

gd

a brief introduction

what
is
gd?

what is gd?

It is a form of visual communication used to convey a message or information to an audience.

It is a visual representation of an idea relying on the creation, selection, and organization of **visual elements**.

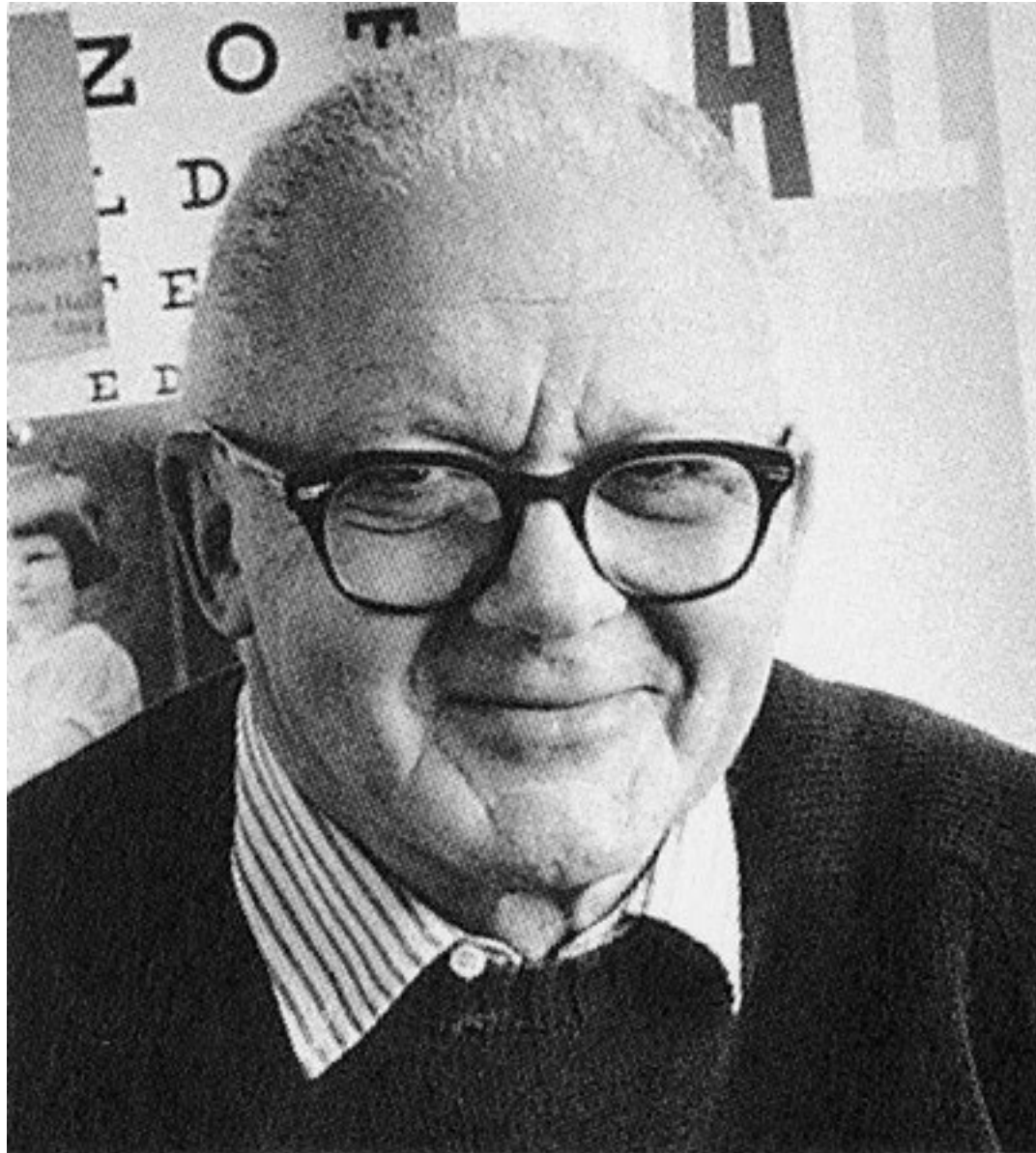
It can persuade, inform, identify, motivate, enhance, organize, brand, rouse, locate, engage, carry and/or convey meaning (communication).

