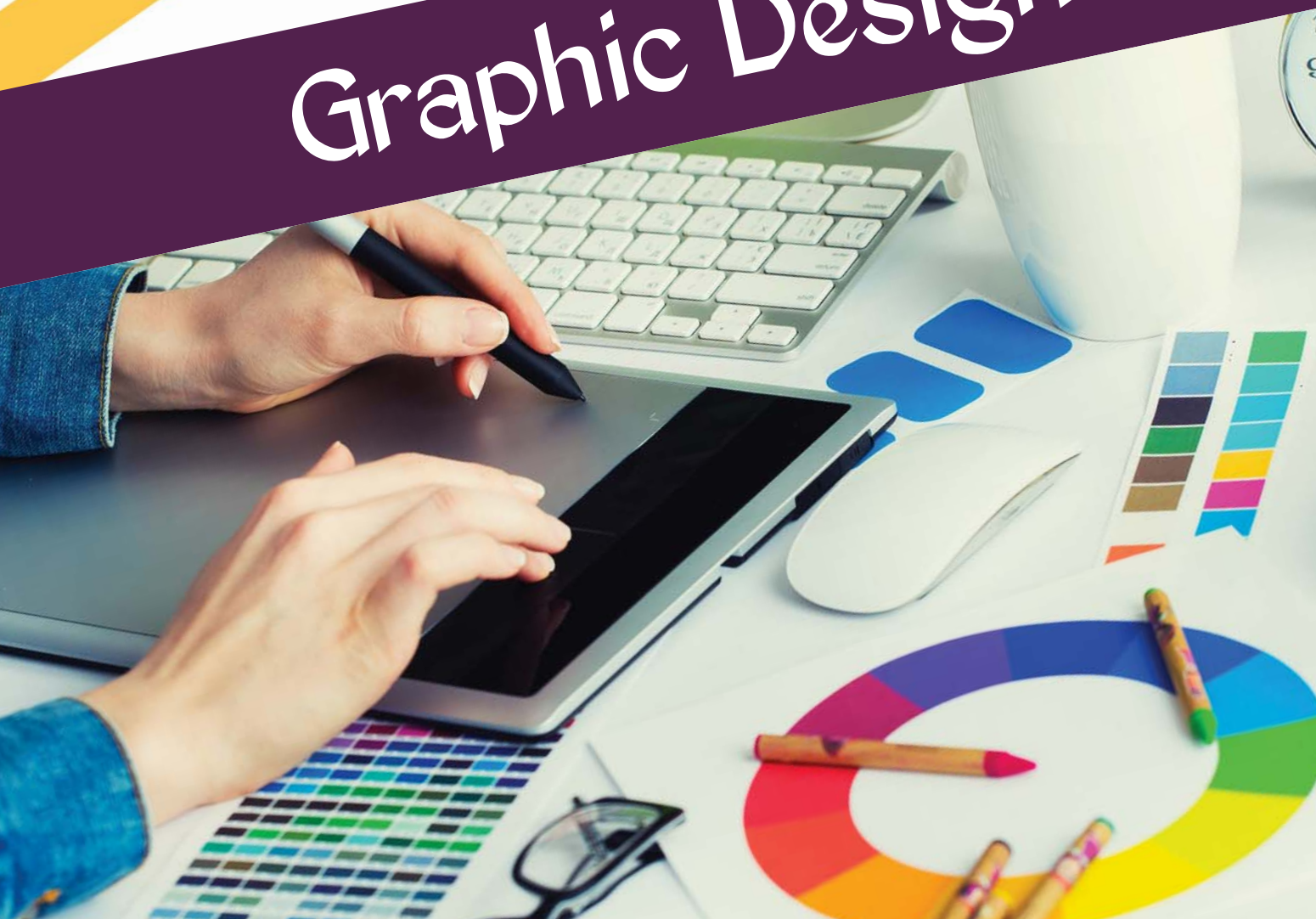




# Graphic Design

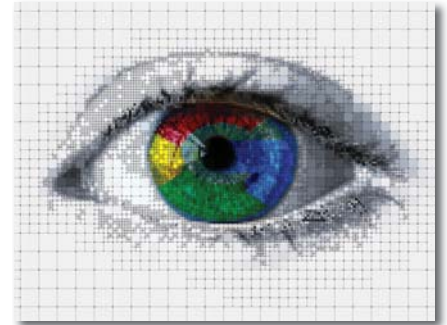






◆ Before you read the text, try to answer the following questions. The pictures below may give you some ideas.

