Design

English for the Students of Graphic Design

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KHATE SEFID
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In the Name of God

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Introducing Graphic Design

Unit 1

Objectives

In this unit you will learn briefly about the:

- definition of graphic design
- scope of graphic design
- purpose of graphic design
- history of graphic design
- uses of graphic design

communication and communication design, but sometimes the term graphic design is used interchangeably with these words due to overlapping skills. An accepted view is that graphic design may be described as the art and **craft** of bringing a **functional**, **aesthetic**, and organized structure to different kinds of **texts** and **illustrations**. Graphic design is a **process** (verb) as well as a **result** (noun) of that process. It is a **creative** process that combines art and technology to communicate ideas.

Graphic designers often collaborate with writers, illustrators, photographers, and printers to create a good work environment. **Clients** sometimes invest large sums of money, and an audience of millions may see the designer's work, but the most exciting aspect of the graphic designer's job is saying something important, and saying it intelligently.

For example, a website is user friendly when its pages are attractive and its navigation is simple; a book's content might be more accessible when its **cover** presents a good idea; a building is easier to navigate when the architect has used a logical system of **signage** to its passageways. Each of these situations presents a unique communication problem that is solved with specific design **approaches**.

I. Find a synonym for each of the following items in the passage.		
1. seen:	2. because of:	3. skill: ....
4. pictures:	5. product:	6. cooperate: ....
7. customers:	8. find:	9. ways: ....

■ Introducing **Graphic Design**

The definition of graphic design

Graphic[1] **designers** work with drawn, painted, photographed, or computer-generated **images**. They also **design** the letter forms that make up different **typefaces** in many TV **ads**, books, magazines, menus, and even on computer screens. The designer works with a variety of communication **tools** to **convey** a message to an audience. The main tools of graphic design are image and **typography**.

Merriam-webster dictionary defines "graphic design" as the art or profession of using design **elements** (typography and images) to convey information or create an effect. In other words, graphic design is the art of arranging image and text to communicate a message.

Designers create, choose, and organize the elements of typography and images, and the so-called "**white space**" around them to communicate a message. Graphic design is a part of your daily life. From simple things like gum wrappers to huge things like **billboards** to the T-shirt you are wearing, graphic design informs you about something or stimulates you to do something. Graphic design has such capabilities since it follows some basic rules to be as effective as possible.

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1 *The colorful* **boldfaced** *words are technical terms in Graphic Design. They will be practiced at the end of each unit.*

 سفید خانه

I. Find a synonym for each of the following items in the passage.

1. photos:.........	*2. fonts:.........*	*3. group:.........*
4. express:.........	*5. make:.........*	*6. select:.........*
7. covers:.........	*8. motivates:.........*	*9. abilities:.........*

II. Check true or false.

1. Graphic design is used in many fields.
True ◯   **False** ◯

2. Text and image are the main tools in graphic design.
True ◯   **False** ◯

3. Typography as an element of graphic design means image.
True ◯   **False** ◯

4. Graphic design conveys audio information not visual information.
True ◯   **False** ◯

III. Complete the following sentences based on the passage.

1. The tools that are used in graphic design are ....and ....

2. The purpose of graphic design is ....

3. The third element of graphic design is called ....

4. Generally, graphic design .... or .... an audience.

The scope of graphic design

As stated before, graphic design is the art of communication through the use of **type**, space, and image. The field is considered a subset of **visual**

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II. Check true or false.

1. Legibility is an internal feature of a text.
True ◯   **False** ◯

2. Typography is at the core of text legibility.
True ◯   **False** ◯

3. Contrast is an important factor in legibility of a text.
True ◯   **False** ◯

4. An uppercase text is more readable than a lowercase one.
True ◯   **False** ◯

III. Complete the following sentences based on the passage.

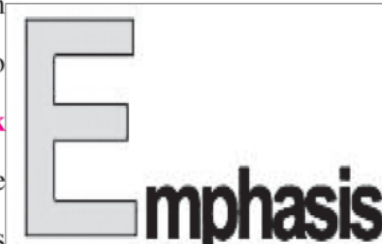1. Letter size, line space, and layout are examples of .... of a text.