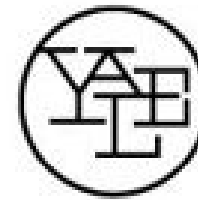
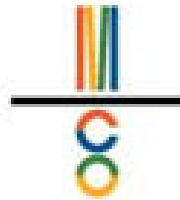
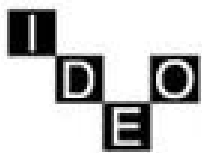
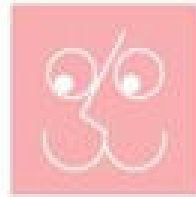
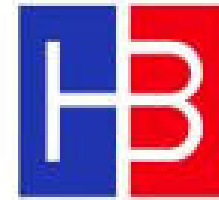
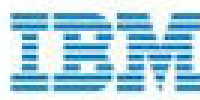
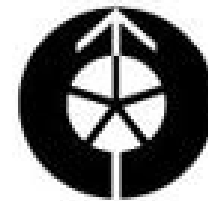
It can be so effective as to influence people's behavior.

what is gd?

“[Graphic] Design is the method of putting form and content together. Design, just as art, has multiple definitions; there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that’s why it is so complicated”

—Paul Rand





gd is the art
of visualizing
ideas through
words & images

how
do
we
gd
?

Through a **creative process** of

- ▶ problem finding
- ▶▶ distilling the message
- ▶▶▶ brainstorming
- ▶▶▶▶ conducting research
- ▶▶▶▶▶ understanding context
- ▶▶▶▶▶▶ introducing an idea
- ▶▶▶▶▶▶▶ developing content
- ▶▶▶▶▶▶▶▶ delivering form

impact

Because visual communication is created for a specific audience, the message has to be intentionally designed, transmitted and well received & understood by those viewers.

It is a discipline that can be tested, quantified, and scientifically evaluated.

Visuals signify, represent and communicate which is why it is important to study and understand the classification of images and how to design with type, to either cross or respect cultural and/or language barriers.

- *communication designer
- *packaging designer
- *publishing designer
- *branding designer
- *interactive designer
- * design curator
- *web designer
- *illustrator
- *photo retoucher
- *design writer/editor
- *design educator
- *typographer
- *social advocacy designer
- *user interface designer
- *information designer
- *advertising designer (art director)
- *game designer

