

## Graphic Design **The Field (?)**

Graphic designers are professionals who practice visual communications. We use elements of design: color, type, illustration and photography to organize ideas visually in order to convey the appropriate visual impact and message. In addition to aesthetic judgement and project management skills, the professional graphic designer is experienced in evaluating and developing effective communication strategies which will enhance the company's image, service or product. Design is all about the concept.

Graphic design is effectively applied to all sorts of visual communications; not only to printed materials like magazine and books, but also to three-dimensional packaging and products, and to identity systems of business and industry through identity marks and collateral promotion (including annual reports, catalogs, brochures, direct mail packages, and so on) as well as interactive and dynamic forms of communication available via the internet.

### Graphic Design Specialities

#### **Identity & Systems Designers**

specialize in the creation and strategy behind identity mark-making and brand positioning/management, and systems design. This has become a specialization in more recent years.

#### **Corporate Graphic Designers**

specialize in the design of corporate communications and identity programs, signage internal and promotional publications and/or annual reports

#### **Environmental Graphic Designers**

plan, design and specify sign systems (signage) and other forms of visual communication in the built environment

#### **Advertising Graphic Designers**

specialize in the design of magazine and newspaper advertising, often handling posters and billboard applications

#### **Publication Designers**

create the formats and the look of magazines or tabloids. These publications have an editorial point of view and often contain advertising

#### **Collateral Designers**

specialize in design of catalogs, packaging, brochures, direct mail, packages, annual reports, posters and so on.

#### **Book Designers**

develop the style and visual flow of a book using the graphic elements of typography, illustration and photography.

#### **Typeface Designers**

create original letterforms, modify existing typefaces or design typefaces.

#### **Web Designers**

specialize in information architecture and the design of information and space within the internet environment.

## Advertising **The Field (?)**

Advertising sells not only products but also services and ideas. It can do a job for both profit and nonprofit organizations. In addition, advertisers spend well over \$150 billion dollars a year to reach customers and potential customers in the U.S.A., and the average person sees or hears some 600 ads each day.

Advertising takes many forms and uses many approaches. People sometimes confuse advertising with publicity and public relations. Advertising differs from these in that it usually involves the buying of space and time. Publicity and public relations depend upon being noticed by the media and being incorporated into regular news and editorial columns or programs. The space and time they get is free.

Advertising is about ideas, or as we call them, concepts. Great design and art direction mean absolutely nothing in the face of an ad without an idea. Some of the greatest creative minds and the hottest agencies built their reputation on print advertising.

### Advertising Specialities

#### **National Advertising (non-geographic)**

brand name advertising, emphasis is on the product rather than the place where it may be purchased. Intended to establish a national demand.

#### **Retail Advertising (national/regional/local)**

this form of advertising promotes national products as well as retail stores. Purpose is to get potential customers into particular stores.

#### **Direct Response/Direct Mail Advertising**

advertising directly from the manufacturer to the buyer through a catalog, thus eliminating the retail outlet. Direct marketing advertising asks that a product be ordered by letter, coupon, to phone.

#### **Trade Advertising/Business to Business**

audience consists of retailers, wholesalers or brokers and stresses the profits that can be made from stocking and selling it. Advertising not intended for the average customer but done for manufacturers of materials or products to wholesalers, retailers, etc.

#### **Institutional or Corporate Advertising**

attempts to win an audience over to a point of view, attempts to build a favorable image for its sponsor. General promotion of a company to improve their overall image in the public's eye.

#### **Non-Profit Advertising**

public service announcements (PSA). Advertising that promotes a good cause.