

Visual Communication Back to Basics

The Language of Visual Communication and the Design Process.

What is Visual Communication?

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

How & Why

- It does this by using words and images to convey data, ideas, concepts & emotions.
- To inform, influence, persuade, educate, or draw an emotional response from the viewer.
- **What is the 'WHY' in your project?**

The Design Process

- Define the problem & establish your objectives.
- What is the message?
- Who is it for?
- How to best express the message?
- Is there a Budget?
- What Media will be used to deliver the message?

The Design Process

- Listen when being briefed and ask questions if you do not understand.

**You can not solve a problem that
you do not understand.**

The Design Process

- Do your Research.
- Learn about the subject at hand. Look for parallels in other creative fields, time periods, industries, culture, popular culture, religion, theories.
- Draw upon your own similar experiences. What do you know about the subject at the heart of the design problem?

The Design Process

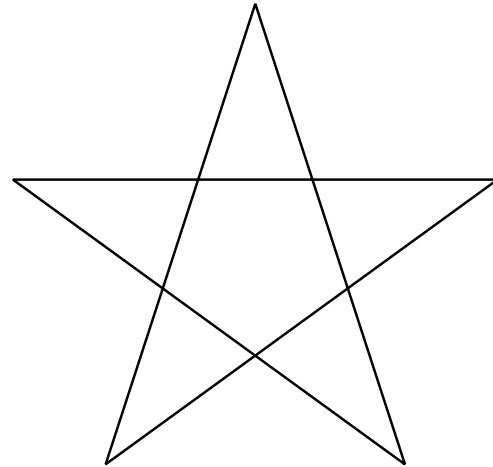
- How complex is the Design problem?
- Brainstorming in lists or thought maps.
- Work on 'Thumbnail Sketches'. (These are small quick sketches about the size of your thumb).
- Further develop your ideas into 'Layouts'. (These are larger, more detailed Sketches that may now include text and colour).

The Design Process

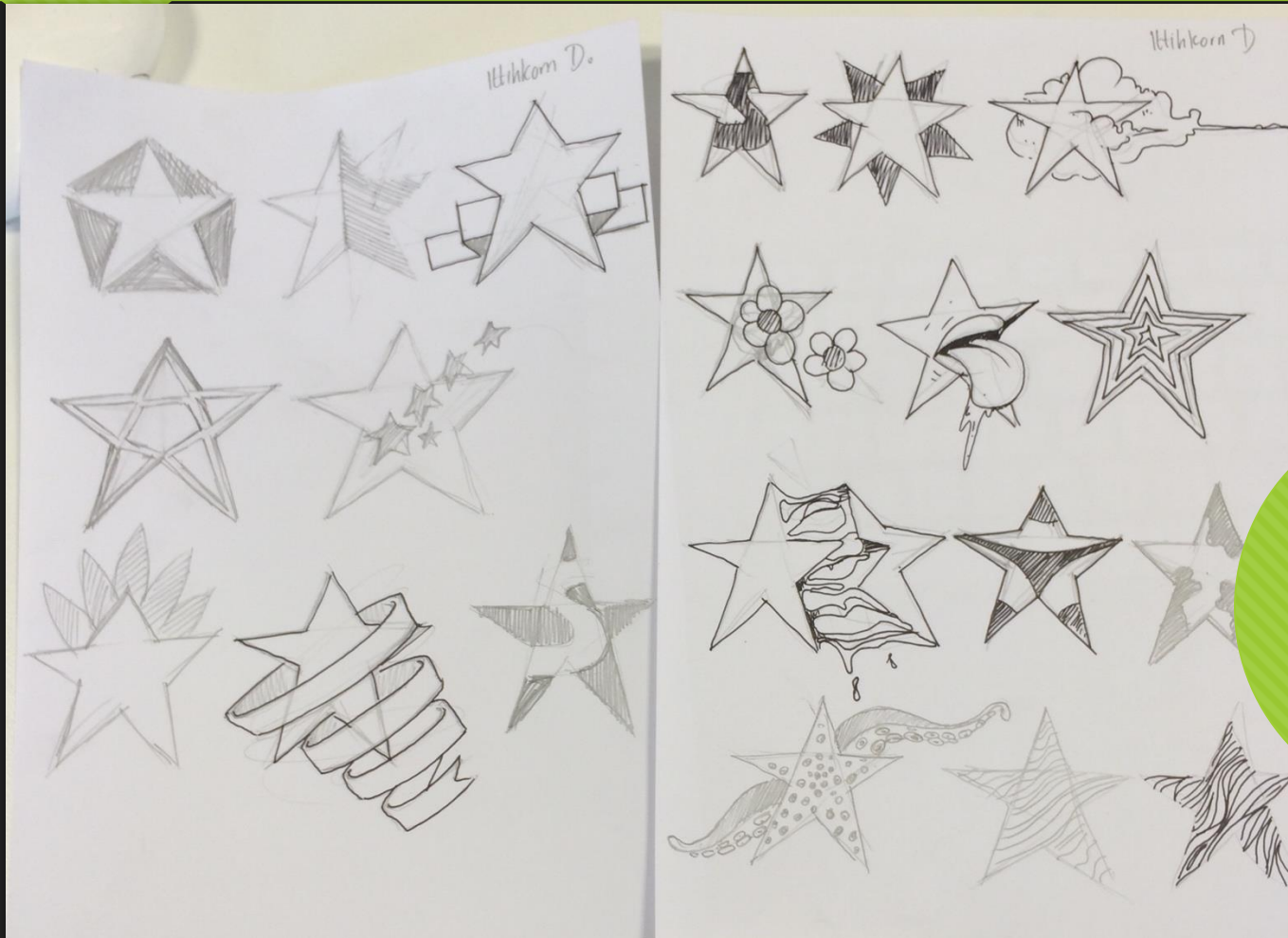
- Analyze your ideas against the parameters of the brief.
- Which of your ideas best fits the objectives of the project. Do they need further development?
- Produce your final design idea.