components

image

+

type

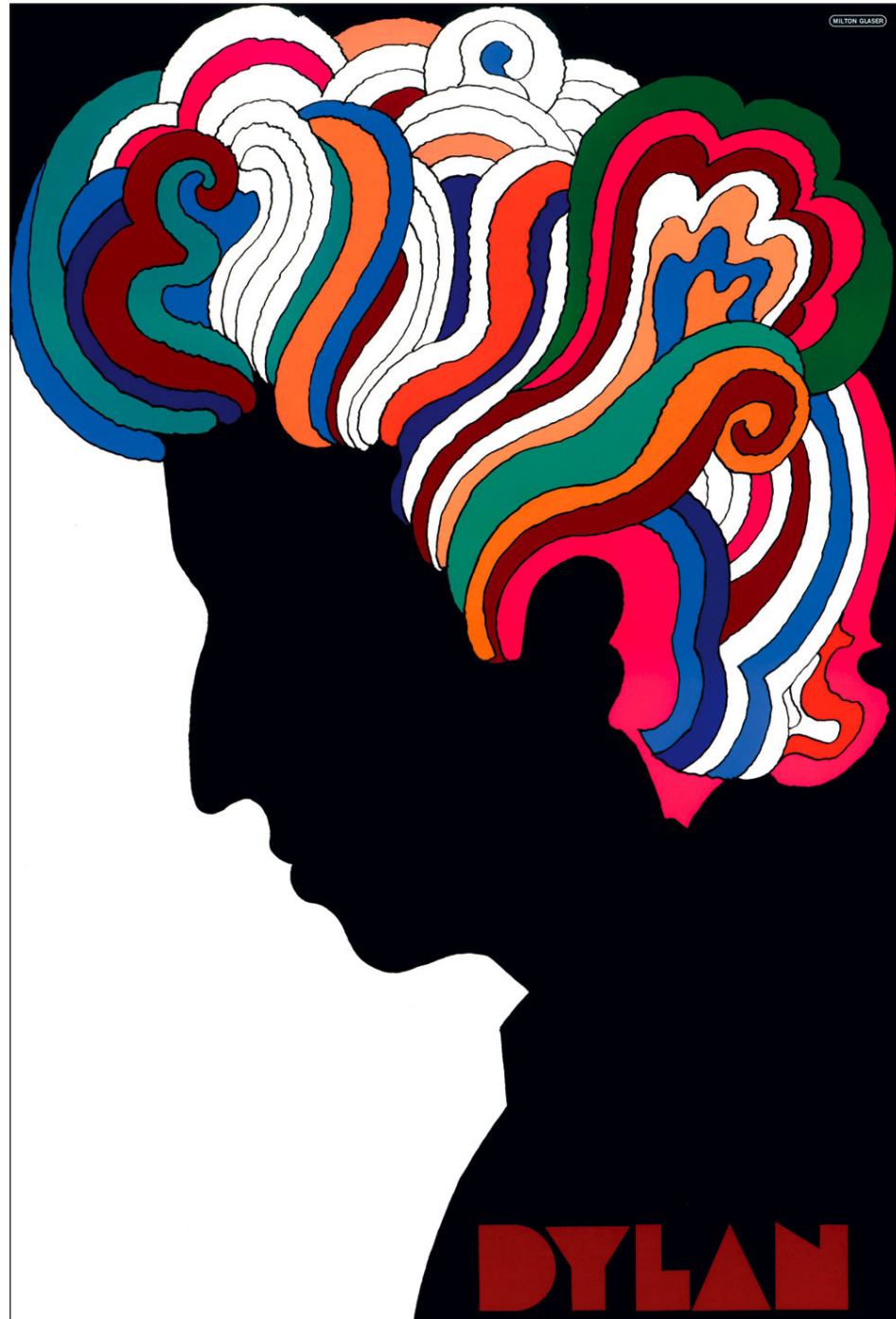
image

+

type

types of image and image- making

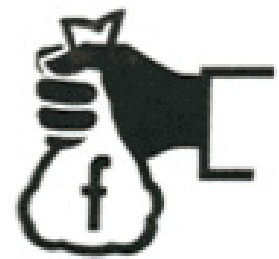
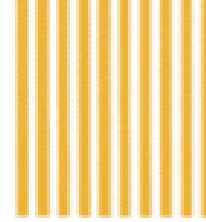
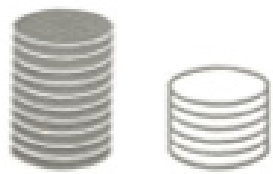
illustrations

