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# FOUNDATIONS OF



## Contents

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Introduction to Graphic Design

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Graphic Art, Design and Graphic Design

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Elements and Principles of Graphic Design

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# UNIT I



## FOUNDATIONS OF GRAPHIC DESIGN



**T**he term graphic design refers to a number of artistic and professional disciplines which focus on visual communication and presentation. Various methods are used by combined symbols, images and words to create a visual representation of ideas and messages. A graphic design uses typography, visuals and layout techniques in varying degrees to produce the final result. It often refers to both the process (designing) by which the communication is created and the products (designs) which are generated.

A work might include a logo or other artwork, organised text and pure design principles and elements such as shapes, colour, balance, harmony which unify the piece. Composition is one of the most important features of graphic design especially when utilising pre-existing material or using diverse elements.

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NDMC

**STOP Breeding  
Danger**

*In your Neighbourhood*

**INDIAN NAVY**

**JOIN THE MULTIDIMENSIONAL FORCE AND LIVE YOUR DREAMS**

**A FORMIDABLE  
ARRAY OF  
ABOVE  
& UNDERWATER  
CAPABILITIES**

**GUNIYA Mosquito breeds in the clean  
locations right inside your home.**

**PRECAUTIONS TO PREVENT MOSQUITO BREEDING**



Don't drink and fly the  
mosquitoes away. Fly the  
Don't let the water in  
all corners and...

# 1

## CHAPTER

# INTRODUCTION TO GRAPHIC DESIGN

When we look around we find that we are surrounded by a number of pictures, photos and images. These visuals are various forms of graphic design. Graphic design is part of our daily life from simple things such as postal stamps to huge hoardings and advertisements on clothes, etc. Graphic design makes it easier to interact and communicate, stimulate mind, attract attention and provide information to the user in an aesthetically elegant manner. Graphic design is a major component of visual communication and it comprises a variety of communication medium and strategies in order to convey a visual message to the target audience. These visuals are representations of thoughts, emotions, ideas and reality.

While communicating, if a person communicates using a language, then it is termed as 'verbal communication'. Radio-broadcast and loudspeaker announcements are very good examples of verbal communication. But if someone does not use a language and uses some other medium to communicate then it is called 'non-verbal communication'. Non-verbal communication takes place through visual images, logos, newspaper advertisements as well as other media such as music, dance, body gestures or acting. Films, television, theatre, animation, multimedia and the internet are some of the examples where verbal as well as non-verbal mediums of communication are successfully combined.

Among non-verbal medium of communication, visual media is the most widely used media. Graphic design deals mainly with visual communication. Contemporary graphic design practice has been engaged in digital technology also. Today most graphic designers are working in new areas, viz. new media, interaction design, information architecture and

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