Star Project

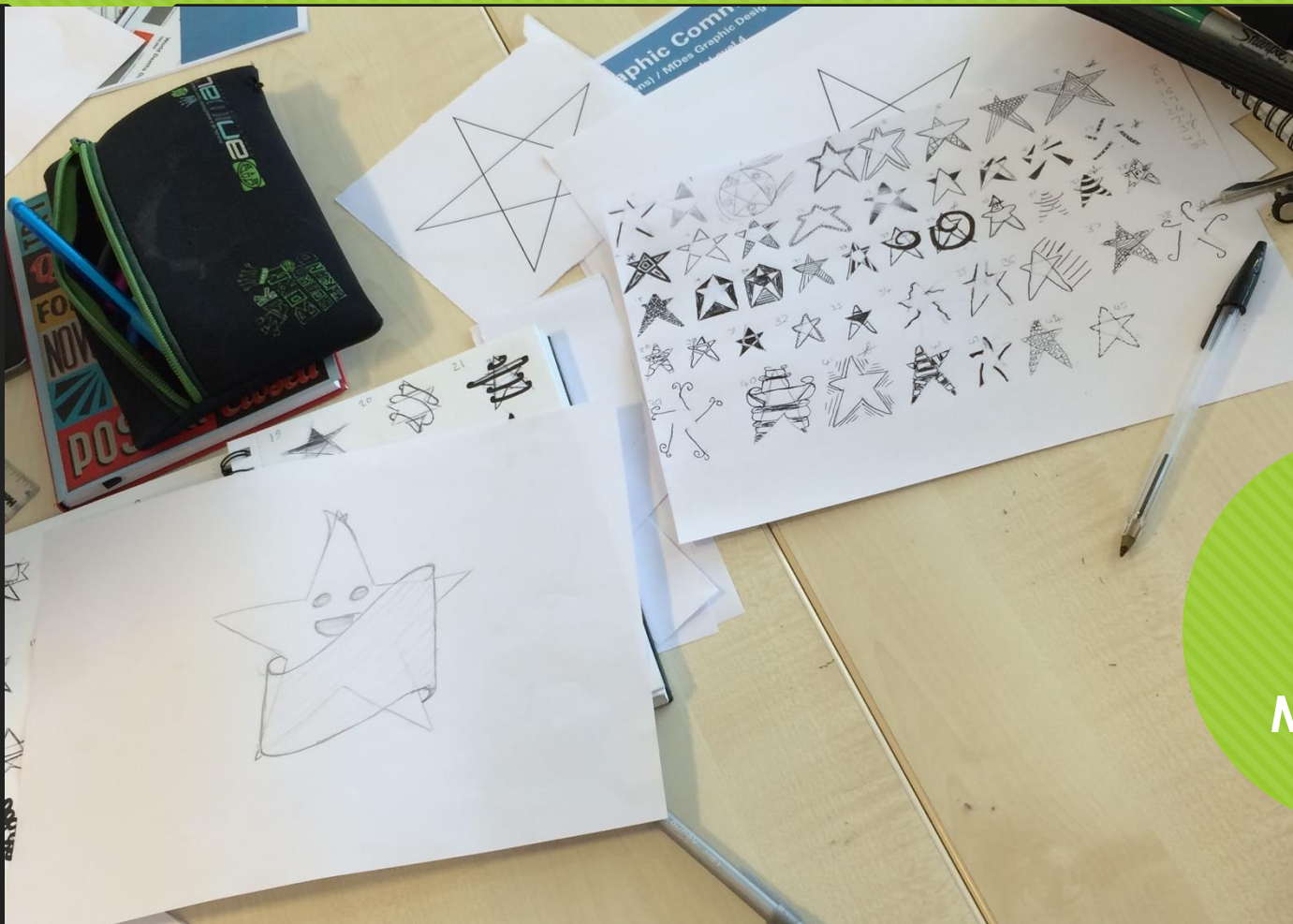


Thumbnail Sketches



50
Minimum

Thumbnail Sketches



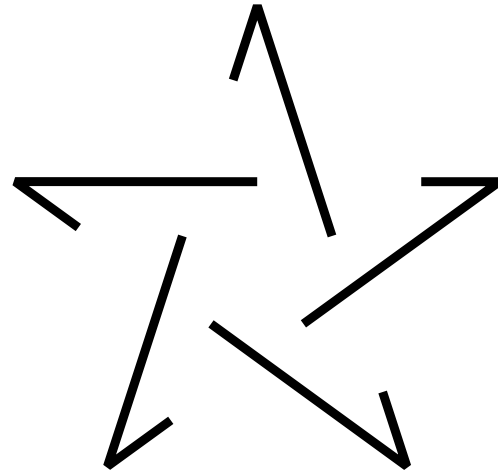
50

Minimum

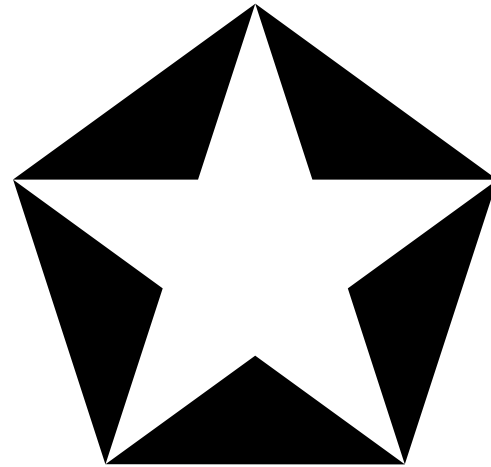
Thumbnail Sketches

- Use your imagination and your own experience to get yourself started.
- Do some research to broaden your ideas.
- Rework designs to improve them.
- Ask yourself this question as you design:
Is this the best I can do, can I do better?