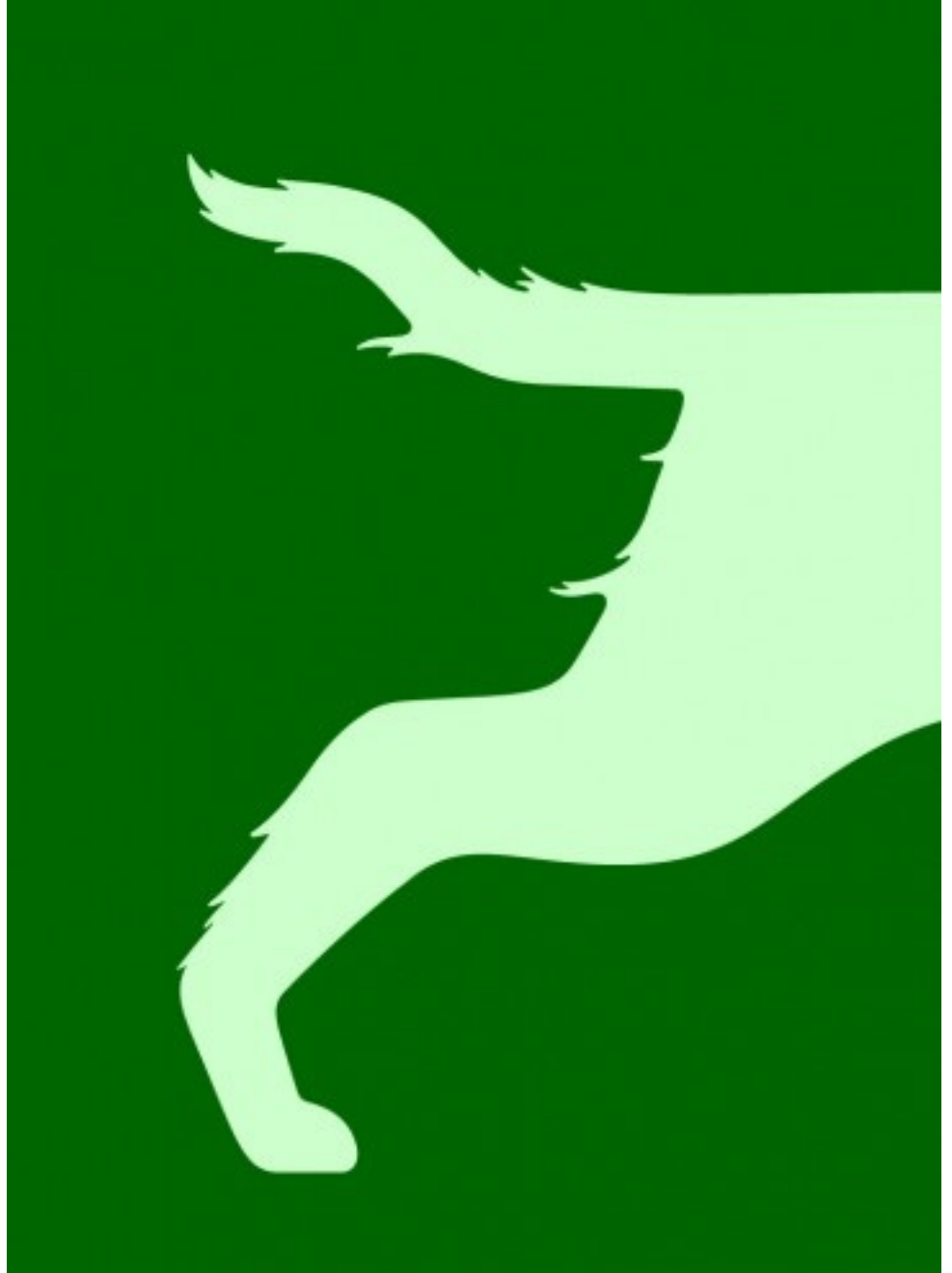


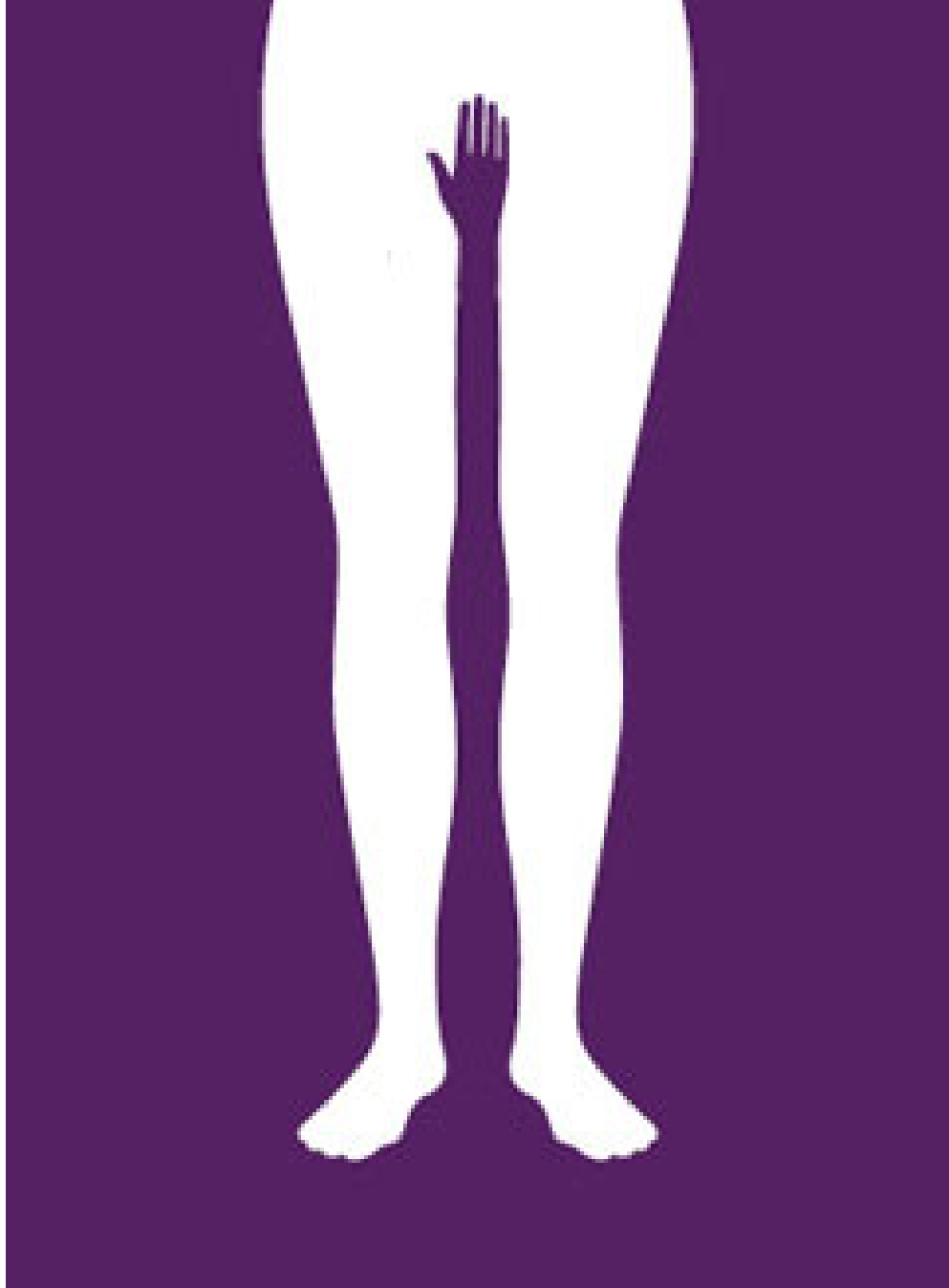


TM

Handwritten signature







