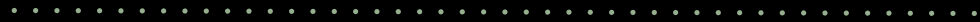
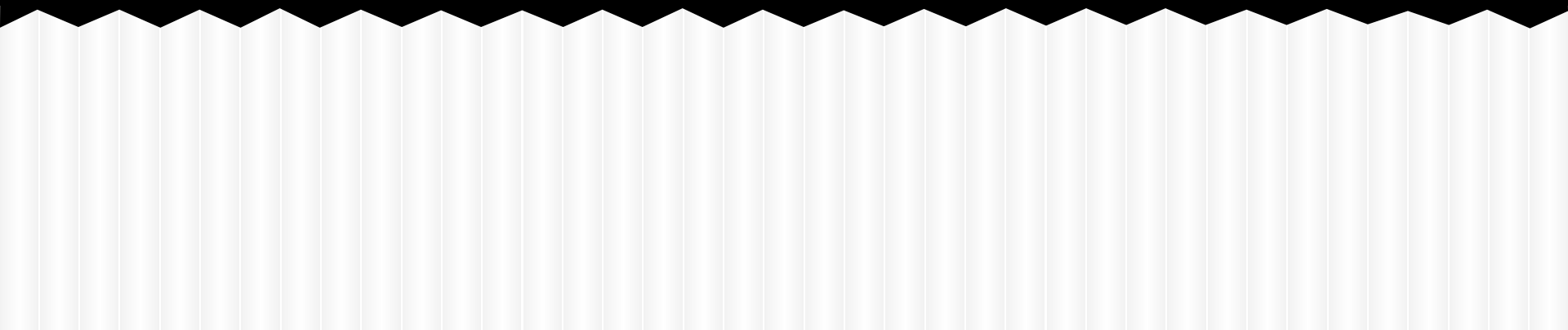


What is Graphic Design?



Graphic Design I



5 Basic Types

.....
of Graphic Design

Packaging



What other packages can you recognize instantly without needing a logo or knowing the brand identity?

Visual Identity & Branding



Notice the progression of Starbucks' brand identity?

What other companies' branding no longer uses their company name? ie. Meaning their logo is synonymous with the brand.

Page Layout



This famous WWI poster layout has been redesigned and repurposed many times in the past 100 years. The design is instantly recognizable.

Design for Promotion



Cultural event promotion (whether for a world's fair, album cover, concert poster...) is a common way graphic design has been used to communicate.

Design for the Screen



There are endless opportunities to design graphics for the screen. Currently there is a lot of demand for designers who can visually communicate for the web.

What is Graphic Design?

Graphic Design...

**is the process
and art of combining text and graphics
to communicate an effective message.**

Is Graphic Design Art?



There can be debate between fine art and commercial artists whether graphic design is art.

What do you think?

Art

Graphic designers use the skills of artists and are capable of creating a brochure or creating a work of art.

Not Art

Artists don't have to please their audience -- or even be understood widely. The opposite is true in graphic design: The message must be received as intended. Commercially focused.

