

Methods of Developing and Analyzing Methods of Graphic Design Programs in Creative Activity

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Abstract: Currently, the concept of "design" is much broader. Design has penetrated almost all areas of human activity. We buy newspapers, books and magazines, we pay attention to leaflets, labels and colorful posters, we encounter graphic design in print and on the Internet.

Keywords: Design, graphics, creative, computer, creative process, aesthetic function, creative function, image, web design, color, model.

Today, graphic design is a whole science that combines the carefulness of the creative analyst. The First Congress of the International Society of Graphic Design Organizations was held on the official date of 1964. In fact, even the most ancient and primitive drawings created by human hands can be considered the first stage of the development of graphic design. Over time, people have learned that expressing information through graphic symbols is more effective than simple text or oral speech. understood. An example of this in modern life can be various warning signals that convey the minimum necessary information to the driver on the roads in a short time.

The widespread use of modern photography in the late 19th century and the first half of the 20th century, the development of film, and then the expansion of television and video, contributed to an increased interest in visual forms of expression and perception. Another important stage in the development of graphic design was the emergence of digital technologies and the creation of personal computers, which allowed graphic designers to radically change their work. Today, the scope of activity of graphic designers has expanded significantly. In the modern world, the importance of visual forms of expression has increased tremendously.

Graphic design has an informational (to explain various issues to people) and emotional (to arouse certain emotions in a person and form the right opinion) function. Obviously, graphic design is closely related to advertising and visual arts, and therefore it uses roughly similar concepts, elements, principles, and techniques. For example, if the main thing for advertising is to sell, for graphic design it is to convey some idea to people. Graphic design tools can be a variety of visual communications - from a short advertisement to a giant electronic bulletin board. A graphic designer tries to translate information into a visual language that the public can understand. With the help of graphic images, he is able to convey almost any information to the recipient without resorting to long verbal explanations. Graphic design is widely used in business and entertainment. Also, graphic design determines the permanent memorable visual image of everything related to the company, its activities and products in creating the company's corporate identity. Such basic elements of the developed corporate identity include the logo, font, color scheme and compositional principles. Corporate identity elements can cover everything related to a company's day-to-day operations, from business documents to employee clothing models.

Thus, graphic design includes the following areas:

- typography (art of competent presentation of textual information);
- printing and design of printed products (newspapers, magazines, posters, posters and stickers);
- development of corporate identity (definition of a set of visual techniques combined with a general direction typical of all company products, attributes and advertising companies);
- web design as a field of graphic design;
- development of orientation systems (warning signs and symbols);
- package design;
- create illustrations.

Of course, graphic design is now most involved in advertising, publishing, and helping sell and distribute ideas in the media. Graphic design shapes the image of the company and visually expresses the direction of the business, which helps to attract potential customers. The success of any advertising company directly depends on the quality of design development. In addition, the finished design solution should always include an attractive and unique composition that evokes the desired associations in the viewer, for example, trust in the brand or quality.

Any company strives to stand out from its competitors, and it is very important that potential customers not only learn about the company's activities, but also remember it. Solving this problem is difficult without the use of graphic design tools that present information in an easy, human-readable visual form. Visual images can excite the viewer, serve as a pleasant association, or provide aesthetic and perhaps intellectual pleasure.

Graphic design is related to many other fields, including visual arts, geometry, typographic layout, drafting, and technical design. In the implementation of the project, the graphic designer cooperates with other specialists - psychologists, sociologists, marketers and art historians.

A graphic designer collects and analyzes data, defines a problem and sets a goal, and creates an overall design concept. The professional qualities and skills of a modern graphic designer are directly determined by how freely, widely and politely he owns his methods. Projects developed by professional graphic designers are often referred to as visual works, and their creators have the same rights as literary authors or artists. Thus, graphic design has become an independent and actively developing field of modern applied art.

In the modern world, the designer is not only a reformer and a carrier of changes, but also a kind of manager of these changes. A designer can control the competent development of his idea, and avoid mistakes that can later have a negative impact on a person. New social values, relationships between people and art are created through design tools, it is important to involve the consumer in the design process in order to introduce more effective forms of design activity.

Design is a tool for social change

Design surrounds us - at home, at work, on vacation, etc. Over time, the function and importance of design in human life only increases.

Changes are an important part of our life. Technical development is becoming a component of social and individual development. But this creates new needs and, as a result, new problems. A person requires an individual approach to himself from a designer, because people are very different, a person is an individual.

