

# Purpose and applications of graphic design

## ■ Purpose of graphic design

Graphic design is art, but with a purpose: it involves a creative and well-organised plan in answer to a problem or to **attain** certain objectives; it includes many ways in which designers can express their creativity with the aim of solving problems and satisfying customer needs, be they in the field of entertainment, advertising, business or education. Graphic design is important in the sale and marketing of products and is a critical component of brochures and logos.



## ■ Applications of graphic design

Graphic design is present in all the areas of human life which **deal with** visual communication, and a graphic designer works on a variety of products and activities, from books and posters to sophisticated mobile applications or 3D animation. Common uses of graphic design include identity design (logos and branding), publications such as magazines, newspapers and books, print advertisements, posters and billboards, website graphics and elements, signs and packaging, as well as icons and pictograms.

**to attain:** *raggiungere*

**to deal with:** *avere a che fare con*

**to detach:** *separare*

**to relate:** *mettere in relazione*

**to stress:** *rafforzare*

**to trace back:** *risalire nel tempo*

## ■ The birth of modern graphic design

Modern graphic design as we know it today can be **traced back** to the Bauhaus school in Germany. Founded by Walter Gropius, the Bauhaus launched a new way of thinking that combined arts and crafts, classical and avant-garde styles, form and function.

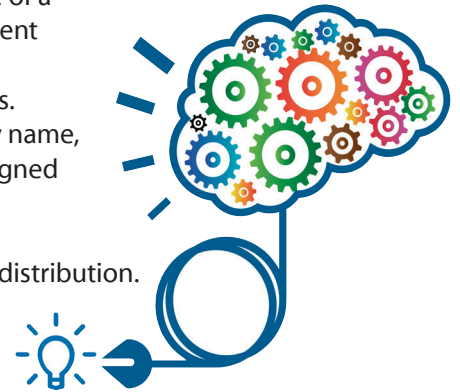
Gropius developed his approach from two observations: the aesthetic value of arts was almost always only **related** to their specific domain, and it remained **detached** from the lives of human beings, who had become totally dependent on the power of machines and industrial production, and were no longer concerned with aesthetic criteria.

Thus, Gropius developed a new functional concept of design, which strongly **stressed** the importance of relating the form of objects to their function. The purpose of the system was to revitalise the creative role of designers and to train young people to become integrated into production processes and provide formal qualities and aesthetic value to mass-produced objects.



**1**  Match the words to their correct definitions.

- |                |                          |   |
|----------------|--------------------------|---|
| 1. Publication | <input type="checkbox"/> | <b>a.</b> The act of giving a company a particular design or symbol in order to advertise its products and services.                                  |
| 2. Logo        | <input type="checkbox"/> | <b>b.</b> A symbol, such as a prehistoric cave drawing, or a graph with symbolic figures representing a certain number of people, cars, or factories. |
| 3. Branding    | <input type="checkbox"/> | <b>c.</b> A flat surface or board, usually outdoors, on which large advertisements or notices are posted.   |
| 4. Designing   | <input type="checkbox"/> | <b>d.</b> An art, trade, or occupation requiring special skill, especially manual skill.  |
| 5. Pictogram   | <input type="checkbox"/> | <b>e.</b> The act of issuing printed textual or graphic material for sale or distribution to the public.  |
| 6. Billboard   | <input type="checkbox"/> | <b>f.</b> The art of preparing the preliminary sketch or the plans for a piece of work to be executed.  |
| 7. Craft       | <input type="checkbox"/> | <b>g.</b> A plan or sketch, as of an advertisement or a page of a newspaper or magazine, indicating the arrangement and relationship of the parts.    |
| 8. Layout      | <input type="checkbox"/> | <b>h.</b> An act or instance of packing or forming packages.  |
| 9. Packaging   | <input type="checkbox"/> | <b>i.</b> A graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.         |
| 10. Brochure   | <input type="checkbox"/> | <b>j.</b> A small flat or folded sheet of printed matter, as an advertisement or notice, usually intended for free distribution.                      |



**2**  Match these top eight graphic design jobs to their specified fields.

- |                                    |                          |  |
|------------------------------------|--------------------------|--|
| 1. Multimedia Designer             | <input type="checkbox"/> | <b>a.</b> She/He creates a sketched or graphically designed symbol arranged in a unique way, with distinct colours, shapes, and designs to represent a company, product, organisation, agency, or service.       |
| 2. Logo Designer                   | <input type="checkbox"/> | <b>b.</b> She/He uses art, sound, and design skills to create videos, audio, and animated images. She/He produces sketches, plans, scale models, or drawings.  |
| 3. Flash Designer                  | <input type="checkbox"/> | <b>c.</b> She/he plays a key role in the development of a website, creating the pages, layout, and graphics for web pages, as well as in designing and developing the navigation design and structure of a site. |
| 4. Photo editing/ Photoshop Artist | <input type="checkbox"/> | <b>d.</b> She/He is in charge of a creative team that produces artwork to be displayed on television, billboards, the Internet, or in magazines, working hand in hand with marketing.                            |
| 5. Web Designer                    | <input type="checkbox"/> | <b>e.</b> She/He creates and customises dozens of different effects including text, navigation animation, video, and audio, specifically for use on the web.   |
| 6. Layout Artist                   | <input type="checkbox"/> | <b>f.</b> She/He takes digital photographs or digital images and manipulates, crops, and colour-corrects them.   |
| 7. Creative / Art Director         | <input type="checkbox"/> | <b>g.</b> She/He designs the structure and layout of images and text in a pleasing format for printed media.   |
| 8. Brand identity Designer         | <input type="checkbox"/> | <b>h.</b> She/He provides new and innovative ways to combine images and words to express the main message of a company, a visual element that represents how a company wants to be seen.                         |