

## **An Aspect of Multimedia...**

For my written piece of work, the aspect of multimedia I have decided to write about is graphic design. Although I have experimented with and enjoy all aspects of multimedia, graphic design is my favourite – it's everywhere in all shapes and forms and you have no limit to what you can achieve with it. I believe that because graphic design is such a common thing, and generally something the public takes for granted, to become a successful graphic designer you have to be creating work that is special and really stands out from the rest. This therefore makes graphic design a form of multimedia that involves a lot of competition and demand, as well as dedication and skill; which as a designer is a very attractive quality to me, as I love a challenge. I also feel to be a successful graphic designer one of the most important things is originality and creativity. If the work you produce is too similar to everyone else's then it won't be as successful as a piece of work which is different and something people haven't seen before.

### **So what is graphic design?**

Graphic design is a type of communication that uses text and images to generate information. The art of graphic design embraces a range of mental skills and crafts including typography, image development and page layout.

After researching around on the Internet, I found this very interesting quotation;

*"Graphic design is everywhere, touching everything we do, everything we see, everything we buy: we see it on billboards and in Bibles, on taxi receipts and on websites, on birth certificates and on gift certificates, on the folded circulars inside jars of aspirin and on the thick pages of children's chubby board books."*

I really like this quotation. It's short and to the point but clearly highlights how wide spread graphic design is, and also how it is taken for granted.

Another feature I find attractive about graphic design is that I would imagine there must be a quite high demand for graphic designers. The reason I think this is because the above quote states, *"graphic design is everywhere"* even if you don't notice it. Therefore demanding a lot of graphic designers to create produce all of this material.

Graphic design is also, in my opinion, more complex than most people realise – it's rarely easy to achieve a successful piece of work. The individual creating the work has many things to think about while they put their ideas together to create their final piece. □

As well as needing knowledge behind the theory of graphic design, without having the creativity, you won't make it very far. I truly believe that creativity is an essential quality to become a good graphic designer. There are a great number of things to be considered and thought through when it comes to doing graphic design, these are known as the design elements.

Design elements are the basic tools used in every design structure to create a successful piece of graphic design. These elements, which include shape, form, texture, line, value, and colour, form the basic terminology for visual design. Whereas the design principles, such as rhythm, balance, unity, and emphasis, are more about broader structural aspects of the design. Below are some examples of the main design elements and principles that I think are crucial to good graphic design;

**Line;** In graphic design, we can use line to create different feelings of mood. A horizontal line may feel calm, comfortable or stable. Vertical lines may suggest a more active feeling than horizontal. A vertical linear design may create a sense of organized activity. Other lines such as diagonal lines create a sense of tension where as wavy lines create a feeling of motion.

**Shape;** Shape is also something to consider in graphic design when we are trying to create mood. Rounded shapes can create a softer, friendlier feeling than angular ones, for example.



**Type;** In graphic design, type is one of the most important aspects of all. This is because poor use of type can directly affect the message you are trying to get across. The way you know you have successfully chosen/created a good typeface, is when the shape and presentation of the type itself, reinforces what the word is actually saying.

**Balance;** Balance describes the equality of objects in your work. With symmetrical balance, both sides of your piece are the same. With asymmetrical balance, each side is different but still come across as equal to the eye and radial balance means the balance is around a focal point.

**Value;** All objects have value. Value describes the lightness or darkness of a colour and is relative to the values of the objects around it.

**Colour;** In graphic design colour is one of the most effective things we have available in drawing attention to certain parts of your work that you want noticed the most. For this to be most effective, colours should be used sparingly.

**Contrast;** Contrast describes difference between objects. It grabs attention and adds emotions such as excitement.

Even after all of this there are still far more things that need to be thought about when designing, some of these include proximity, scale, variety, proportion, form and space. To be the perfect graphic designer you need to be aware of all these things as well as maintaining originality and creativity. This is why graphic design is such a challenge if you want to become a successful graphic designer.

**My favourite graphic designer...**



The Studio worked on several corporate identities and fashion projects for clients which included Nike, the Dutch Postal Service, and the German cable channel Premiere.

Throughout his design career, Brody has designed many popular typefaces, some of which include Arcadia, Industria, Insignia, FF Blur, FF Pop, FF Gothic, and FF Harlem. He is also a partner of FontShop International in Berlin and FontWorks in London, and the founding editor of the digital magazine FUSE.

Over the years Brody has consistently pushed the boundaries of graphic design in all types of media and is still to this day one of the most successful graphic designers of all time.

The reason why I find Brody's work so inspiring is definitely the use of typefaces. In the two examples shown you can see that both graphics are entirely built up of type but remain a modern/stylish and interesting design. I also find them quite abstract and surreal which I am also very fond of. After this, he still manages to get the message across very clearly which in affect is the most important aspect of graphic design of all.

*(Other example on next page)*

# FUSE DAY MANCHESTER

14.7.1995 6.00 PM

EXHIBITION  
LECTURES  
IAN SWIFT  
ERIK VANEL  
OKLAND J  
LUSTVANRO  
SSUM

FUSEDAY MANCHESTER  
FRIDAY 14th JULY 6.00 PM  
EXHIBITION BUILDING  
MANCHESTER METROPOLITAN  
UNIVERSITY OPENING BY  
NEVILLE WOODY CLOSING  
BY DAVID BOOTH TICKETS  
£7.50 STUDENTS £5.00  
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0161 275 1111 FUSE DAY  
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8th JULY FREE ADMISSION