



WHAT IS
GRAPHIC DESIGN?

GRAPHIC DESIGN NEEDS YOUR WILLING MENTAL PARTICIPATION, EVEN IF IT'S SUBCONSCIOUS. GRAPHIC DESIGN IS MESSAGE-SENDING INTO THE BRAIN. IT IS A CEREBRAL EXPERIENCE, NOT A PHYSICAL ONE. ARCHITECTURE WANTS YOU TO WALK THROUGH IT. INDUSTRIAL DESIGN TAKES YOUR HANDS (OR OTHER BODY PARTS) TO APPRECIATE IT. FASHION MAKES YOU PUT IT ON. BUT GRAPHIC DESIGN IS PURELY A HEAD TRIP, FROM YOUR EYES TO YOUR MIND.

-CHIP KIDD

WHAT IS

GRAPHIC DESIGN?

- **Form of visual communication used to convey a message (information) to an audience.**
- **Visual representation of an idea relying on the creation, selection, and organization of visual elements.**
- **Problem-solving and making things look cool**

IT CAN...

- Persuade
- Inform
- Identify
- Motivate
- Enhance
- Organize
- Brand
- Rouse
- Locate
- Engage....



**Everything that is not
made by nature is
designed by someone.
-Chip Kidd**

WHAT IS
GRAPHIC DESIGN?

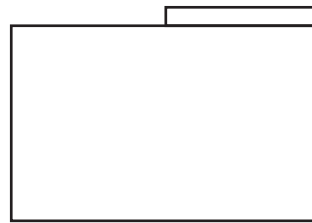
Visual Communication

LET'S BRAINSTORM...

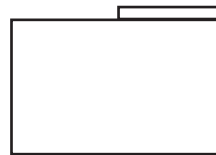
WHAT DOES A GRAPHIC
DESIGNER MAKE?

POST WHAT YOU KNOW

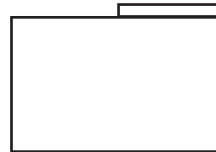
SETTING UP FILES



MAIN FOLDER
PHS ART



IN CLASS EXERCISES



PROJECTS



RESEARCH FILES

WHERE DO I SAVE MY FILES?

Desktop, student drive, external, etc.

WHY IS THIS IMPORTANT?

SETTING UP FILES

FEW NOTES ABOUT SAVING, ETC.

- **Saving is your BFF (command + s)
USE IT. LIVE IT. LOVE IT.**
- **Being organized in your filing system will
make your life easier. Trust me.**
- **Name files appropriately. (TIP: use in class
exercise names)**
- **ALWAYS. ALWAYS. ALWAYS. Export as a
PDF. ALWAYS.**

**BACK TO THE
BASICS**