



GRAPHIC DESIGN BASICS

Design meaning

Design value

Graphics and Computer Graphics

Theory of design principles

Creative Thinking

Graphic Design Criteria

Graphic Design Workflow

Design components

Graphic composition

Design is the science of thought. Solving existing problems to satisfy the aim and bring it back to use satisfactorily.

Aesthetic

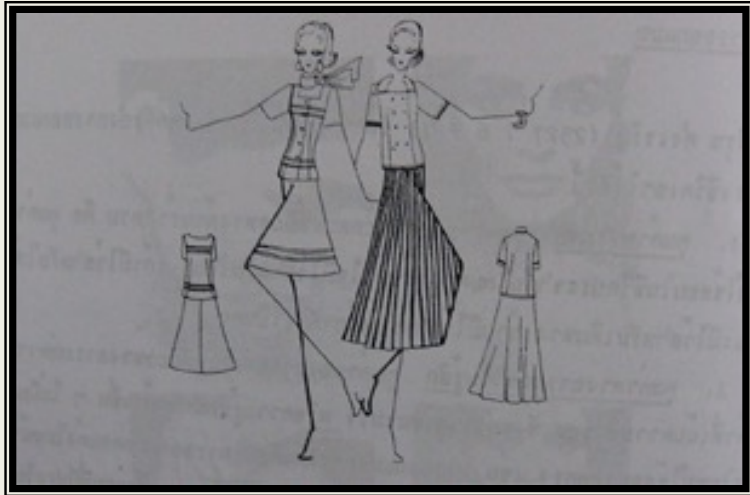
Usefulness (Function)

Have a good design concept (Concept)

The value of design

- Physical value is a value that is directly useful for everyday use.
- Emotional value is a value that emphasizes liking, satisfaction.

Peace of mind



Clothing design that primarily provides physical value.



Designing wood carved prints that provide direct emotional value





masterblog iron

www.fashbunny.com copyright Anand Duncan 2007

The value of design

- Attitude Values Emphasizes the creation of one's attitude towards the beholder, such as a monument creating an attitude of patriotism, courage, or good deeds. Some forms of painting or sculpture emphasize the recollection of a positive and right attitude in society, for example.



Creative Thinking

Integrating ideas into solutions Existing challenges and conditions, with new and unique formats, can meet the goals and needs very well.

