What is Graphic Design?
Communication with (2-D) Visual Information

for fun... for serious. for products.
Graphic Design

1) what are you trying to communicate? (semantics)

2) how can you present it...
   
a) for usability?

b) for aesthetics?
Semantics

This is not a man.
This is not a country.
This is not a leaf.
These are not people.
These are not ideas.
This is not music.
This is not my voice.
This is not a cow.
This is not a planet.
This is not a company.
This is not a face.
Cooking With Pooh
This is not a car.
This is not food.
how can we design for Usability
Usability

how can we design for

hick’s law: the time it takes to make a decision increase as the number of alternatives increases

poor mapping
how can we design for

Usability

less is more

The BEATLES
how can we design for Usability more is less

"I'd say that's got some shelf presence."
how can we design for **Usability** with typeface

**white**
how can we design for

Usability with typeface

Serif vs. Sans-Serif Caps

Justification

Is all caps faster to read or is lower case faster to read?

Is Left Justified Faster to Read?

Is Center Justified Faster to Read?
how can we design for **Usability** with focus

unless chaos is the goal
Aesthetics

how can we design for

symmetry

with balance
how can we design for Aesthetics with asymmetric balance
how can we design for **Aesthetics**
with asymmetric balance
how can we design for **Aesthetics** with asymmetric balance
how can we design for Aesthetics with asymmetric balance
how can we design for **Aesthetics** with asymmetric balance

squint
how can we design for **Aesthetics** with thirds
How can we design for **Aesthetics** with consistency in form language?
how can we design for **Aesthetics** with consistency in form language

Rounded, Exaggeration, Fillets, Solids, Discrete Segments, Off Balance, Flowing, Wavy, Clean
how can we design for **Aesthetics** with consistency in form language
Product Posters

- call outs
- different views
- storytelling
- feature
Product Posters
examples

Pet Alien
Bubbly Barry
Monster Mic

typeface?
Product Posters
examples

what’s the idea?
Graphic Design Challenge

Design a product poster for “Static Shock”

keep in mind:
- the message
- contrast, typeface
- balance, focus, consistency

plan first on scrap

can use markers and colored paper
Logistics

Assignment and Benchmarking to lab

Use your design notebooks to plan

Brainstorm some attributes for the Pugh chart

Team Budget and Purchases

Poster Planning in Lab? (24x36 white or black foam core portrait)

Idea Presentation Next Wednesday in Class

Each person makes their own poster and presents a different idea

Children’s Museum Tuesday 2/19, 10-12 (before the review in class)