collage

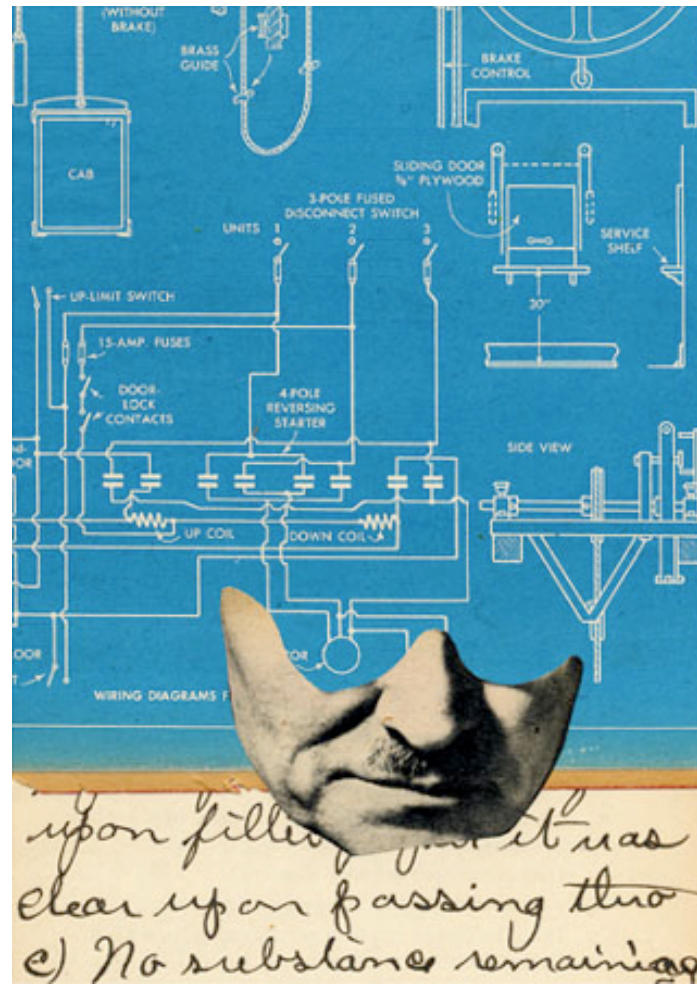
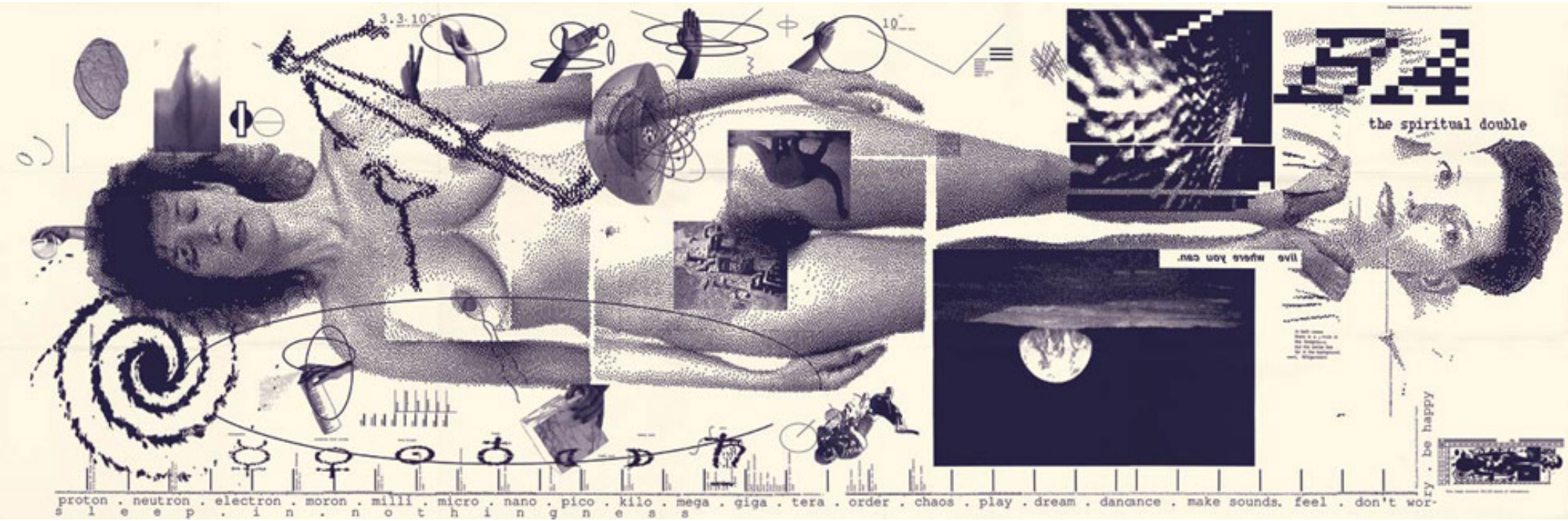