1. Think discovery
2. Think innovatively
3. Think New Synthesis
4. Mutation

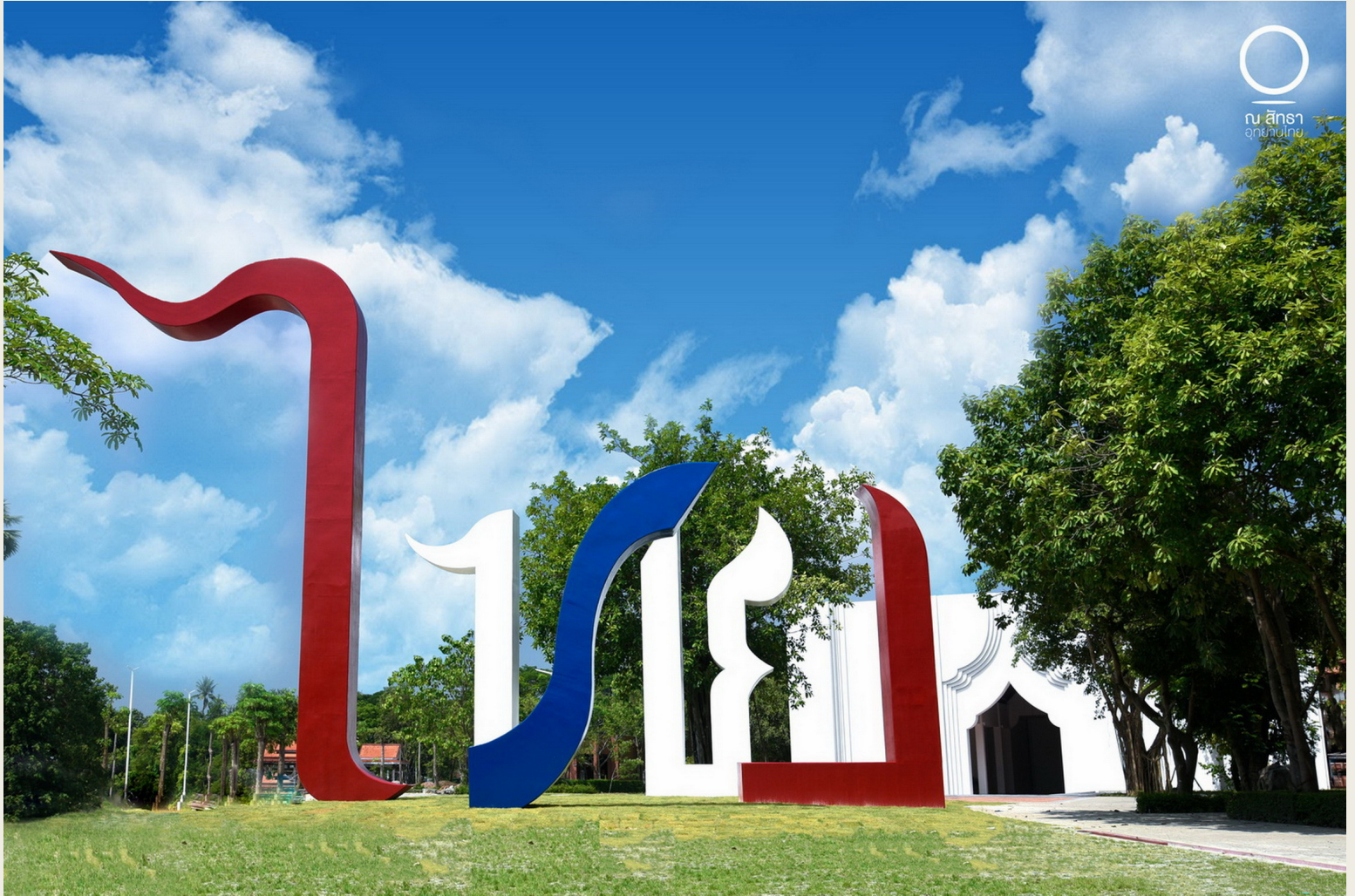
Graphic Design Norms : Graphic Design Criteria

There are three principles in design:

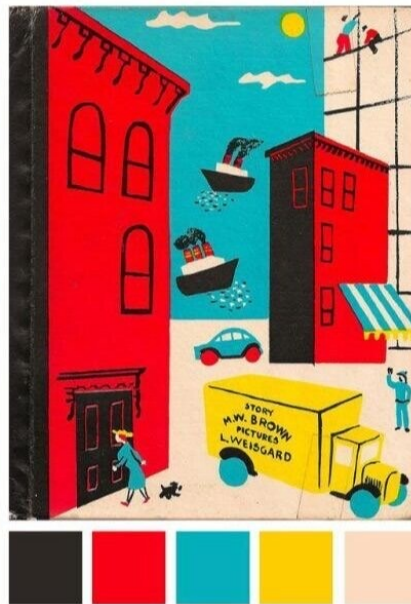
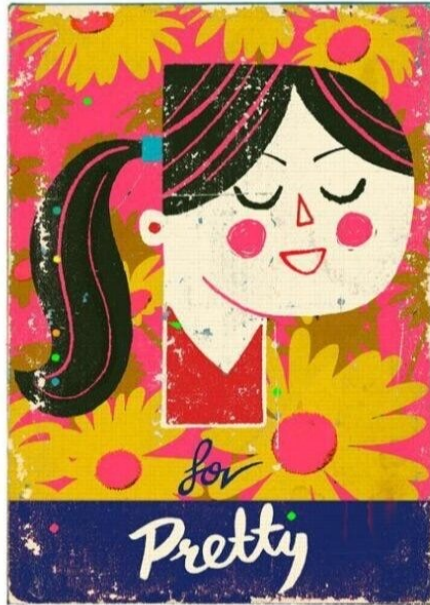
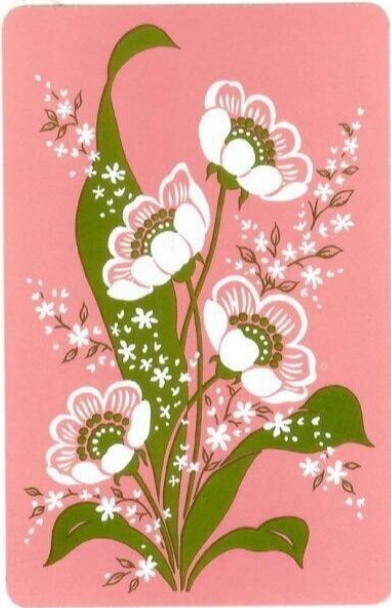
Functional response Function