- ✓ What is graphic design and what is its main purpose?
- ✓ What arts and techniques does it use?
- ✓ What are the most common uses of graphic design?









1. Read the adapted text below and then do the tasks that follow.



**Graphic design** is the art and profession of selecting and arranging visual elements – such as typography, images, symbols and colours – to convey a message to an audience.

Sometimes graphic design is called “visual communications”, a term that emphasizes its function of giving form to information, e.g. in the design of a book, advertisement, logo or web site.

An important part of the designer’s task is to combine visual and verbal elements into an ordered and effective whole. Graphic design is therefore a collaborative discipline: writers produce words and photographers and illustrators create images that the designer

incorporates into a complete visual communication. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts, illustration and page layout techniques to create visual compositions.

Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging and signage.



<http://www.britannica.com/art/graphic-design>

2. Read the text again and find the sentences that fit best as captions to the pictures below.



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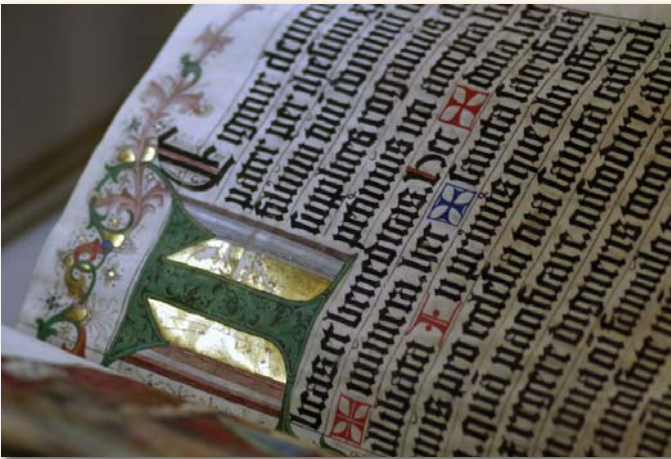


.....  
.....  
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3. Now read an adapted text about the history of graphic design and then, in pairs, do the tasks that follow.

## The History of Graphic Design



The evolution of graphic design as a practice and profession has been closely bound to technological innovations, societal needs and the visual imagination of practitioners. Examples of graphic design date back to manuscripts in ancient China, Egypt and Greece. As printing and book production developed in the 15th century, advances in graphic design developed alongside.



In the late 19th century, graphic design emerged as a distinct profession in the West as a result of job specialization, and of the new technologies and commercial possibilities brought about by the Industrial Revolution. New production methods

led to the separation of the design of a communication medium (e.g. a poster) from its actual production. Increasingly, over the course of the late 19th and early 20th centuries,

advertising agencies, book publishers and magazines hired art directors who organized all visual elements of the communication and brought them into a harmonious whole, creating an expression appropriate to the content. In 1922, typographer William A. Dwiggins used the term **graphic design** to identify the emerging field.

Throughout the 20th century, the technology available to designers continued to advance rapidly, as did the artistic and commercial possibilities for design. The profession expanded enormously, and graphic designers created, among other things, magazine pages, book jackets, posters, compact-disc covers, postage stamps, packaging, trademarks, signs, advertisements, kinetic titles for television programmes and motion pictures, and Web sites.



The invention and popularity of film and television changed graphic design through the additional aspect of motion as advertising



agencies attempted to use kinetics to their advantage.



The next major change in graphic design came when the personal computer was invented in the 20th century. Powerful computer software enables artists to manipulate images in a much faster and simpler way than the skills of board artists prior to the 1990s. With quick calculations, computers easily recolour, scale, rotate, and rearrange images.

By the turn of the 21st century, graphic design had become a global profession, as advanced technology and industry spread throughout the world.

