Graphic and Communication Design

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Graphic design is the combination of text, images and layout which is used to evoke senses and transmit messages. Graphics are to be properly designed with the use of the proper design elements so as to capture audience's attention and communicate the right message to them. It is used to enhance communication and promote better understanding for the message to be brought across.

Introduction on Graphic and Communication Design

In this topic, we can break the topic down into several sections so that we can further understand what this topic is exactly about. We can cover the definition of graphic and communication individually, follow by visual communication which is the combination of both, as well as graphic design and communication design on its own context.

Graphics

Graphics are basically visual presentations on surfaces such as a wall, paper or computer screen. It is used to brand, inform, exemplify or entertain people. It often includes conscious selection, creation or arrangement of text, illustration and color. They can be artistic or functional. Some examples would be posters, logos, photographs, charts etc.

Communication

Communication is defined as a process where information is disseminated by a sender to a receiver via a medium. It is also about assigning and conveying meaning in an attempt to create common understanding. All parties involved should have a communicative commonality to enable good flow of communication. It can be verbal and non-verbal. Verbal communication includes speaking, singing and even tone of voices, while non-verbal includes body and sign language, paralanguage, touch, eye contact and writings.

Graphic + Communication = Visual communication

Visual communication is communication using visual aids to delivering ideas and information in visual forms. It is used to put across data, concepts and emotions. It explores the power to inform, educate or persuade a person through visual message with text and is mainly associated with two dimensional images which include: Signs, typography, drawing, graphic design, illustration, color and electronic resources.

As graphic design is an extremely subjective topic, a good visual design is evaluated according to the level of comprehension by the audience and not on aesthetic or artistic preferences.

Graphic Design

Graphic design is the art or process of visual communication that combines text and graphics to convey an effective message to a particular group of target audience. It is also a collaborative process between a client and a designer. In modern context, most graphic designers will use software and techniques for their design illustrations. It is also called as graphic arts or desktop publishing. Since it is linked in conveying messages, it is part of communication design too. Logos, magazines, advertisements, product packaging and web design are some of the common items which use graphic design. Composition is one of the most important features in graphic design, especially when blending the colors together and using pre-existing materials or different elements. The message behind it should be simple, clear and precised for people to comprehend.

Communication Design

Communication design is a mixed discipline between design and information-development. It involves how the media communicate with people. It is not just about developing messages in the media's aesthetics, but also on inventing new media means to guarantee the message reaches the target audience. Communication design seeks to draw attention, create desires and encourage the people to respond to messages, with a vision to make a favorable impact to the targeted body, which can be either be brand-building, moving sales, or for humanitarian purposes. The process includes strategic business thinking, utilizing market research, creativity, and problem-solving.

Elements, Skills and Tools for Graphic Design

The elements of graphic design are often used and combined to create new graphics. They should not be confused with principles of design like balance and space, but more of considerations such as color, type and images. Presented here is a list of the most commonly used elements in graphic design, with examples by the side.

Shapes: Shapes are at the root of design, which are commonly used to create layouts, create patterns, and build countless complex shapes. Experimentation and altering of shapes within a design can eventually lead to the desired effect.

Lines: Lines are used to divide space, direct vision and create forms. Straight lines are usually used in layouts to separate content like those seen in magazines, newspapers and website designs. Following the grid system helps in achieving a consistent look and feel as well as creating successful print and web layouts. Lines are often implied, which means other elements of design follow the line path, for example, a type on a curve.

Color: Color applied to any elements can change the graphic dramatically. It can be used to make an image or text stand out or to evoke emotion. For printing purposes, it is best to do graphics in CMYK mode so that the printings on paper will look much closer than what it is like on screen. Hue, Saturation and Value can add more contrast in the graphics. The use of pantone swatches is to insure desired color results in printing and for better referencing when talking to clients.

Type: Typography is everywhere. In graphic design, the goal is to understand text and use it well for communication. Choice of fonts, size, alignment, color, and spacing all play a role. Type can be taken to a higher level by creating images with it. It can help create a consistent design and there are many type families to choose from under one typeface. Fonts, which mean how the typefaces are displayed, can be changed as well.

Conclusion

Graphic and communication can be found everywhere. It is part of our daily life. Graphic is closely related to communication as it enhances communication and understanding. Elements of graphic design are used to create graphics that can evoke senses and also made communication easier to understand, be it by looking at an image or reading news articles that are properly organized. It is important because without it, communication would not have been as easy as what it is now.