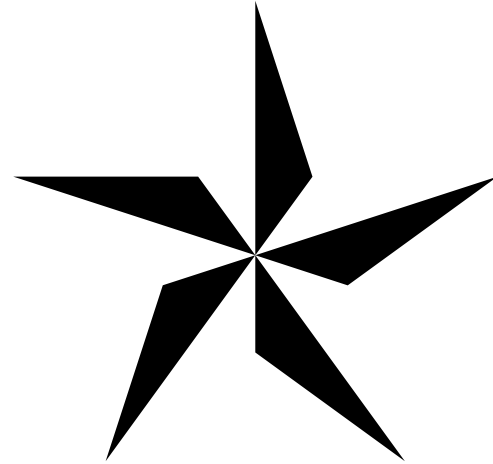
Example Design using line



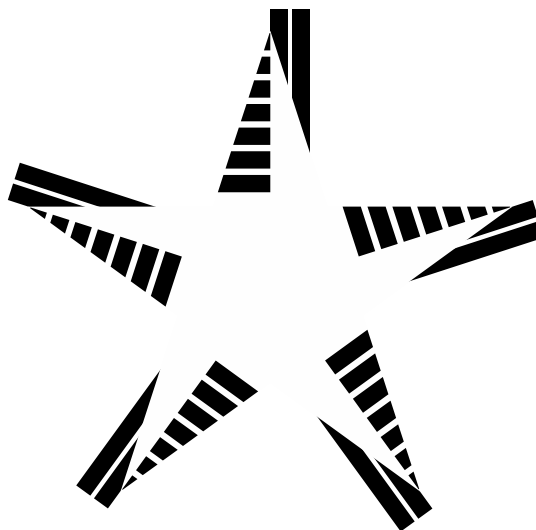
Example Design using Negative Space



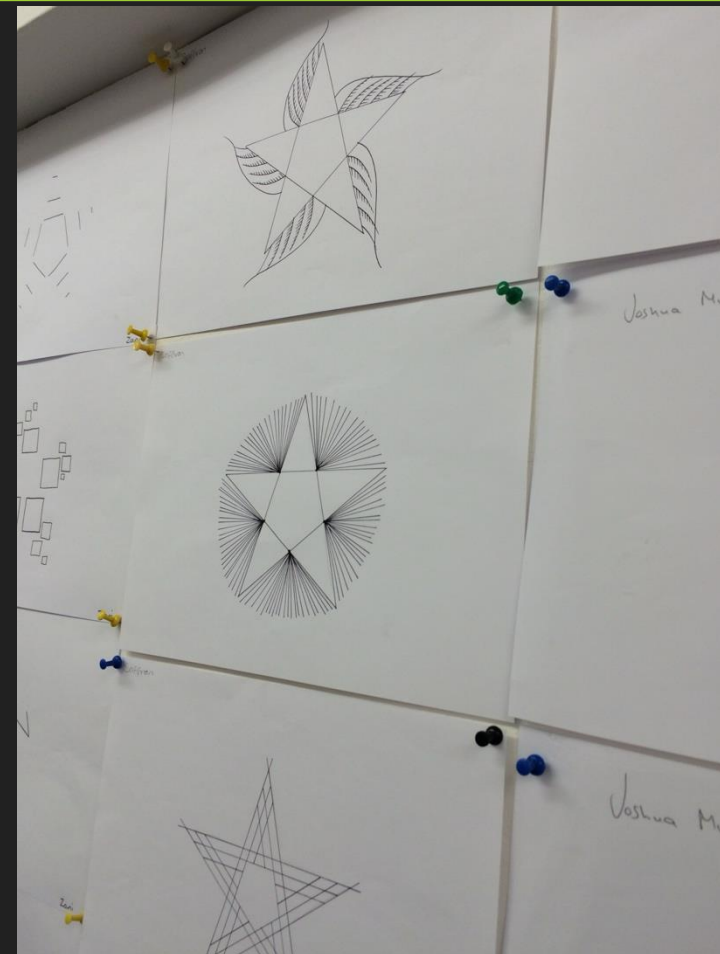
Example Design using Internal Space



Example Design using a combination



Student Examples



The Brief: Part 1

- You are to create 50 small sketches (called Thumbnail Sketches) based on the shape of a 5-pointed star.
- Black pen or pencil, NO colour.
- You have until 12.00 o'clock to complete this part of the workshop.
- Try to manage your time.

The Brief: Part 2

- Select 5 of your best sketches to enlarge.
- 1 star design per sheet of A4 paper (Landscape).
- Black pen or pencil, NO colour.
- You have until 15.30 to complete this last part of the workshop. Try to manage your time.

The Brief: Part 2 continued.

- Put your name on the front of each sheet of your final designs.
- When you finish a design, pin it / stick it on the wall.
- As you pin / stick your design to the wall, ask yourself:
Is this the best I can do, can I do better?