

# INTRODUCTION TO GRAPHICS DESIGN

# AGENDA

What is Graphic Design?

Types of Graphic Design

The Graphic Design Process

# WHAT IS GRAPHICS DESIGN?

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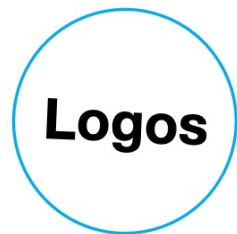
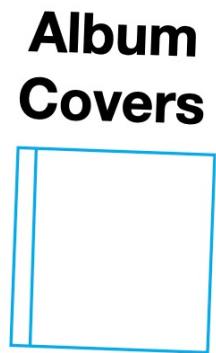
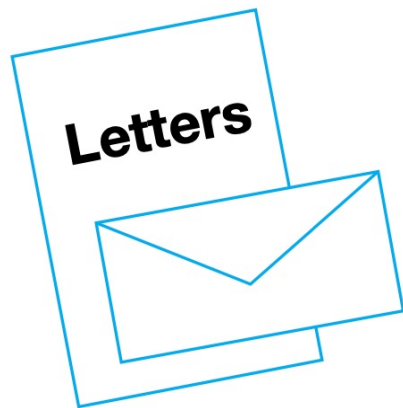
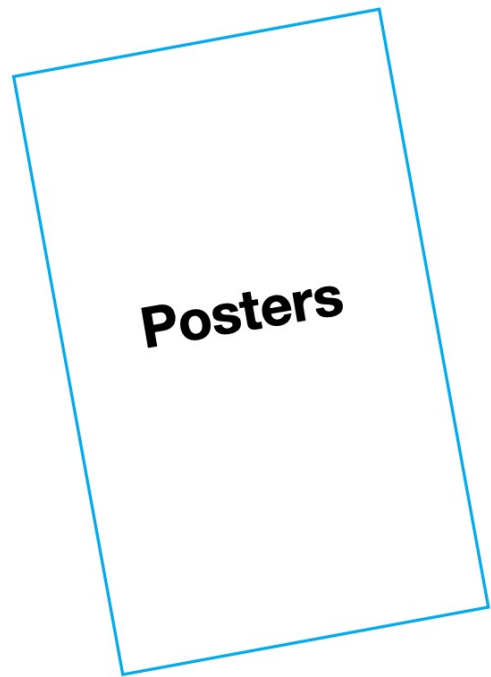
At Contoso, we empower organizations to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile frameworks, we help business grow organically and foster a consumer-first mindset.

An abstract graphic design consisting of several overlapping, irregular white lines forming a complex, layered geometric pattern on a black background. The lines create various shapes and intersections, resembling a stylized, multi-layered letterform or a series of overlapping planes.

# WHAT IS GRAPHIC DESIGN?

Suppose you want to announce or sell something, inform or persuade someone, explain a complicated system or demonstrate a process. In other words, you have a message you want to communicate. How do you “send” it? You could tell people one by one or broadcast by radio or loudspeaker. That’s verbal communication.

But if you use any visual medium at all—if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout— you are using a form of visual communication called graphic design.



# WHAT IS GRAPHIC DESIGN?

Graphic designers work with drawn, painted, photographed, or computer-generated images, but they also design the letterforms that make up various typefaces found in movie credits and TV ads; in books, magazines, and menus; and even on computer screens.

**Designers create, choose, and organize these elements—typography, images, and the so-called “white space” around them—to communicate a message.**

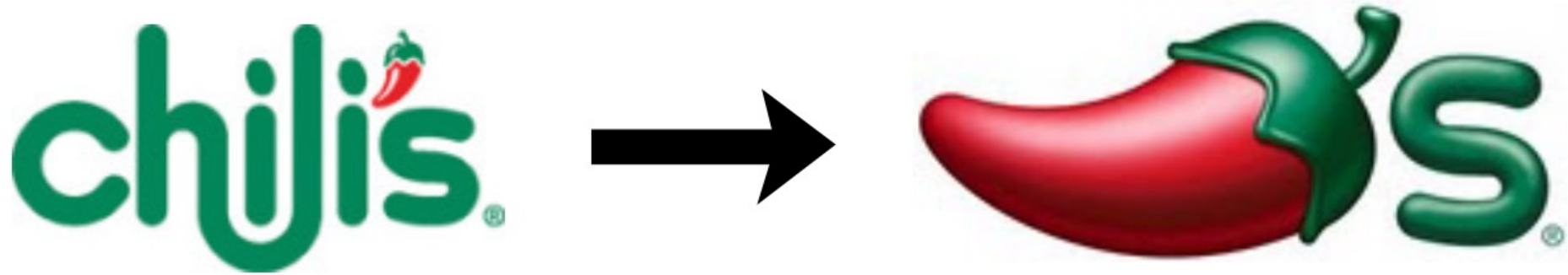
# WHAT IS GRAPHIC DESIGN?

