

What is Graphic Design?

How It Helps Your Business

GRAPHIC DESIGN is an integral part of our contemporary commercial society. In fact, because the discipline is so closely associated with selling, graphic designers used to be called “commercial artists.”

Graphic design touches our lives daily. The field is responsible for the look of all printed material and plays a major role in entertainment and electronic design. It creates the ambiance of our environment (signage, directions, banners), and the packaging of every product we buy.

WHAT GRAPHIC DESIGNERS DO

Graphic designers work with type and letterforms, visuals (graphics and photographs) and elements of design (shape, color, contrast). They combine artistic and communications skills to produce visual ideas that attract attention, inform, teach or persuade.

Designers' skills are applied to:

- the selling of products and services;
- the creation of identities for institutions, organizations and companies, and their products and services;
- the enhancement of environments with graphics and signage;
- the display of information in a visual format for easier understanding;

- the use of typography and organization to facilitate reading;
- the visual enhancement of publications.

HOW GRAPHIC DESIGNERS WORK

Graphic designers serve you by:

- meeting with you to discuss your needs, and gathering further data to clarify issues that will affect design;
- innovating and thinking creatively to produce ideas which translate your needs into an artistic vision;
- planning your project to meet your schedule, budget and preferences;
- working with printers, photographers, writers, illustrators, account executives, programmers, marketing specialists and others as required by your project;
- coordinating your project, checking the quality of the final product, and ensuring it matches the original intent.

Graphic designers work in advertising agencies, publishing houses, multi-media and entertainment companies, government offices and educational institutions—and in independent design establishments which serve enterprises like yours.

GRAPHIC DESIGN AND MARKETING

Graphic design is closely tied to marketing because it concerns itself with image-making, the marketplace and the achievement of specific business goals. It provides your business with a resource to inform, influence and motivate.

In today's competitive and commercial business environment, graphic design is an essential visual communications specialty. ♦

“Design (as a language of communication) is a component that has been part of every successful enterprise. . . . While messages are as varied as makers and markets, clear content-driven communication knows no equal.”

— Marc English
Designing Identity