photo montage



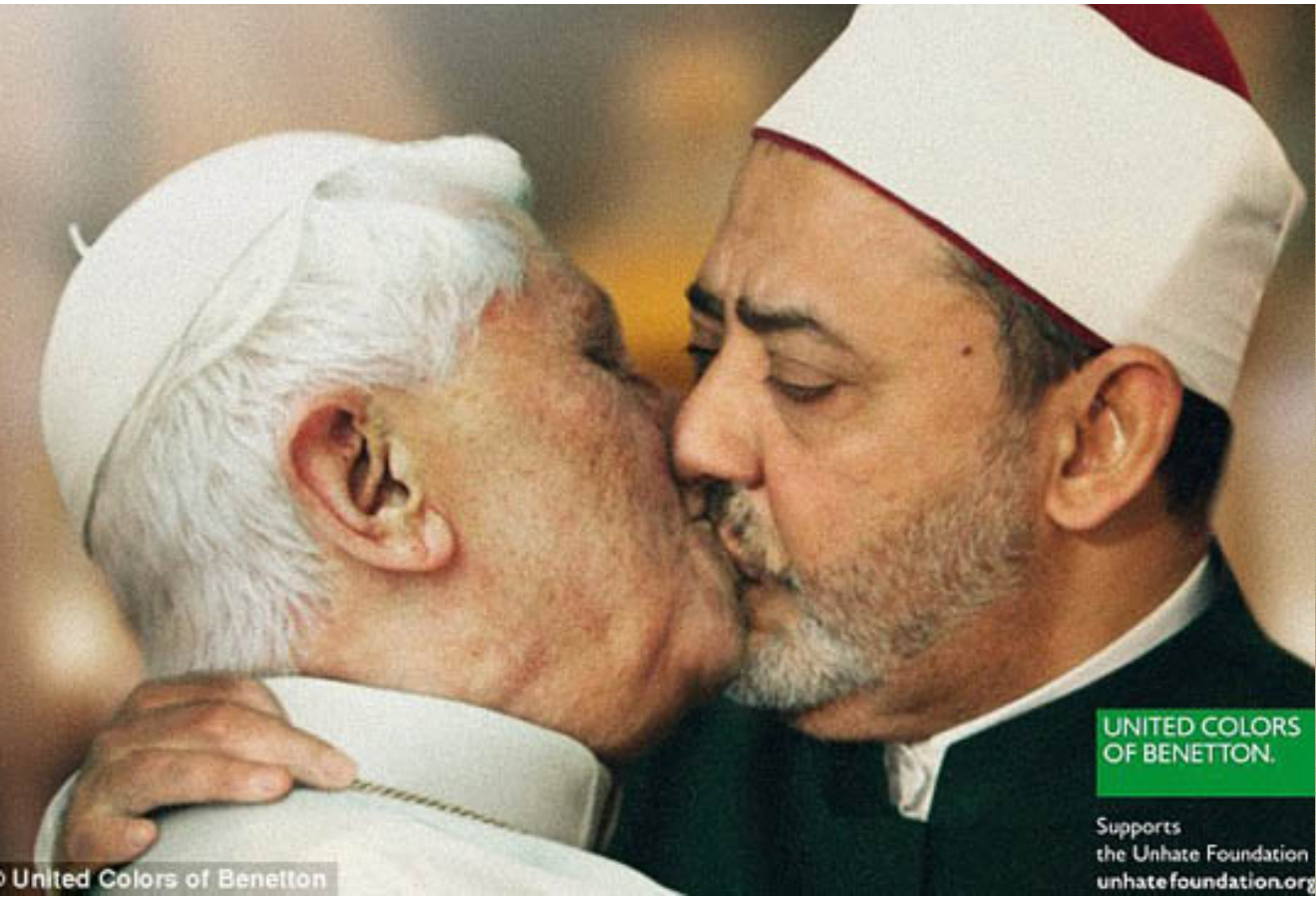
the spiritual double

live where you can

try . be happy

proton . neutron . electron . moron . milli . micro . nano . pico . kilo . mega . giga . tera . order . chaos . play . dream . dance . make sounds . feel . don't wor-

s l e e p . i n . n o t h i n g n e s s



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UNITED COLORS
OF BENETTON.

