


GRAPHIC DESIGN BASICS

6th Edition Text by Amy E. Arntson
Supplemental Presentation by Kim M. Reiff



“Design is linked tightly to society as it both reflects and helps to shape the world around us.”

- AMY E. ARNTSON

1 APPLYING THE ART OF DESIGN

- **Principles and practices**
 - Applying *principles* (theory) of visual perception to *practice* of visual communication
 - Problem solving
 - Designer searches for not one solution, but several
 - Formal study combined with intuitive personal approach

1 APPLYING THE ART OF DESIGN

- **What is Graphic Design?**
 - Problem solving on flat, 2-D surface
 - Package design, Web design
 - Multimedia 3-D, time-based and 4-D applications

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WHAT IS GRAPHIC DESIGN?

- **Designer...**
 - Conceives, plans, and executes designs that communicate specific message to specific audience within given limitations
 - Financial
 - Physical
 - Psychological

1 THE DESIGN PROCESS

- **Research, research, research**
 - 1st step in design process
 - Who is audience?
 - Project format, budget, time, goals?
 - Gather, study related materials
 - Visual research is designer's responsibility
 - Expand visual and conceptual vocabulary

1 RESEARCH

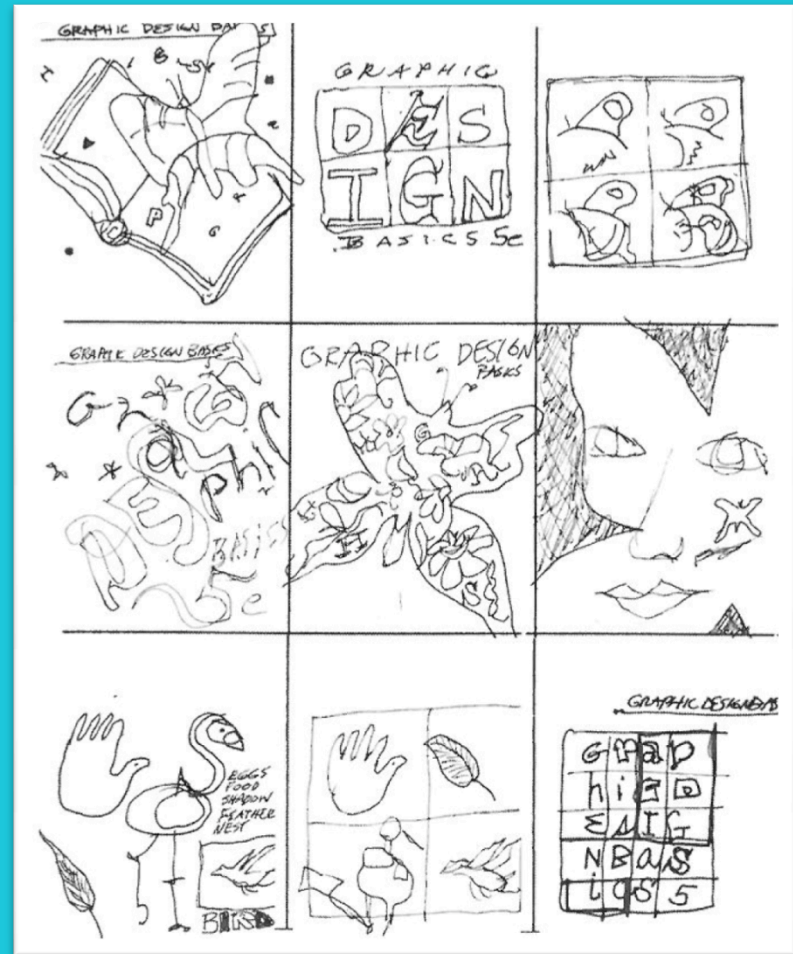
- AIGA.org Web site
- Keep electronic and print idea files
- Dictionary, thesaurus, encyclopedia
- Professional publications
- It is unethical to lift another designer's design solution

1 THE DESIGN PROCESS

- **Thumbnails, thumbnails, thumbnails**
 - 2nd step in design process
 - For student, thumbnails are more important than final product
 - Demonstrate thinking, experimentation, and growth
 - Keep on file for future projects