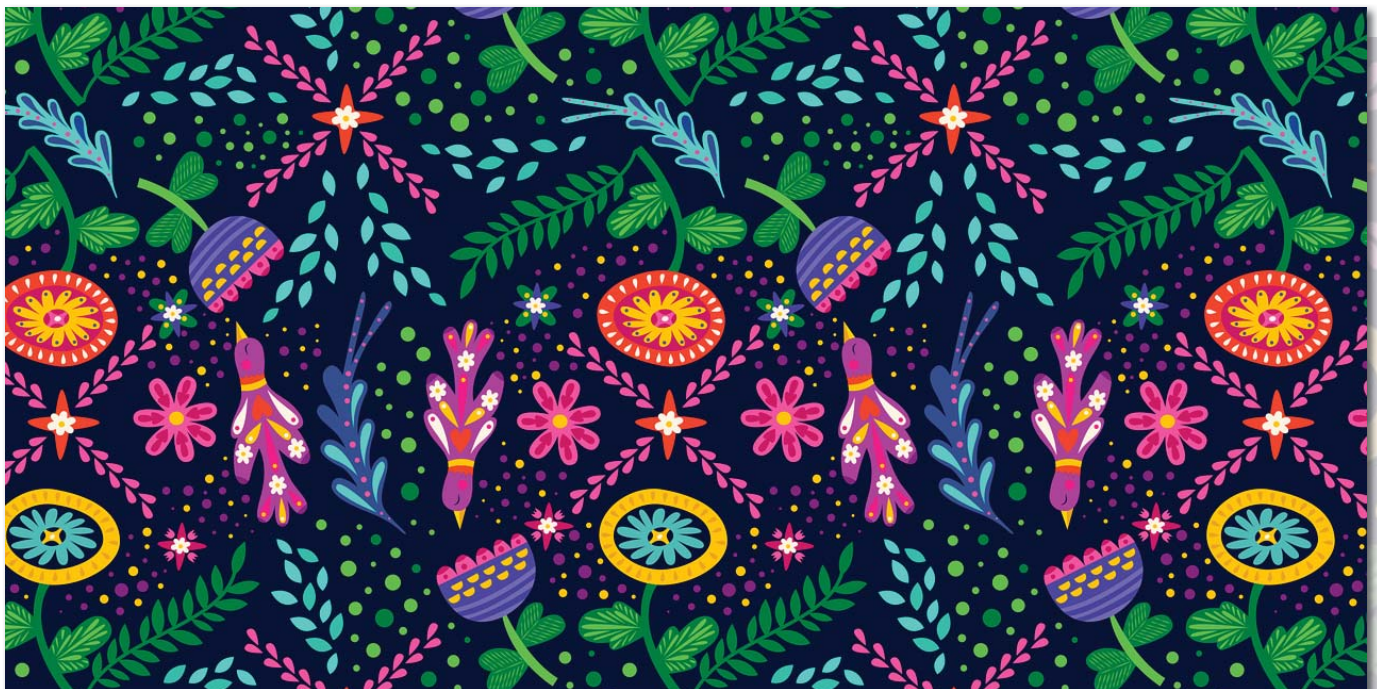
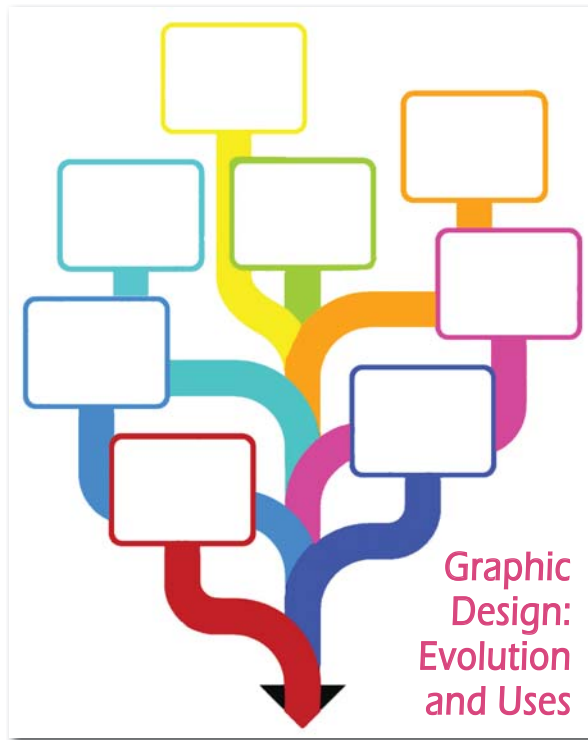