Supports
the Unhate Foundation
unhatefoundation.org



image

appropriation







photography







Shame on the State of Israel

AMERICAN IS WESTINE NO DICK

ilnutz

WE WILL DESTROY THE WALL



sculpture









image

+

type

what is type?

“Typography is the craft of
endowing human language
with a durable visual form.”

—Robert Bringhurst

typeface
refers to
the design of
all characters
unified by
common
visual elements

A B C D E F G H I J K L M

N O P Q R S T U V X Y Z

a b c d e f g h i j k l m

n o p q r s t u v x y z

1 2 3 4 5 6 7 8 9

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**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 . , : ; - — + = !**

BILL GRAHAM PRESENTS IN SAN FRANCISCO

WEDNESDAYS ONLY FRESH SUNDAYS

ROBERT AND DOORS

PLANS ALL WEEK

BLUES BANDS

RIGHT?

WINDY

B. Maclean

TICKETS

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NOT SINCE THE CAVEMAN
HAVE HUMANS EATEN SO MUCH

FOOD

ON STICKS

* AUG. 20-30 1998 *

KY STATE FAIR

EVERYBODY'S STATE FAIR

GENE KELLY · FRANK SINATRA
BETTY GARRETT · ANN MILLER

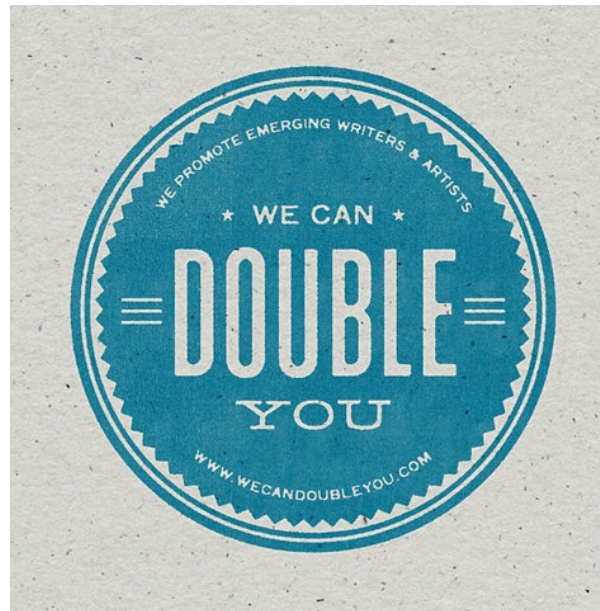
They Paint The Town With Joy!

ON THE TOWN

MGM's BIG TECHNICOLOR MUSICAL!