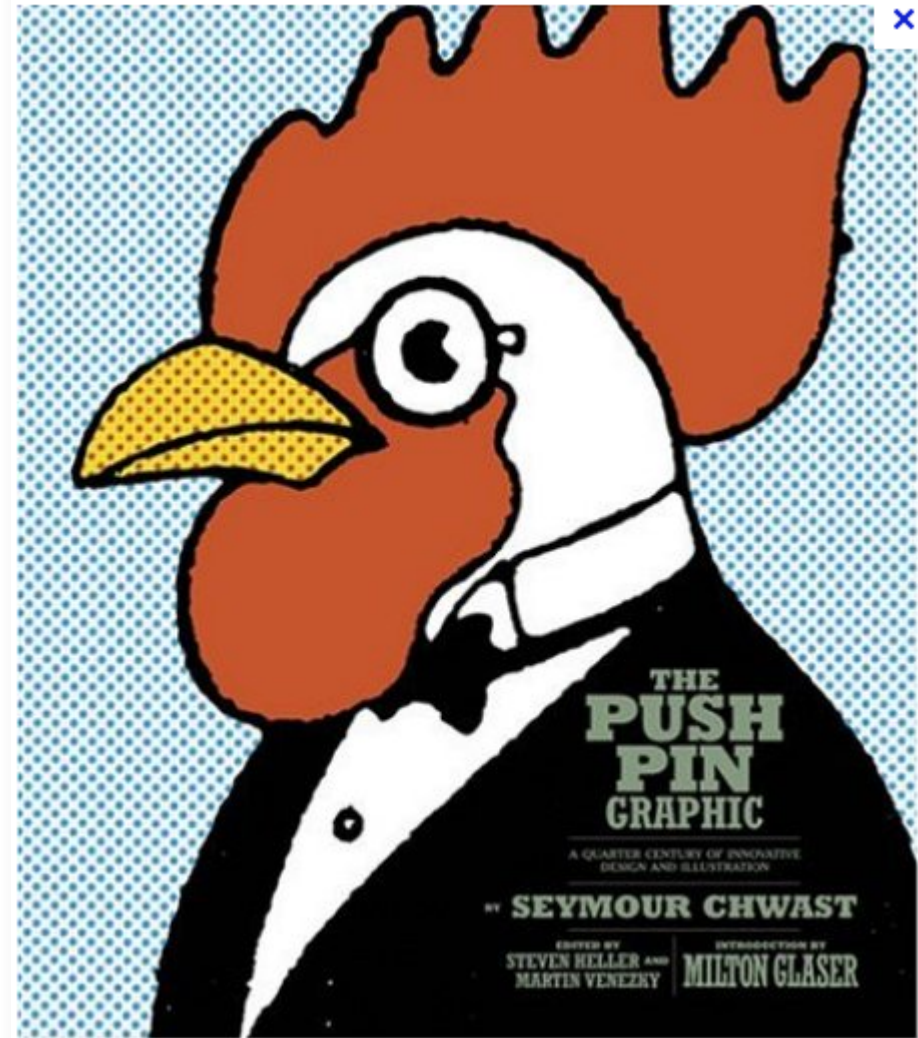
Form follows Function

Good design is a result of a partnership between the **form** (art) and **function** (utility).



Design Drives Visual Culture

Graphic design
involves trends
that change as culture
and technology change.



GD Communicates

.....

While trends in graphic design may change over time one purpose remains constant: to communicate messages visually.

Everyone can benefit from knowing something about the unspoken rules of visual communication. This is called media literacy.



Computers made GD available to everyone

At one time only professionals with expensive tools could create graphic design.

With the invention of the personal computer anyone could create GD.

What separates the crowd is not everyone know the rules of GD.



GD is Planned

A key to GD is to "plan" and "organize" for the purpose of "communication."

- Capture
- Control
- Conveys
- Evokes



Images & Words Work Together

Use the 3 building blocks to create effective design

- visuals
- typography
- space



Know the Rules before you break them.

When using "creative license," make sure you aren't sacrificing effective visual communication.

STEEL CITY ROLLER DERBY
PRESENTS A DOUBLE-HEADER BOUT EVENT
SATURDAY AUG. 18th
STEEL HURTIN' vs DAIRYLAND DOLLS (MADISON, WI)
BLITZBURGH BOMBERS vs LITTLE STEEL DERBY GIRLS (YOUNGSTOWN, OH)
DOORS: **6 PM**
ACTION: **7 PM**
\$10 IN ADVANCE
\$15 AT THE DOOR
[KIDS UNDER 10 ARE FREE]
BUY TICKETS AT...
WILD CARD (LAWRENCEVILLE), SLACKER (SOUTH SIDE),
AND JESTER'S COURT (ETNA & OAKLAND)
OR ONLINE @ BROWNPAPERTICKETS.COM
A PORTION OF THE PROCEEDS WILL BE DONATED TO A LOCAL CHARITY
ALL BOUTS HELD AT ROMP N ROLL SKATING RINK
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