4. Complete the following table noting down relevant key points from the text above.

<b>Influences</b> on the evolution of graphic design	<ul style="list-style-type: none"> <li>◆</li> <li>◆</li> <li>◆</li> </ul>
<b>Origins</b> of graphic design	<ul style="list-style-type: none"> <li>◆</li> <li>◆</li> <li>◆</li> </ul>
<b>15th century developments</b> that influenced graphic design evolution	<ul style="list-style-type: none"> <li>◆</li> <li>◆</li> </ul>
<b>19th century developments</b> that influenced graphic design evolution	<ul style="list-style-type: none"> <li>◆</li> <li>◆</li> <li>◆</li> <li>◆</li> <li>◆</li> </ul>
<b>1922</b>	<ul style="list-style-type: none"> <li>◆ Typographer W. A. Dwiggins first used the term <i>graphic design</i></li> </ul>
<b>20th century expansion</b> new fields and practices in graphic design	<ul style="list-style-type: none"> <li>◆</li> <li>◆</li> <li>◆</li> <li>◆</li> <li>◆</li> </ul>
<b>21st century</b>	<ul style="list-style-type: none"> <li>◆ Graphic design has become a global profession</li> </ul>



5. In groups, combine the information from the two reading texts above and make a poster to show the evolution and/or uses of Graphic Design. You can add drawings, pictures and any other information you consider necessary. Then, present your work to your classmates.





6. Match the words (1-10) with the definitions (A-J).

- |                           |                                |
|---------------------------|--------------------------------|
| 1. _____ illustration     | 6. _____ signage               |
| 2. _____ logo             | 7. _____ manipulate (an image) |
| 3. _____ evolution        | 8. _____ manuscript            |
| 4. _____ page layout      | 9. _____ book jacket           |
| 5. _____ corporate design | 10. _____ rotate               |

<b>A</b>	document written <i>by hand or typed</i>
<b>B</b>	removable <i>paper cover</i> , usually illustrated, for protecting the binding of a book
<b>C</b>	<i>signs</i> to give direction, warning, information etc
<b>D</b>	a gradual <i>process of change and development</i>
<b>E</b>	<i>transform or modify</i> it for some purpose
<b>F</b>	<i>turn in a circle</i> , especially around a fixed point
<b>G</b>	the <i>official graphical design of the name</i> of a company or institution used on envelopes, folders, brochures, etc.
<b>H</b>	the way and process of <i>setting out words, pictures etc</i> on a page
<b>I</b>	<i>graphic mark, emblem or symbol</i> used to aid and promote public identification and recognition
<b>J</b>	<i>picture</i> in a book, magazine etc