Aesthetically pleasing aesthetic

Semantics

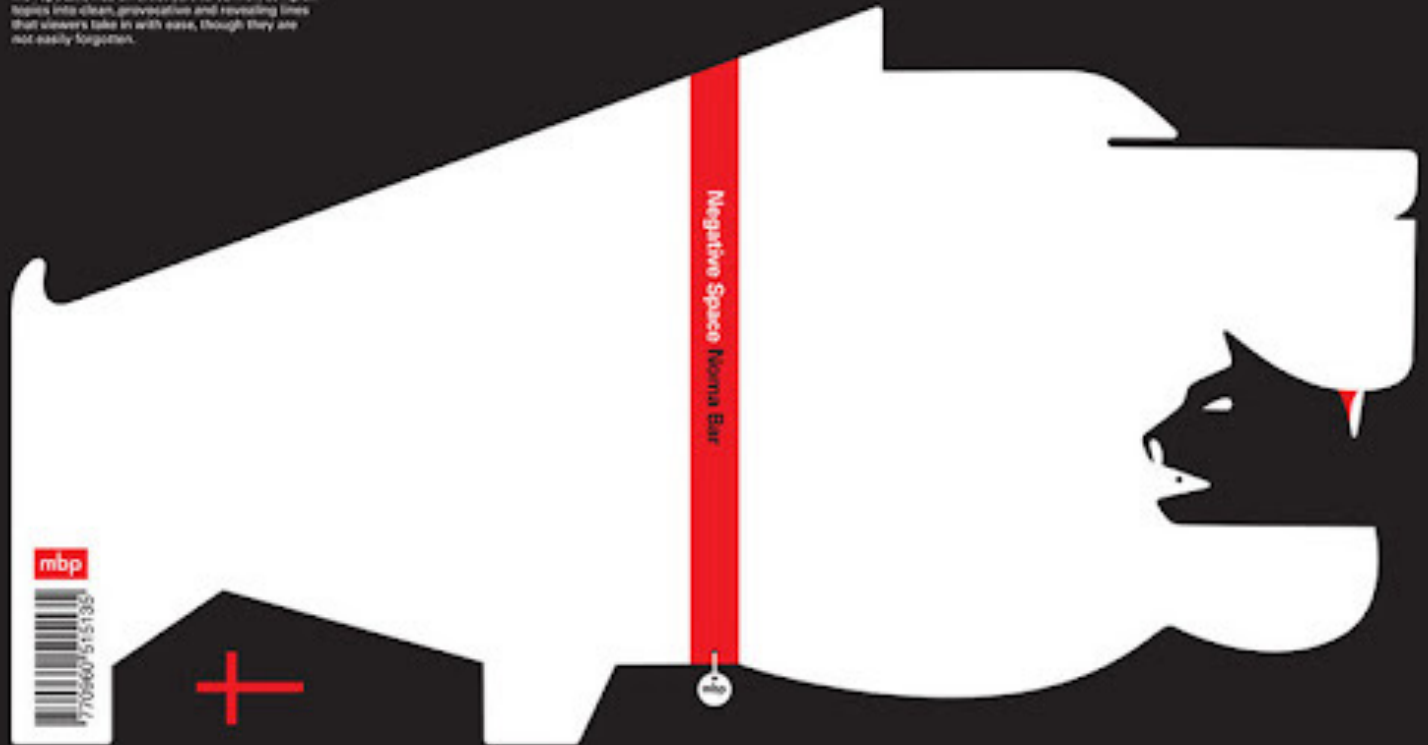


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An artist using 'negative space' relies on the space that surrounds a subject to provide shape and meaning. Of course, the term also refers to any topic that conjures feelings of unease and discomfort. In *Negative Space*, Noma Bar plays with this pun, focusing on subject matter ranging from sex, global warming and nuclear war fare to religion, crime and corporate greed, solidifying his reputation as an artist able to convert complex topics into clean, provocative and revealing lines that viewers take in with ease, though they are not easily forgotten.

Negative Space Noma Bar



Graphic Design Workflow

- *Program Analysis*
- *Conceptual Design*
