

What is Graphic Design?

- ___ The use of graphic elements and text to communicate an idea or concept.
- ___ A way to visually communicate by skillful combination of text and pictures.
- ___ A creative process that combines art with technology to communicate ideas.

What do Graphic Designers do?

Graphic designers create, choose and **organize** the elements of text, images and the so-called “white space” around them, **to communicate** a message.
Graphic designers create posters, logos, pamphlets, billboards, products, t-shirts, fonts...

What do Graphic Designers need to know?

“TOP 10”

1. How to communicate in different ways.
2. How to listen carefully.
3. How to organize information, write briefs** and reports.
4. How to look at and critique existing design projects.
5. How to use existing design projects for ideas and inspiration.
6. How to brainstorm ideas.
7. How to use basic tools; pencil and paper to produce sketches.
8. How to clearly express ideas with graphic images and text.
9. How to use technology; software, computers, printers.
10. How to receive and evaluate feedback.

****What is a brief?**

- A written document that describes what the client wants. The brief contains the answers to important questions and also contains sketched ideas.

Use the back of this worksheet to write a brief for a poster design.

Answer the following questions and sketch your idea(s).

1. What is the project (project description)?
2. What will the project promote?
3. What is the purpose of the project?
4. Who is the audience?
5. What are the details of the project; when, where, why?
6. What special design requests did the client make; color, size, style?
7. How will the project be distributed and where will it be seen?
8. How will you organize the information; pictures and text?
9. Sketch your idea(s).
10. What is the project due date? _____