1 THE DESIGN PROCESS

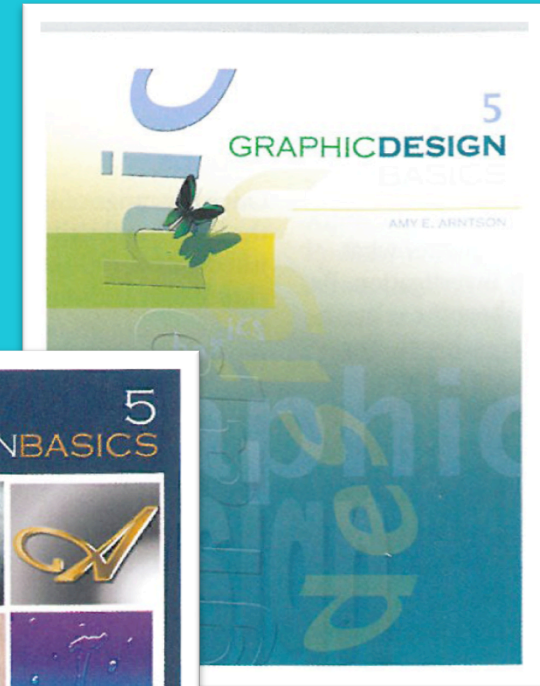
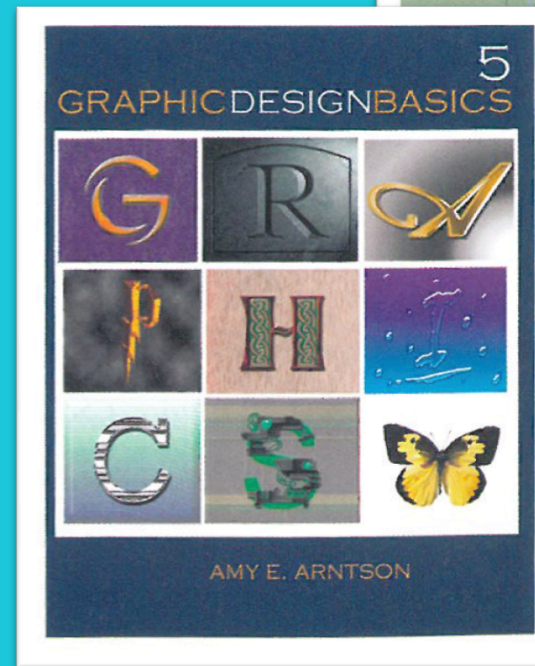
- Work quickly
- Use tracing paper, pencil
- Best thumbnails done by hand



Thumbnails by Amy Arntson for *Graphic Design Basics* 5th Ed.

1 THE DESIGN PROCESS

- **Roughs**
 - 3rd step in process
 - Refine thumbnails
 - Present in finished size or ½ finished size



Computer generated roughs by **Amy Arntson** for *Graphic Design Basics 5th Ed.*

1 THE DESIGN PROCESS

- **Comprehensives or “comps”**
 - 4th step in process
 - Present to client for approval



CD package by Planet Propaganda.

1 THE DESIGN PROCESS

- **Presentation**
 - Practice presenting visual solution
 - Write down suggested revisions
 - Class critiques build skills
- **Ready for press**
 - Prepare file according to printer's specifications
 - Obtain multiple quotes, consider paper stock and ink
 - Communication is key

1 CAREERS

- **Design studios**
 - Designers, production artists, illustrators, photographers, account reps
 - Multiple projects worked quickly
 - Client billable hours logged
- **In-house design**
 - In-house design staff
 - Hours billable to departments

1 CAREERS

- **Printing companies**
 - In-house graphics departments
 - Excellent for new designer experience
- **Advertising agencies**
 - Ideas and sales at heart of agency
 - Conceptualizing, presenting ideas verbally and visually

1 CAREERS

- **Freelance**

- Business skills
- Constant personal promotion, networking, continuous search for new customers
- Can be lonely

- **New media**

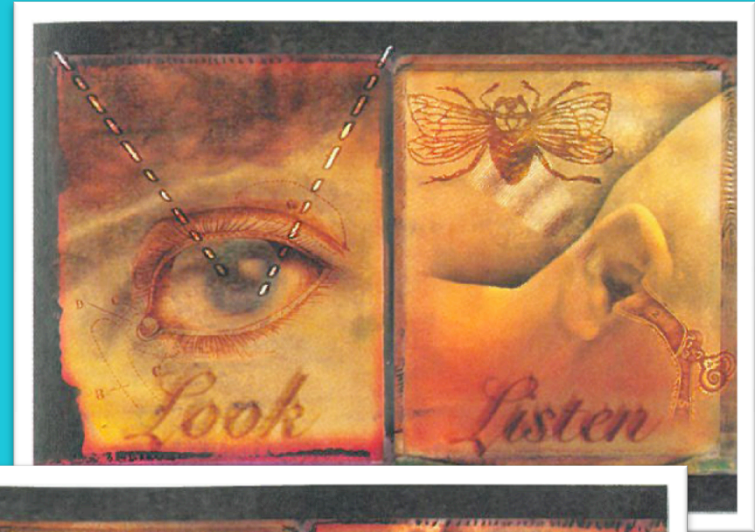
- Web site, page layout, scripting, illustration, typography, animation

1 THE CHALLENGE

- **Working through the design process**
 - Designer visualizes completed job
 - Consider finished product output (print or electronic media – web, cell phones, other hand-held devices?)
 - Designers challenged to take a responsible stance in the world
 - Impact of printed product on environment

1 THE CHALLENGE

- Designer's contemporary role is to set new visual trends
- Diane Fenster first artist inducted into Photoshop Hall of Fame



LookListen by Diane Fenster.