Aesthetic function

Design requires the aestheticization of the objective world that surrounds a person with all his being. How to measure the level of aesthetics in a design product? Bychkov V.V. answering this question, he says: "From the definition of aesthetics, it is clear that there are no strict criteria for

"measuring" the levels of aesthetics, and in principle there are none, because aesthetics is a characteristic in itself. Subject and object Since the relationship between and the subjective component is fundamentally variable, there can be no objective criterion for the aesthetic level.

Creative function

In our time, when it seems that everything has already been created, is it possible to prove oneself as a creative person and open "America" to others in the form of a new, creative, never-before-seen design object? Or is everything created before us, and most of the modern designers change already known masterpieces "for themselves", for the situation, for the client? The concept of interior space is very deep, fashion cannot be blindly followed in interior as in clothes.

An important function

The name of the object is important, sometimes it is required to fully reveal the function specified by the designer with the help of the name. The name of the product itself carries the necessary information. For example, most perfume and cosmetics companies attract customers with their names (Dior, Chanel, etc.).

Who is a graphic designer? Graphic design (English design - idea, project, drawing, drawing) is a specific field of art and design activities aimed at creating visual messages distributed through mass media. This branch of design is relatively young, and its official birth date is 1964, when the First Congress of the International Society of Graphic Design Organizations was held at ICOGRADA (International Council of Graphic Designer Associations). Graphic design differs from "real" design in many ways, its task is to make things that surround a person in everyday life convenient and beautiful. A designer is a specialist in the design and construction of various types of objects. The profession of designer is one of the fashions today. The advantages of working in the field of design are a good income, an opportunity for creative self-realization. This article covers how a graphic designer works, the software you need to master, and how to build a successful career. The essence of graphic design.

Graphic design profession is in high demand now. Graphic design is the art of designing objects using graphic images. A graphic designer is a specialist in designing various types of printed and poster products, creating brand names and labels. A special branch of graphic design is web design - the activity of designing websites on the Internet. A graphic designer is a creative profession that is close in meaning and philosophy to the work of an artist. The professional skills of a graphic designer

Professional skills of a graphic designer

The differences between web design and graphic design are mostly related to technical issues. A graphic designer specializing in the creation of websites must understand the technical aspects of user interface design (knowing the working principles of the programmer and coder, understanding the features of viewing computer graphics on monitors with different resolutions). It has the task of making browsing the site pages easy and pleasant.



How to become an expert in graphic design?

The path to the profession of a graphic designer goes through the study of an educational institution. Design specialists are trained in higher and secondary educational institutions. It can be art, architecture and construction, technical educational institutions. Studying in specialized educational institutions, in addition to teaching the basic skills of a designer, also contributes to the expansion of a person's worldview, gaining the necessary contacts in a professional team (for example, during internship). Professional skills needed for work can also be acquired by enrolling in various courses. Unlike higher or secondary vocational education, studying in courses gives you the knowledge you need to start working in a profession. Courses are generally practical in nature. On the one hand, this is their positive feature. The disadvantage of studying in courses is that the student does not have the necessary theoretical knowledge, without which great success in the profession cannot be achieved.

Graphic designer is a creative profession. You can master it yourself if you want. Many well-known graphic designers (like Karen Cheng) have acquired the necessary graphic design skills on their own. When choosing a graphic design profession, it is necessary to take into account that it is not an important profession, and in the economic crisis there is a risk of losing a job.

Computer programs in the field of graphic design



A modern graphic designer must have the skills to use computer programs in his work. Adobe Photoshop and Adobe Illustrator are required to read. It should be remembered that professional versions of graphics programs are quite expensive. To understand the basic principles of his work, a beginner designer can start studying free analogs.

How to build a career as a graphic designer

It is important to choose the right specialization and constantly improve your knowledge to be successful in the field of design. It is important to stay up-to-date with the latest trends in the world of graphic design, and to gain useful connections in a professional environment. Communicating with experts will help you avoid mistakes and blind copying of other people's ideas. Their tips will help you build your graphic editor portfolio. Wide opportunities for professional self-realization in the field of graphic design, and especially web design, are provided by freelancing - remote work using the Internet.

Summary.

Design is multifaceted, each person is individual and unique, so design is individual. After all, design without a social context would be just a decorative art, a collection of drawings. We can conclude from the above that today design and its social component are inseparable. Harmonizing the environment surrounds a person, brings him comfort and individuality.

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