- Graphic design is a part of your daily life. From humble things like gum wrappers to huge things like billboards, to the T-shirt you're wearing, graphic design informs, persuades, organizes, stimulates, locates, identifies, attracts attention and provides pleasure.
- Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a specific audience. The main tools are image and typography.



# TYPES OF GRAPHIC DESIGN





Chili's restaurant recently changed their logo from type-based, to image-based.

## TYPES OF GRAPHIC DESIGN

### Image-based design

Designers develop images to represent the ideas their clients want to communicate. Images can be incredibly powerful and compelling tools of communication, conveying not only information but also moods and emotions. People respond to images instinctively based on their personalities, associations, and previous experience. For example, you know that a chili pepper is hot, and this knowledge in combination with the image creates a visual pun.

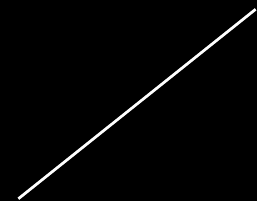
## Image-based design: examples





## Type-based design

In some cases, designers rely on words to convey a message, but they use words differently from the ways writers do. To designers, what the words look like is as important as their meaning. The visual forms of the letters, whether typography or handmade lettering, perform many communication functions. They can grab your attention on a poster, identify the product name on a package or a truck, or present running text as the typography in a book does. **Designers are experts at presenting information in a visual form in print or on film, packaging, or signs.**



# WHAT IS TYPOGRAPHY?

Simply put typography is the art of print. In our daily lives we are constantly surrounded by it. As simple as it may seem typography subtly combines communicative and artistic elements to create a print that is both pleasing and easy to read. Designers achieve this by selecting the right fonts, lettering and print types. In order to be successful it must complete two basic roles: clearly communicate the intended message and do so in a visually effective way that is both artistic and attractive.



LOVE  
ME!



Go!  
Catch  
Some  
waves

When a  
COW  
laughs does  
milk  
come  
out of it's  
NOSE?

DON'T BE  
STUPID

The probability  
of somebody  
watching you is  
proportional to  
the stupidity of  
your actions

Stop. Think. Think. Think some more  
You never know who may be watching

I'LL BE LONG  
BEFORE  
GOM SOME  
SMART PERSON  
EVER FIGURES OUT  
WHAT  
HAPPENED  
INSIDE THIS  
OVAL OFFICE

ENTRETY FROM  
AN INTERVIEW WITH GEORGE W BUSH

WISHING YOU A POSITIVE NEW YEAR  
BARNEBARTH DEJEN 2004

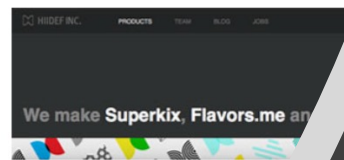
QUOTZ SOURCE: THE JERUSALEM POST WWW.JPOST.COM MAR 12, 2004



## Image and Type design

Designers often combine images and typography to communicate a client's message to an audience. In fact, the majority of graphic design is the combination of images with typography. Designers explore the creative possibilities presented by words (typography) and images (photography, illustration, and fine art). It is up to the designer not only to find or create appropriate letterforms and images but also to establish the best balance between them.

**images** + **typography** = **graphic**  
**photography**      **typefaces**      **design**  
**illustration**      **fonts**  
**fine art**



# IMAGE AND TYPE DESIGN: EXAMPLES

# SYMBOLS, LOGOS AND LOGOTYPES

Symbols and logos are special, highly condensed information forms or identifiers.

Symbols are an abstract representation of a particular idea or identity. The CBS “eye” logo is a symbolic form, which we learn to recognize as representing a particular concept or company.

Logotypes are corporate identifications based on a special typographical word treatment.

Some logos are combinations of symbol and logotype.

In order to create these identifiers, the designer must have a clear vision of the corporation or idea to be represented and of the audience to which the message is directed.