- *Case Study*
- *Preliminary Design*
- *Design*



Basic Elements

Graphic design with the following basic elements:

Dots, lines, and planes are assembled inside.

The ABCs of Art By M.C.Gillis

LINE
(línea)

LONG (largo)
SHORT (corta)

CURVED (curva)

HORIZONTAL (horizontal)

VERTICAL (vertical)

PERPENDICULAR (perpendicular)

PARALLEL (paralelas)

DIAGONAL (diagonal)

SPIRAL (espiral)

BROKEN (quebrado)

THICK (grueso)

THIN (delgado)

DOTTED (línea de puntos)

WAVY/CURLY (ondulado)

ZIG-ZAG JAGGED (zig-zag)

STRAIGHT (derecho)

VARIED (variadas)

TAPERED (termina en punta conico)

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	Tired		Hungry
	Stress		Sleepy
	Frustrated		Happy
	Good		Energetic
	Calm		Relax

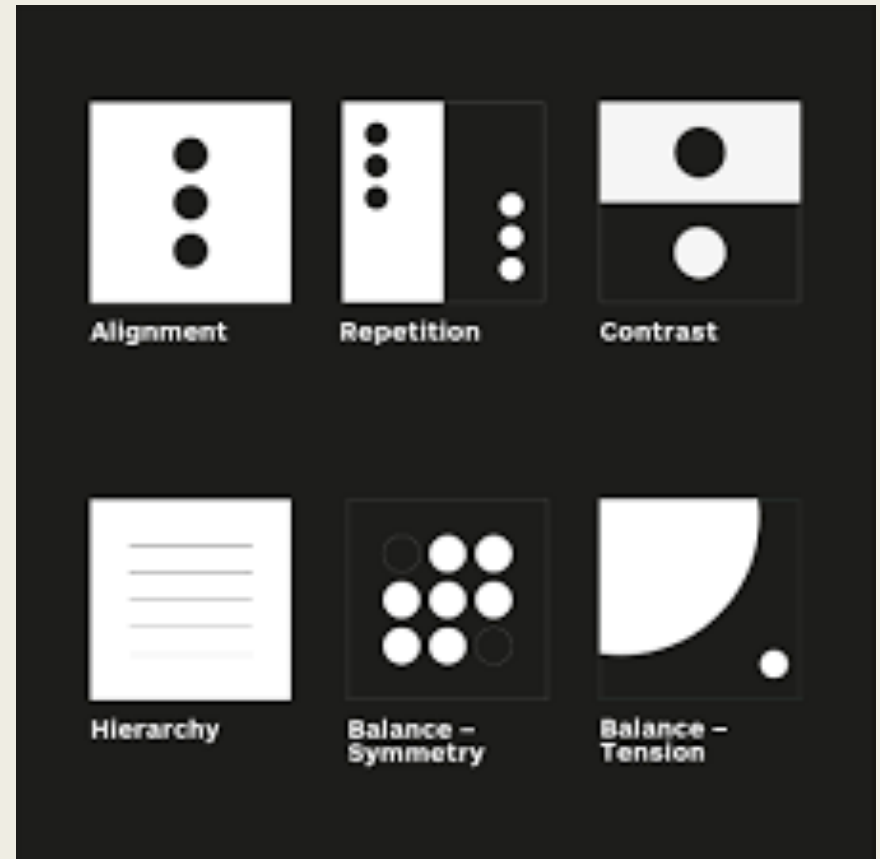
Basic Elements (cont.)