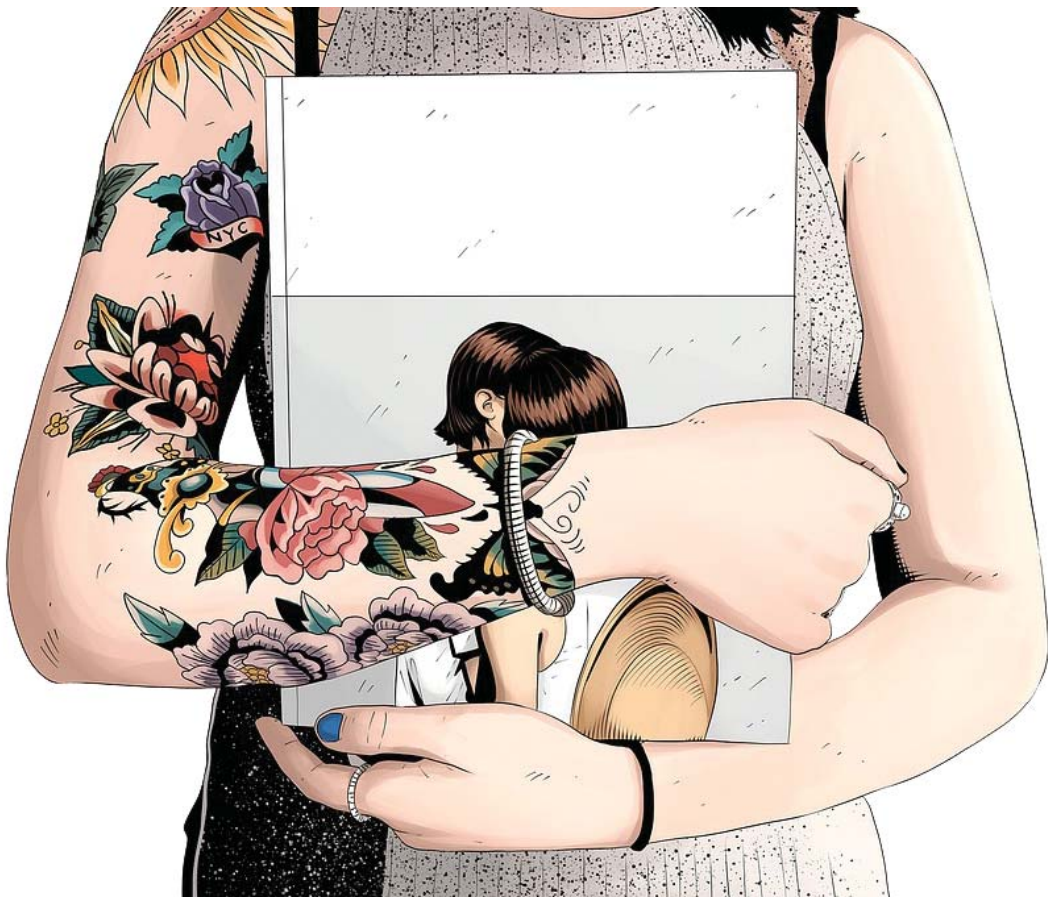






## Passive Voice

8. The following sentences appear in the texts above. Read them carefully and answer the questions.
- Sometimes graphic design is **called** "visual communications", a term that emphasizes its function of giving form to information.
  - The evolution of graphic design as a practice and profession **has been closely bound** to technological innovations, societal needs, and the visual imagination of practitioners.
  - The next major change in graphic design came when the personal computer **was invented** in the twentieth century.
- ✓ When do we use passive voice?
  - ✓ How does a passive sentence differ from an active one?





- ☑ Study the following tables to get some help.

Formation	
<i>to be + past participle of the main verb</i>	
Transforming Active Voice into Passive Voice	
ACTIVE	subject                      verb                      object 
PASSIVE	subject                      verb                      agent (by)

<p>the <b>agent</b> can be omitted when the subject is a <b>relative pronoun / someone / somebody / people</b> etc.</p>	<p><i>Coffee is produced in Brazil</i>  <i>The house was built in 1954</i>            vs  <i>Mona Lisa was painted by Leonardo da Vinci</i>  <i>The Tempest was written by Shakespeare</i></p>
<p>in passive questions with <b>who / whom / which</b> we cannot omit <b>by</b></p>	<p><i>Who was the film 'The Taxi Driver' directed by?</i></p>
<p>in <b>everyday English / informal speech</b> we can use <b>"to get"</b> instead of <b>"to be"</b></p>	<p><i>The Science project got finished at last!</i></p>
<p>two <b>Passive sentences</b> are possible for verbs with <b>two objects</b> (bring, promise, tell, sell, teach, give, etc.)</p>	<p><i>I was given a surprise present for my birthday.</i>            or  <i>A surprise present was given to me for my birthday.</i></p>

9. Study the newspaper headlines and do the following tasks:

- Why is passive voice used in newspaper headlines?
- Write the newspaper headlines in full sentences and then turn them into active voice.



- .....
- .....
- .....
- .....



10. Notice the use of passive voice in the following photographs.



Write similar instructions/orders/signs for your school.



11. Fill in the blanks with the correct form of the verbs in brackets.



### Creative Director

A number of disciplines <sup>(1)</sup> \_\_\_\_\_ (*encompass*) in a Creative Director's work, such as visual design, copywriting, art direction etc. Creative Directors are the ones who drive the direction of the project. The relevant creative concepts <sup>(2)</sup> \_\_\_\_\_ (*formulate*) depending on whether it is an advertising campaign, brand identity, TV commercial or marketing campaign. Two decades ago a Creative Director <sup>(3)</sup> \_\_\_\_\_ often \_\_\_\_\_ (*refer*) to as the 'Ideas Guy'.

