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Value Proposition

People tend to believe graphic design is just “slapping text and colors together” in order to make unique flyers or other printed material. They also seem to believe that designers sit in front of a computer, open Photoshop and that somehow the work will mystically get done with a few clicks. Some even believe graphic design is not a real job! These misconceptions are similar to saying that all police officers do is eat donuts, or that CEOs only sit at their desk all day doing nothing while only their employees do the work.

Suppose you want to sell or announce something, persuade or amuse someone, explain a complicated system or demonstrate a process. Well in other words you have a message you want to communicate but how do you send it? The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main ingredients are image and typography. Being a designer is a blend of research, hard work and creativity. A good designer will ask you numerous questions and research the subject of the job before sending you a quote; every single project is different. The work a graphic designer does is impacting to everyone who comes across his/her work. It sells the people an image of your service or product even before the buyers have even tried the service. They can get an idea, a feeling, and a connection to your company just by looking at the design.

Your whole life experience is impacted by design. Designers at an overall spectrum take complex or large amounts of information and design it in a manner that is communicated in a clear and fast way. That is why it is said so important to our everyday lives. Graphic designs are all around, newspaper, magazines, packaging, branding, websites, posters, books, and signage. your company a face and visual presentation that just by looking at it; you have a feeling and mental standing in mind on the product. The product can be the best of its kind out in the market but if its not well designed it wont matter if it's the best, it will look like the worse. This is why I have chosen this profession because it can reach people beyond what others imagine.

Bibliography

<http://veodesign.com/2012/en/03/23/why-is-graphic-design-so-expensive/>