

Introduction to Graphic Design

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

What is graphic design?

Graphic design is the process of creating meaning or a message using the tools of visual communication. It often combines images with text.

It has many different applications.

How is graphic design different from fine art?

Graphic design is generally created for a particular client for a purpose and is not the personal expression of an artist's vision.

Areas of graphic design

Here are a few of the areas of graphic design. There are many more.

- [Information Design](#)
- [Promotional Design](#)
- [Advertising](#)
- [Publication Design](#)
- [Brand Identity Design](#)
- [Typography](#)
- [Environmental Design](#)

Why are rules important?

The aim of visual communication is to help the viewer understand a message, or navigate through information. Rules help the designer display the information in a manner that is clear and understandable to the audience.

Who is the audience?

When creating a design, it is always critical to consider who is the audience for this project and if the design approach will successfully reach out to that audience.

Design process

Steps in the design process

- Creative brief
- Research
- Brainstorming ideas
- Sketches and mock-ups
- Build out design
- Revise
- Final production

Design thinking

Design thinking involves applying a systematic set of problem solving techniques to develop human centered design solutions.

Phases of design thinking:

- Gather Inspiration
- Generate ideas
- Prototype
- Share your story