### Art Director

Art Directors make sure that the work of illustrators and production artists <sup>(4)</sup> \_\_\_\_\_ (*complete*) on time and to the creative director or client's satisfaction. Art Directors also play a major role in the development of a project by making decisions on the visual elements of the project. Advanced training in graphic design <sup>(5)</sup> \_\_\_\_\_

(require) as they often do artwork and designing themselves. However, an Art Director's time <sup>(6)</sup> \_\_\_\_\_ (may/consume) on supervisory and administrative work.

### Brand Identity Developer

Brand Identity design <sup>(7)</sup> \_\_\_\_\_ (concern) with the visual aspects of a company or organization's brand or identity. A brand identity design is the visual element that represents how a company wants to <sup>(8)</sup> \_\_\_\_\_ (see); it <sup>(9)</sup> \_\_\_\_\_ (can/present) through a unique logo or signage in order to <sup>(10)</sup> \_\_\_\_\_ (integrate) in the company's business cards, stationery, packaging, media advertising etc. Brand identity development <sup>(11)</sup> \_\_\_\_\_ always \_\_\_\_\_ (regard) a collaborative effort between creative directors, art directors, copywriters, account managers and the client.

### Illustrator

Illustrators conceptualize and create illustrations that represent an idea or a story through two-dimensional or three-dimensional images. Their drawings <sup>(12)</sup> \_\_\_\_\_ (use) for printed materials such as books, magazines and other publications or for commercial products such as textiles, packaging, wrapping paper, greeting cards, calendars, stationery etc.

Different media, from pencil and paint to digital formatting <sup>(13)</sup> \_\_\_\_\_ (can/use). An illustrator consults with clients in order to determine the best way their story or message <sup>(14)</sup> \_\_\_\_\_ (can/communicate).

Illustrations \_\_\_\_\_ also <sup>(15)</sup> \_\_\_\_\_ (may/publish) separately as in fine art. However, they <sup>(16)</sup> \_\_\_\_\_ usually \_\_\_\_\_ (insert) into page layouts for communication design.



[http://en.wikipedia.org/wiki/Graphic\\_design\\_occupations](http://en.wikipedia.org/wiki/Graphic_design_occupations)







12. You are going to watch a Ted Talk video.  
Watch and listen carefully to answer the following questions.

**TED** Ideas worth spreading

Marian Bantjes | TED2010

### Intricate beauty by design



[http://www.ted.com/talks/marian\\_bantjes\\_intricate\\_beauty\\_by\\_design/transcript#t-154340](http://www.ted.com/talks/marian_bantjes_intricate_beauty_by_design/transcript#t-154340)

- What does Marian Bantjes do for a living?
- Marian Bantjes says "Six years ago, ..., I changed the way I was working".
  - How did her approach change?
  - What is she mostly interested in?
  - What was the result of this change?

13. Now listen again and note down as many examples of Marian Bantjes' work as possible. Form groups and share your notes as well as your thoughts about her work. Finally, present your group's work in class





14. You have seen a job advertisement for a Graphic Designer position and you decide to respond to it. Write a letter (140-180 words) applying for the post. Do not write any addresses. There are some notes to help you in the next page.

# Required

**GRAPHIC DESIGNER/  
ILLUSTRATOR**

We are looking for innovative and result-oriented individuals for the position of graphic designer/illustrator with creative skills and 2-3 years' working experience. Fresh candidates may also apply.

**Qualification**  
Graduation or diploma in relevant domain.

The candidate must be proficient in Photoshop, Freehand, Illustrator and Quarkxpress.

Interested candidates should send their resumes by email to [hr@yashwanth.com](mailto:hr@yashwanth.com)

by post to  
M/s Yashwanth  
C/o Shri Rang Kamath

Please apply within two weeks, with a detailed CV

## Graphic Designer

- Full time job → must be responsible & reliable
- Flexible hours → good communication skills
- Excellent working conditions → pleasant personality
- Extra perks → sound knowledge in Arts and Technology

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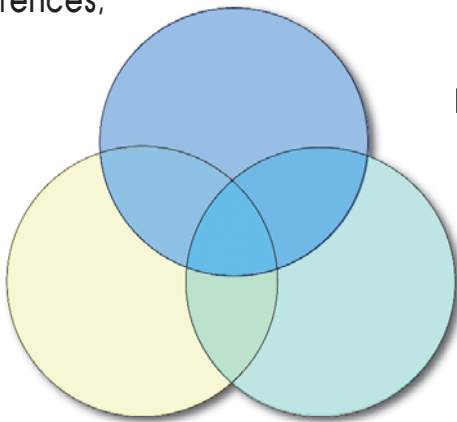
☑ Here are some notes to help you when applying for a post.

