graphic design directions

Nowadays, graphic design is an incredibly broad sphere for the application of artistic talents. In particular, it includes:

editorial design

illustration

identity (logo and branding) design

icons and pictograms

typography

interface graphics and elements

print advertisements

big print items such as posters and billboards

signs

packaging etc.

Thus, it's easily seen that modern designers in this sphere have multiple options to apply their talents. In all the mentioned directions, the basic purpose of graphic design is to serve a particular purpose or even a set of them by means and techniques of art.