

Chapter 1 & 2 Outline:

Chapter 1:

- Graphic Design definition – visual language used to convey a message to an audience
- A graphic design solution – can persuade, inform, identify, motivate, organize, brand, engage, locate, elicit a response, convey meaning
- Graphic Design Professions:

Information	Identity/Branding	Promotional
Publication	Advertising	Environmental
Direct	Interactive/New Media	Motion
Type and lettering		
- Ethics of designers
- Graphic Design Process: pages 22, 32, 33

Chapter 2:

- Design brief – written plan delineating strategy, objectives expectations, audience, brand or group perception, and may include budget and media. It defines the scope of the work (or problem) and can be revisited during the project.
 - The design brief answers key questions: What is the message?, To whom are we speaking?, How do we want to be perceived?, What are the executional guidelines and constraints?
- Strategy – is the master plan...a starting point to determine several things: such as the problem to solve, the objectives, the audience, and brand positioning.
 - The plan would include: The purpose of the design, Who is the audience, Who is the competition?, Where is work going to be seen? What's the voice of the work?
- Concept – the creative solution to the design problem. The idea.
- Ideation or concepting:
 - Brainstorming - word lists
 - Gather information
 - Play with the visuals you gather
 - Explore the world
 - Change directions
 - Keep a source or inspiration book

– Solving the Design Problem:

Understand the problem

Gather information and research

Think by thumbnail sketching and writing

Choose your best sketches and turn them into roughs.

(Roughs are sketches that are larger and more refined than thumbnails and better represent how all the basic elements will work in a design. Roughs allow you to test ideas, methods, techniques, tools and colors.)

Choose your best roughs and turn them into comps.

(Comps or comprehensives are detailed representations of a design. They look like the finished piece, full-size and full color with appropriate text and images)

– Feedback/Critique of your work