

Graphic Communication

The Language of Visual Communication

What is Visual Communication?

- It is the communication of ideas through graphics & graphical aids.
- It is the process of creating, producing, & distributing material.

How & Why

- It does this by using words & images to convey data, ideas, concepts & emotions.
- To inform, influence, persuade, educate, or draw an emotional response from the viewer.

The Design Process

- Define the problem & establish your objectives.
- What is the message? Who is it for? How to best express the message? Budget? What Media?
- Listen when being briefed and ask questions if you do not understand. You can not solve a problem that you do not understand.

The Human Centered Design Model

- Specify the context of use. (Where & What?)
- Specify the user and organizational requirements. (Who & Complexity)
- Produce the design solution. (How?)
- Evaluate the designs against the project requirements. Feedback into the design solution and revise if necessary. (Evaluation & Reflection)

The Design Process

- Do your Research.
- Learn about the subject at hand. Look for parallels in other fields, time periods, & industries.
- Draw upon your own similar experiences.

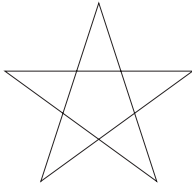
The Design Process

- Develop your ideas through brainstorming lists or thought maps.
- Work on 'Thumbnail Sketches'. (Quick and rough visualizations of your ideas).
- Further develop ideas into 'Layouts'. (More detailed and neater visualizations of your ideas).

The Design Process

- Analyze your ideas against the design brief (RTFB).
- Which of your ideas best fits the objectives of the project. Do they need further development? (Evaluate, Reflect)
- Produce your final design idea.

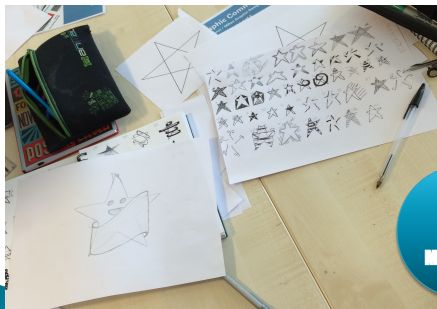
Star Project



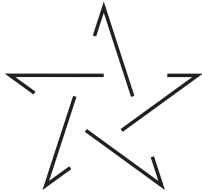
Thumbnail Sketches



Thumbnail Sketches



10 Variations



10 Variations



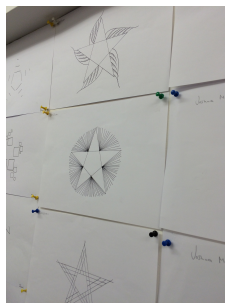
10 Variations



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10 Variations



- Black pen or pencil, NO colour.
- Work your thumbnails first (40 Minimum).
- Choose your best 10 designs.
- 1 Star per A4 sheet (Landscape).
- Put your name on the front of each design.