Greeting	<ul style="list-style-type: none"> <li>formal greeting</li> </ul>	<p>Dear Mr Brown, Dear Sir / Madam,</p>
Opening paragraph	<ul style="list-style-type: none"> <li>state the position you are applying for</li> <li>state where &amp; when you saw the advertisement</li> </ul>	
Main body	<ul style="list-style-type: none"> <li>age</li> <li>qualifications &amp; studies</li> <li>present / previous job / experience</li> <li>explain why you are suitable for the job</li> </ul>	
Closing paragraph	<ul style="list-style-type: none"> <li>mention that you hope your application will be carefully considered</li> <li>mention that you enclose a CV / reference letter</li> <li>say you are available for an interview</li> </ul>	
Signing off	<ul style="list-style-type: none"> <li>formal signature</li> </ul>	
		<p>Yours sincerely, Your faithfully, Full name</p>



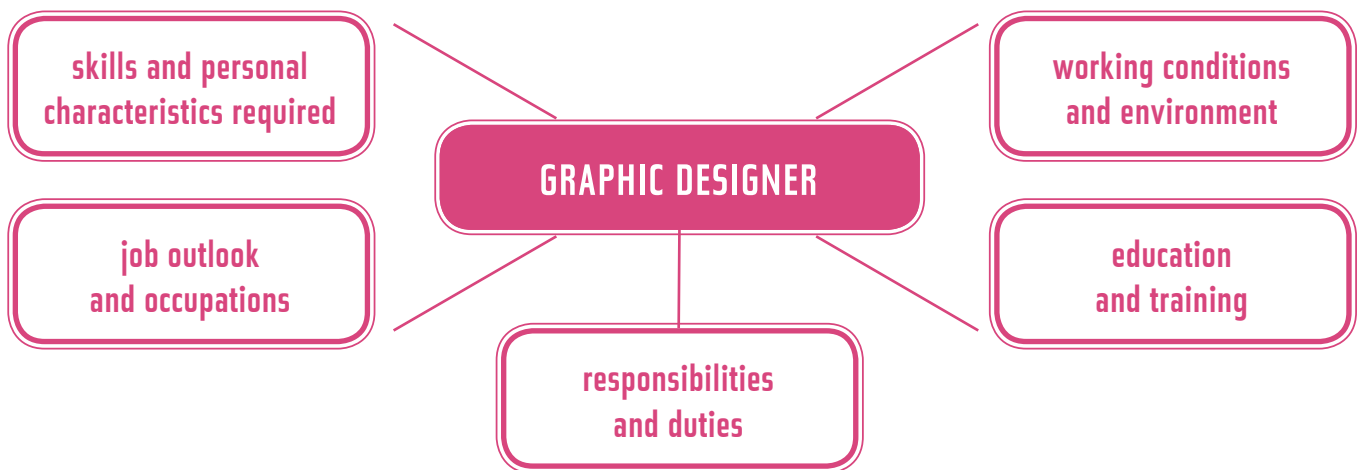
15. Based on the information provided in this unit, form groups and:

- a. make a list of the various **specialisation areas in graphics and design** (you can search the internet for more information on the subject). Then make a **poster** or a **power point presentation** to present them to your classmates. You may use a web application for creating posters or videos if possible. You can also use a **Venn Diagram** like the one on the right to present **their common areas** and their differences,



or

- b. make a **poster** or **power point presentation** to describe the specialisation areas in graphics and design **you are most interested in**. Study the spidergram below to get some ideas about the issues you need to include in your presentation.



16. Discuss the following issues.

- a. Working as a freelance Graphic Designer versus being employed by a company. Which one would you prefer and why?
- b. What job opportunities are there in the field of Graphic Design in Greece nowadays?