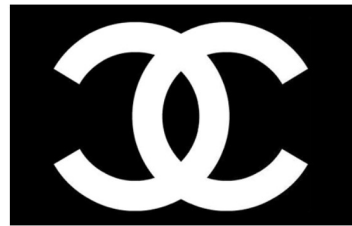
# SYMBOLS: EXAMPLES

SYMBOLS: AN ABSTRACT REPRESENTATION OF AN IDEA OR IDENTITY.



## LOGOS: EXAMPLES

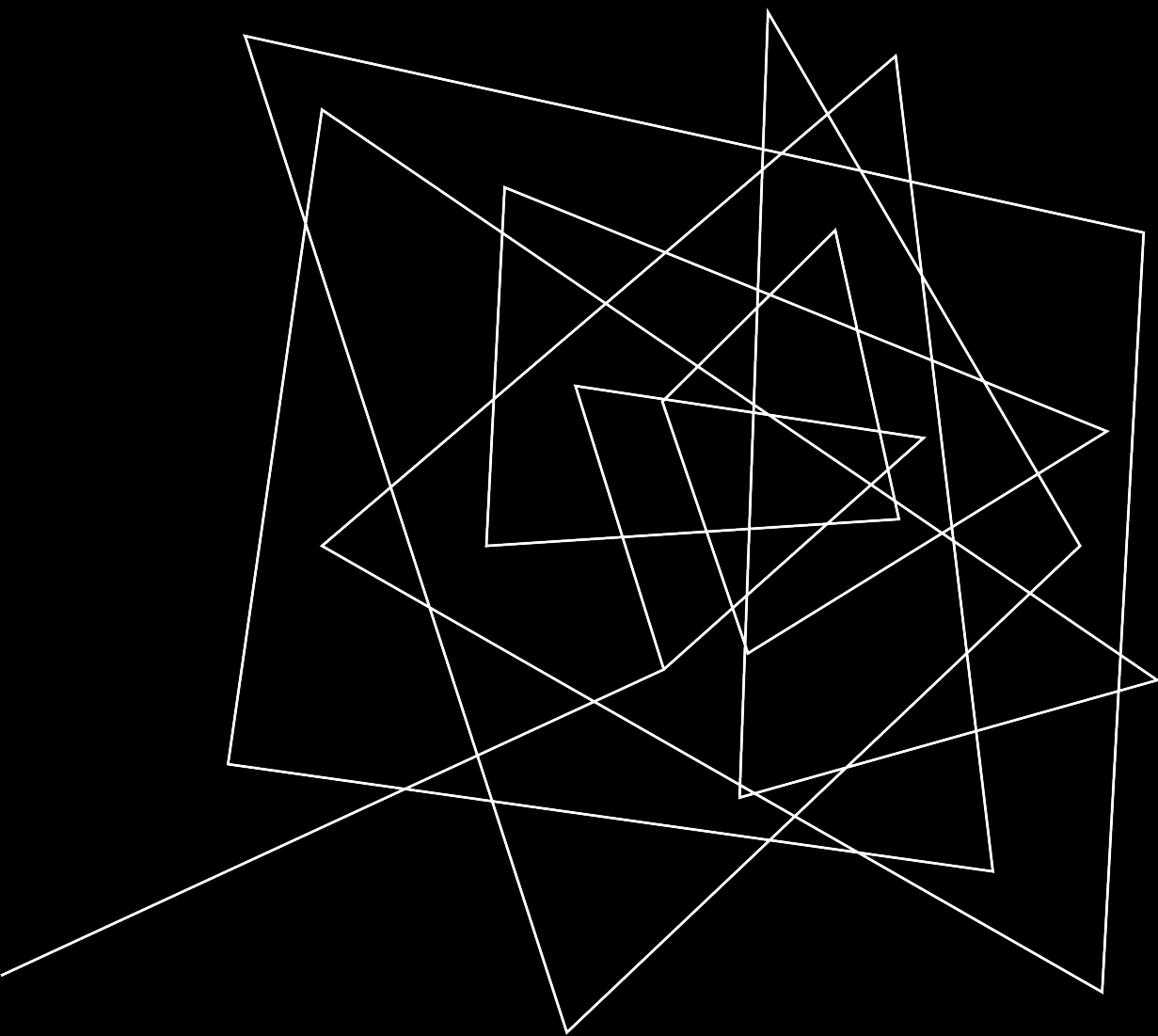
LOGOTYPE: A SYMBOL COMPOSED OF TYPE ONLY.