■ Dot

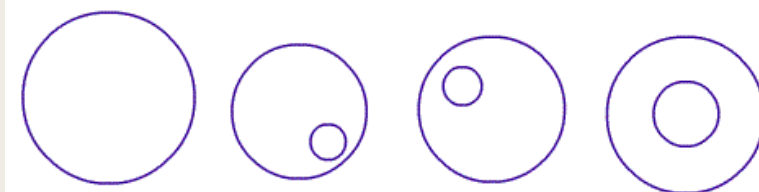
■ Line

■ Pane

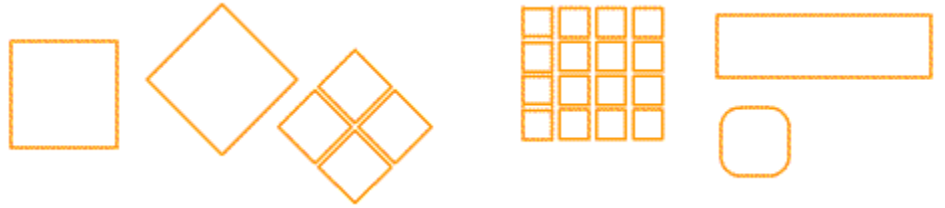
- *Circle*
- *Square*
- *Triangle*
- *Hexagon*



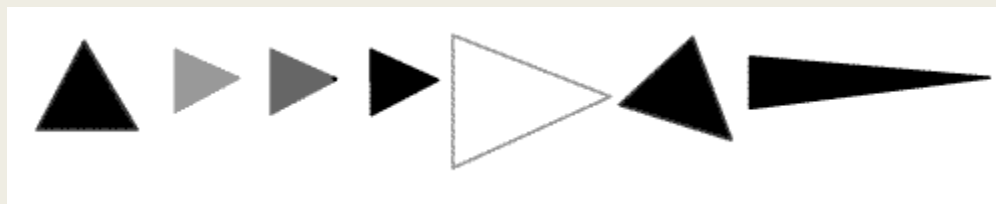
Circle



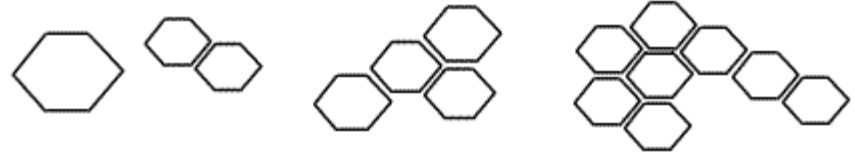
Square



Triangle



Hexagon



Graphic Design Basics

- Visual Language & Perception Image
- Design & Meaning
- Basic Elements
- Guidelines for developing graphic design

Visual language and perception

- Visual Language
- Perception Image

We divide the perceived image into two main categories:

Visual Image

- *Conceptual Image*



MELBOURNE
FOOD & WINE
FESTIVAL
8-14 OCTOBER
2007

www.foodnwine.com.au

The poster features a large white silhouette of a wine bottle against a black background. At the base of the bottle, three smaller white wine bottles are visible. The text is positioned in the upper right quadrant, and the website URL is at the bottom right.



YOU'VE GOT
ALL THE
SPICE
ON THE
BONE.

FOR THE
LOVE OF
THE
BONE.

N

The poster features a large white letter 'N' against a black background. A black silhouette of a dog is sitting inside the 'N', looking up. The text is in the top right corner, and a small circular logo is below it.