JULES MUNSHIN VERA-ELLEN

GENE KELLY · FRANK SINATRA
BETTY GARRETT · ANN MILLER







**I HOPE
THIS
GETS
ON A
GRAPHIC
DESIGN
BLOG®**

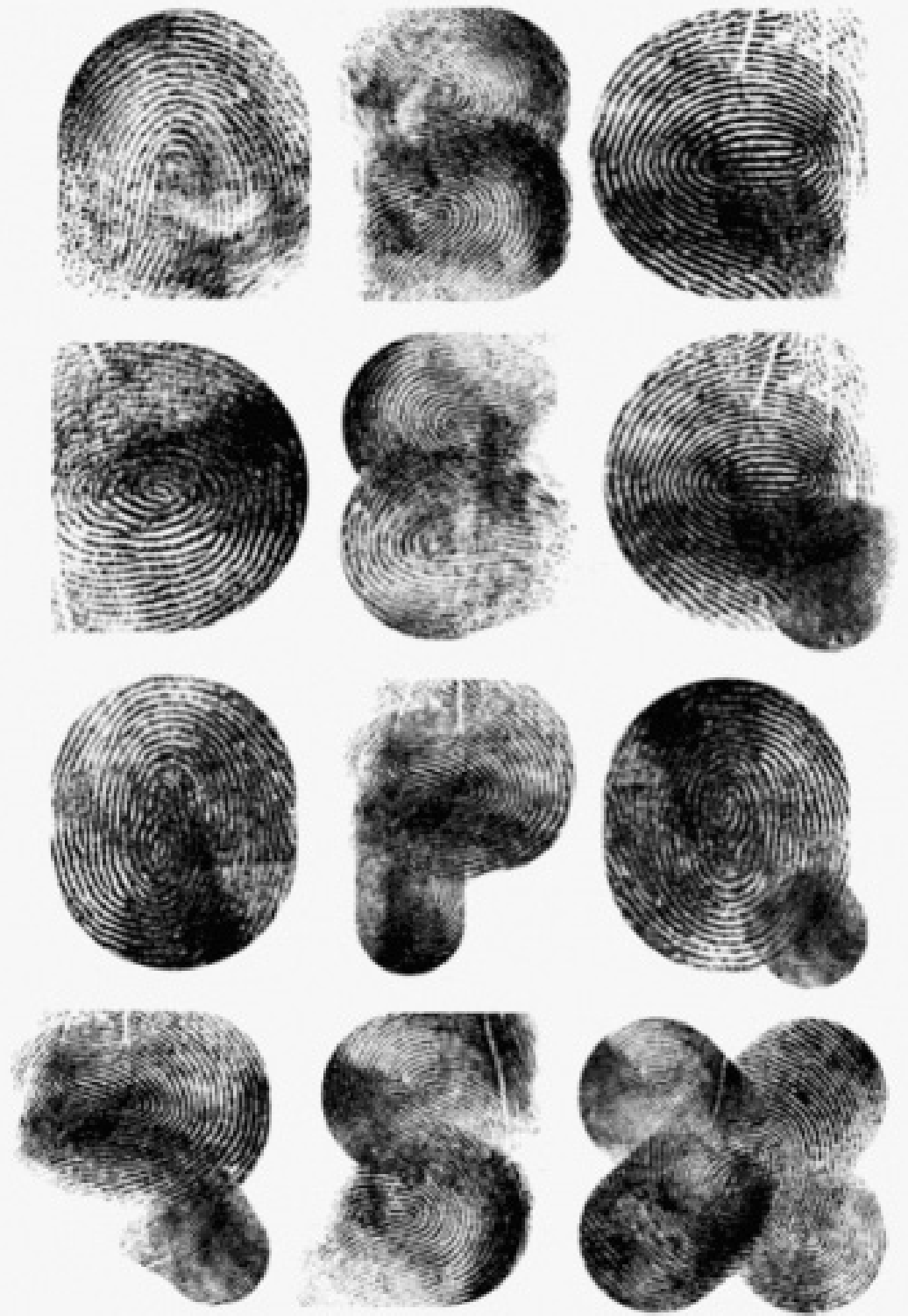
**I FOLLOWED ALL THE RULES.
EXTRA WORDS.**



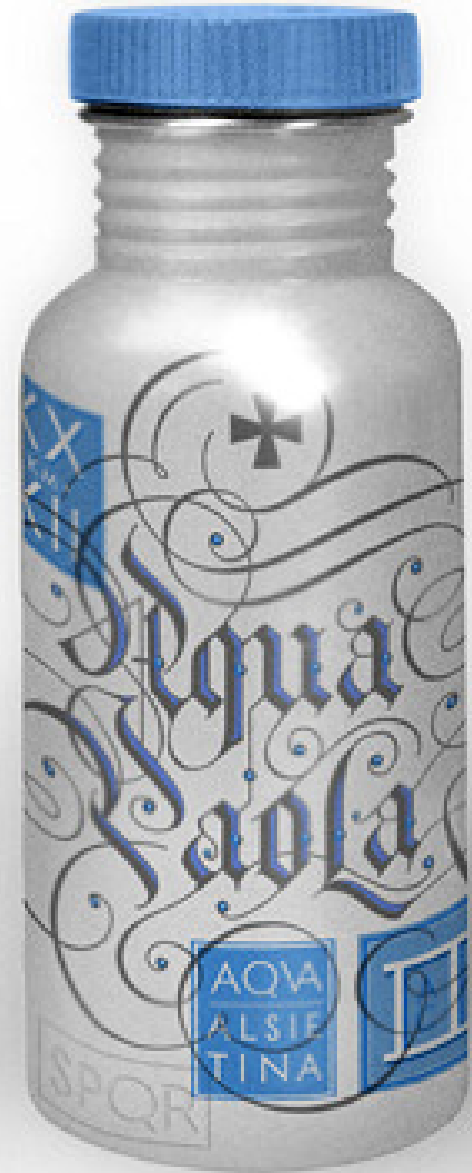
Bartol, Pierrel, Knoll, Saarinen, Mas, van der Rhee,
Noguchi have designed for Knoll
Aulenti, Alvarro, Calero, Christy, Colombo,
Mangiarotti, Pearson, Piretti, Pogner, Pollock,
Schulz, and Saphra are also
Knoll International, in 28 countries, has all these furniture
and textile designs.
300 Park Avenue, New York

Knoll International 









your role in this
class is to learn
the tools that
allow you to build
flawless connec-
tions between
type + image