The Coca-Cola logo is a classic example of a logotype, featuring the brand name in its iconic, flowing red script font with a white outline and a registered trademark symbol.The FedEx logo is a logotype consisting of the words "FedEx" in a bold, sans-serif font. The "Fed" is purple and the "Ex" is orange, with a distinctive white space between the "E" and the "x".The IBM logo is a logotype where the letters "IBM" are formed by eight horizontal blue stripes of varying lengths, creating a striped effect. A registered trademark symbol is present at the bottom right.The DELL logo is a logotype where the word "DELL" is written in a blue, sans-serif font. The letter "E" is stylized with a white diagonal line through it, and a registered trademark symbol is at the top right.The Google logo is a logotype where the word "Google" is written in its signature multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and a registered trademark symbol.

A complex network diagram consisting of numerous nodes of various colors (blue, orange, red, purple, black) connected by a dense web of thin grey lines. The diagram is partially enclosed by a white semi-circular border on the right side. The background is dark grey with some scattered white dots on the left side.

SO WHAT IS  
GRAPHIC DESIGN?

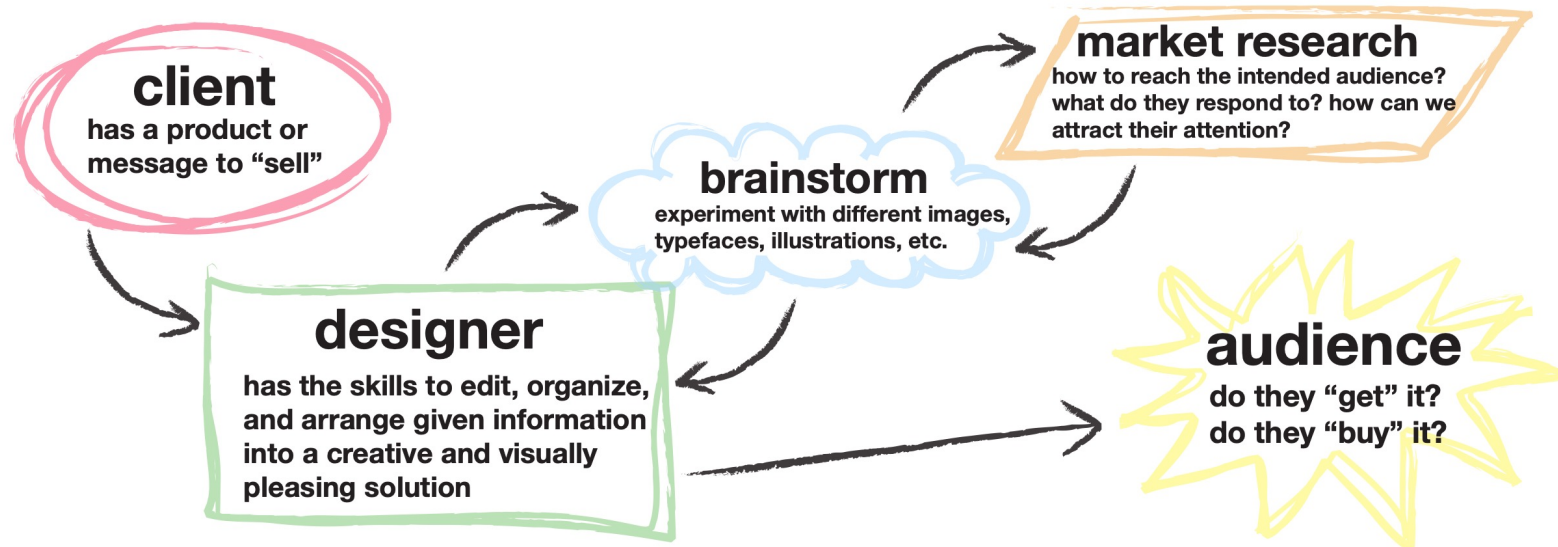
Graphic Design is  
Visual Communication



# HOW DOES GRAPHIC DESIGN WORK?

# How design works:

DESIGNERS ARE THE LINK BETWEEN THE CLIENT AND THE AUDIENCE. ON THE ONE HAND, A CLIENT IS OFTEN TOO CLOSE TO THE MESSAGE TO UNDERSTAND VARIOUS WAYS IN WHICH IT CAN BE PRESENTED. GRAPHIC DESIGNERS LEARN HOW TO CONSTRUCT A MESSAGE AND HOW TO PRESENT IT SUCCESSFULLY. THEY WORK WITH THE CLIENT TO UNDERSTAND THE CONTENT AND THE PURPOSE OF THE MESSAGE. THEY OFTEN COLLABORATE WITH MARKET RESEARCHERS AND OTHER SPECIALISTS TO UNDERSTAND THE NATURE OF THE AUDIENCE. ONCE A DESIGN CONCEPT IS CHOSEN, THE DESIGNERS WORK WITH ILLUSTRATORS AND PHOTOGRAPHERS AS WELL AS WITH TYPESETTERS AND PRINTERS OR OTHER PRODUCTION SPECIALISTS TO CREATE THE FINAL DESIGN PRODUCT.