Design & Meaning

The key to designing a visual image to convey meaning is to capture the key points of the problem or strike out the problem that we have first. Let's keep talking and write it down, and then take the written one and consider creating an idea. Metaphorically linked, which may give us a rough picture to guide the next design.



How to acquire

- **Keyword :** (Think, if we talk about laundromats, what do we think of ?), washing, water, cleanliness, bubbles, detergent.
- **Image:** Cleanliness. Laundry shows a bubble of drifting cleanliness.
- **Image interpretation :** cleanliness = white ,water = blue, detergent bubble = small floating circle.
- **Summary:** The visual design is likely to be based on cool colors. As for the composition, the image may use water droplets that convey the freshness of the product.



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ไฟน์ไลน์ แอนตี้แบคทีเรีย



Smoothie Nadchodzi

Zapraszamy do pierwszego oryginalnego Smoothie Baru w Łodzi: CH Pasaż Łódzki, Al. Jana Pawła II 30





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beethoven

tonhalle grosser saal
 donnerstag, den 22. februar 1966,
 20.15 uhr
 a. k. z. k. konzert
 der tonhalle-gesellschaft
 leitung: Carl Schürch
 solist: wolfgang schwendenher
 leitendee: rovere furtak (a. v. c. c. d. m. n. o. 2)
 musikalischer leitendee: armin jordan (a. v. c. d. m. n. o. 2)
 vorverkauf: tonhalle-kassen, hgg, jackson, kuzel
 karten n. 5.30 bis 3.00

Internationale Juni-Festwochen 1962 Stadttheater Zürich

Opern	Operette	Ballett	Opern	Operette	Ballett
Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest	Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest
Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest	Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest
Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest	Die Entführung aus dem Serail	Die lustigen Weiber von Windsor	Die Schöne und das Biest

Opernhaus Zürich

Eröffnung der Spielzeit 1966/67

Tannhäuser

Samstag, 3. September
 19.00 Uhr
 Neuaufführung

Romanische Oper von Richard Wagner
 Musikalische Leitung: Christian Vogning
 Inszenierung: Hans Hoffer
 Bühnenbild und Kostüme: Max Rölltsberger
 Choreographie: Renate Ebermann
 Chöre: Hans Erlmann

Bluthochzeit

Mittwoch, 7. September
 20.00 Uhr
 Erstaufführung

Lyrische Tragödie von Federico Garcia Lorca
 Musik von Wolfgang Fortner
 Musikalische Leitung: Armin Jordan
 Inszenierung: Kurt Eberhard
 Bühnenbild und Kostüme: Toni Businger

tonhalle-quartett zürcher bläser-quintett strawinsky schönberg honegger

Donnerstag, 24. april 1966, 20.15 uhr
 tonhalle, kleiner saal
 igor stravinsky: concertino für bläserquartett
 armin schönberg: bläserquintett
 alfred honegger: sieben streicherquartett
 vorverkauf: tonhalle-kassen, hgg, jackson, kuzel
 karten n. 5.30 bis 7.75

matthias hauer werner speth karlheinz stockhausen jacques wildberger igor stravinsky

Donnerstag, 10. november 1966, 20.15 uhr
 konzertsaalgebäude der tonhalle grosser saal, konzert für orchester musica viva
 tonhalle-quartett, zürcher bläser-quintett
 nicht erwünschter beiratung
 auftrag von bach, klavier
 aufführung für streichquartett (1954)
 aufführung
 walter für klavier (1967) umschreibung
 für orchester (schöpfung 1959)
 quartett für fello, klavier, violine und
 viola (1951)
 sonate für klavier, horn, fagott, klavier,
 viola, viola (1963)
 quartett für 4. 2. 2. 1. 1.
 hornklarinette, fagott, klavier, kornett,
 elektroakustische instrumente (1968)

Kunstpewerbemuseum Zürich
Ausstellung

deFilm

10. januar bis 30. april 1960
 Öffnungszeiten: Montag 14-18, 20-22
 Dienstag-Freitag 10-12, 14-18, 20-22
 Samstag-Sonntag 10-12, 14-17



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