Graphic design in modern life full of digital devices is getting more and more technological. Famous Italian designer Massimo Vignelli said "The life of a designer is a life of fight. Fight against the ugliness. Just like a doctor fights against disease. For us, the visual disease is what we have around, and what we try to do is cure it somehow with design." Remembering the words we have to say that the purposes of modern graphic design are pushed further and further. Not only does it beautify the physical or digital object, but also helps its users, navigates them, guides their way via which they can get both aesthetic pleasure and problem-solving benefits.

Graphic design purposes

Today, graphic design can set diverse purposes. It rarely happens that the object of graphic design serves only one objective. Looking over the most essential of them, we would mention the following.

Identifying

This purpose, first of all, serves for branding reasons. It is primarily concerned about creating logos which usually lies the foundation for the whole branding strategy. This is the task at which designers work with multiple factors combining specific features of the target audience, laws, and rules of artistic harmony, the psychology of color and shape impact on human perception and emotions, the current situation on the market, business goals of the brand or company.

Numerous logos accomplished by studio designers have proved that this symbolic image plays the crucial role in all the next stages of brand strategy, including print work (like posters, business cards, corporate documentation templates, etc.), interface design (when brand or company uses digital sources and channels of reaching their clients like blogs, websites, apps, widgets, etc.), branded items (like stationery, cups, notebooks, etc.) and other directions. The efficient logo is usually based on deep analysis supported by designer's talent and skills and presents a balanced mixture of art and functionality. Thinking over all the details, the designer selects the type and image of a logo that

will correspond to the objectives of the company or brand strategy.