2. Examples of graphic design for verbal presentations are ...., ..., and ....

3. In most slide shows, the text is the .... and the field is the ....

4. The biggest lettering is used in ....

Providing emphasis

The most important elements in information material may be emphasized to improve **attention** and **perception**. A **dark** dot in a **light field** and a jog in a **straight** line are two good examples of emphasis. Emphasis may be used to attract, direct and to keep attention. Typography and layout will better show the structure and the hierarchy of the content in the information

material when important parts are emphasized. The designer should use specific elements, clear contrasts, and factors like **complexity**, **directionality**, or exaggerated features for emphasis.

It is possible to provide emphasis in information material with the help of a number of specific design elements. Generally, highlighting **cues** and emphasis in a message will result in attention to that message. We should never overuse any **accenting** techniques because if we do they may completely lose their meanings and their power to emphasize.

I. Find a synonym for each of the following items in the passage.

1. focused:.........   2. care:.........   3. background:.........

4. direct:.........   5. signs:.........   6. focusing:.........

II. Check true or false.

1. Contrast can be used for providing emphasis.
True ○   False ○

2. Caricature is a design technique of focusing.
True ○   False ○

3. Emphasis in a design is absolute not relative.
True ○   False ○

III. Complete the following sentences based on the passage.

1. The purpose of emphasis is better ...., and ....

2. Using arrows shows .... for providing emphasis.

3. An element in a design is emphasized when ....are not accentuated.

receivers. It may become unnecessarily complicated for them to interpret and understand the intended content of the message. There is a close relationship between guidelines aimed at providing unity and guidelines aimed at providing harmony. To provide unity in information material, the designer can use **style** and terminology in a consistent way in each specific information material, use layout and typography in a consistent way, and use highlighting techniques in a consistent way.

For example, to get maximum impact from a picture it should be introduced in the text between the appropriate paragraphs. Each picture should also have its own caption. Definitely, learning efficiency is much better when words and visuals interact and supply extra information. To do so, pictures should be put as close to the relevant text as possible. Visuals designed to **complement** oral and printed instruction should both have a high correlation with the message they are attempting to support.

I. Find a synonym for each of the following items in the passage.

1. against:.........	*2. whole:.........*	*3. try to win:.........*
4. disorder:.........	*5. causes:.........*	*6. combine:.........*
7. help:.........	*8. complex:.........*	*9. supply:.........*
10. presented:........	*11. surely:........*	*12. complete:.........*

II. Check true or false.

1. Unity is against priority of some elements on the others.
True ◯   **False** ◯

2. Confusion and chaos may happen because of unity not emphasis.
True ◯   **False** ◯

3. Unity is more related to harmony than emphasis.

True ○   **False** ○

4. A picture should have a caption and should be placed well in a text.

True ○   **False** ○

III. Complete the following sentences based on the passage.

1. Unity means the .... in a design.

2. A design is not unified if the elements ....

3. The audience's confusion can be prevented if a text ....

4. The most important feature of a unified design is ....

5. A picture is a .... that supply ....

6. Pictures within passages should have a .... role.

■ Exercises

1. Translate the following technical terms into Persian.

New Word , Pronunciation, & Definition	Translation
accent /ˈæksent/ *to highlight*	....
advertise /ˈædvərtaɪz/ *to persuade people to buy a product*	....
all-capital /ɒːl ˈkæpɪtl/ *typing the letters of the alphabet in its large form*	....

apparent /əˈpærənt/ *clear*	....
arrow /ˈærəʊ/ *a sign used to show direction*	....
attention /əˈtenʃən/ *care*	....
background /ˈbækɡraʊnd/ *the area that is behind the main thing*	....
boldface /ˈbəʊld feɪs/ *printing letters thicker and darker than normal*	....
box /bɑːks/ *a small square on a page to write information in*	....
bullet /ˈbʊlɪt/ *(•) a typographical symbol*	....
capital /ˈkæpɪtl/ *a letter of the alphabet written in its large form*	....
caption /ˈkæpʃən/ *a title under or above a picture or table*	....
chart /tʃɑːrt/ *a diagram*	....
commercial /kəˈmɜːrʃəl/ *TV advertisements*	....
complement /ˈkɑːmlɪmənt/ *to make a good combination with sb or sth else*	....
complexity /kəmˈpleksɪti/ *the state of being complicated*	....
confusion /kənˈfjuːʒən/ *chaos*	....