# The design process:

A GOOD GRAPHIC DESIGN PROCESS IS STRUCTURED AROUND ENSURING THE CLIENT GETS THE HIGHEST QUALITY SOLUTION AND SERVICE APPROPRIATE TO THEIR BUSINESS, MARKETING OR COMMUNICATION PROBLEM. THERE ARE FOUR MAJOR STEPS INVOLVED IN THE GRAPHIC DESIGN PROCESS.

1. Briefing

2. Design

3. Artwork

4. Production

# The design process:

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## 1. BRIEFING

THE BRIEFING STAGE IS USUALLY THE INITIAL CONVERSATION OR CONSULTATION BETWEEN THE CLIENT AND THE DESIGNER. IT USUALLY COVERS THE FOLLOWING AREAS OR CONCERNS:

### Basic Overview

- project objectives
- intended audience
- expected outcome
- timing / deadline
- budget / cost
- designer's quote

### Technical Overview

- size specs
- corporate identity guidelines
- production files

# The design process:

## 2. Design

THE DESIGN STAGE IS THE MOST TIME-CONSUMING AREA AND REQUIRES A LOT OF TRIAL AND ERROR AS WELL AS A LOT OF BACK AND FORTH COMMUNICATION BETWEEN DESIGNER AND CLIENT. IT IS USUALLY CARRIED OUT IN THE FOLLOWING STAGES:

**1**

### **Development**

designer reviews the brief and develops several concepts and preliminary designs. Then selects the most appropriate options for further development.

**2**

### **Presentation**

designer presents visual solutions and explains design decisions to client. client offers feedback and may request changes.

**3**

### **Refinement**

the designer makes the changes requested and fine tunes the material as required.



# The design process:

## 3. Artwork

THE DESIGNER PREPARES THE ARTWORK FILES AND PROVIDES A “PROOF” OF WHAT THE FINAL PROJECT WILL LOOK LIKE. THIS IS USUALLY DONE VIA EMAIL OR HARDCOPY (PRINTED ON PAPER) THE CLIENT THEN EITHER APPROVES THE ARTWORK BY SIGNING OFF ON THE PROOF, OR MARKS-UP CHANGES THEY WOULD LIKE TO MAKE. IF CHANGES ARE REQUESTED, THE DESIGNER WILL PROVIDE A SECOND PROOF.

## What is a proof?



A proof is a term used by printing companies that means they printed a trial version of your artwork so you can look at it and confirm it is the way you want it.

Some printing companies use the term PDF proof, which is a proof seen in PDF format. PDF stands for portable document format and when viewed shows the document exactly how it will appear if it were printed.

# The design process:

## 4. Production

ONCE THE ARTWORK HAS PASSED FINAL APPROVAL FROM THE CLIENT, IT IS SAID TO BE READY TO GO TO PRODUCTION. THE DESIGNER ADDS CROP MARKS AND MAKES SURE THE PANTONE COLORS USED IN THE DOCUMENT ARE ACCURATE. SOME DESIGNS MAY REQUIRE PANTONE “CALL-OUTS” TO DENOTE EACH COLOR THAT IS USED. THE DESIGNER WILL TURN ALL FONTS INTO OUTLINES, AND SAVE THE FILE IN MULTIPLE FORMATS. (AI, PDF, JPG) THEN BURN THEM TO A DISC IF THE CLIENT HAS REQUESTED THIS. THE DESIGNER MAY ALSO BE RESPONSIBLE FOR FORWARDING THE PRODUCTION FILES TO A COMMERCIAL PRINTER OR FACTORY. IN SOME CASES, THE DESIGNER WILL REQUEST A PROOF FROM THE PRINTER, AND PASSES THE PROOF ON TO THE CLIENT FOR APPROVAL.

### example of pantone call-outs:

