

GRAPHIC DESIGN

IS ART WITH A PURPOSE



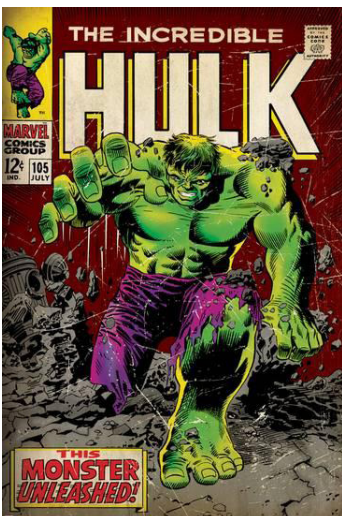
Almost everywhere a person looks they see graphic design, its on clothing, television, textbooks, advertisements, cell phones, computers, posters, magazines, comic books, motion graphics, web design etc...

Graphic design is the process and art of problem-solving through visual communication with the use of **typography**, **photography**, **graphic images** and **illustration**.

Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. The best designs are created with the use of the **elements** and **principles** of design. Design that's to be experienced in an instant is the easiest to recognize. Designers arrange type, form, and image on posters, illustrations, advertisements, packages, and other printed matter, as well as on a variety of digital platforms.



Designers combine illustrations, photographs, and type in order to communicate an idea. Illustrators create or draw an image in response to an idea. One way to understand this is to consider the difference between a furniture maker and an interior designer. One makes a specific object for a specific purpose, while the other thinks about how all of the objects and surfaces of a room create an environment for the person moving through it. Good designers often make good illustrators and vice versa. It's the attention to detail.



MOST USED INDUSTRY STANDARD SOFTWARE PROGRAMS



PHOTOSHOP



ILLUSTRATOR

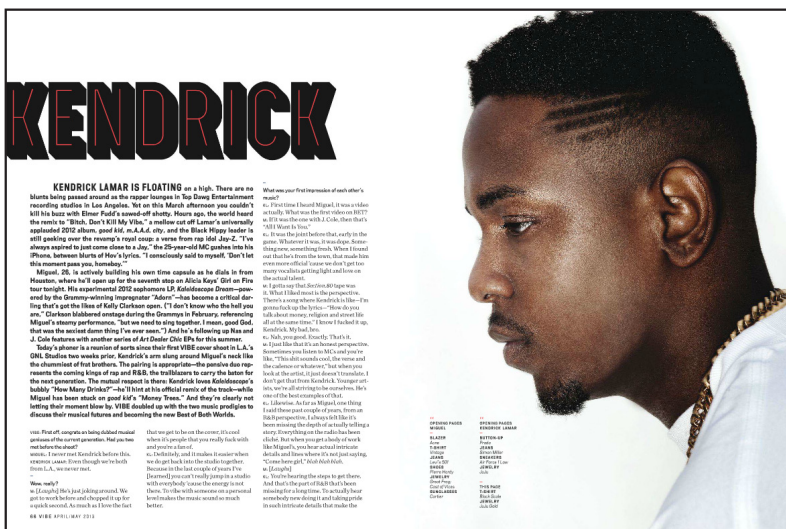
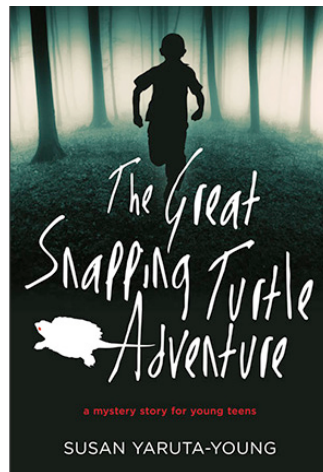


INDESIGN



ACROBAT PRO

EXAMPLES OF GRAPHIC DESIGN





193
 Includes: In First and Second
 on the actual activity, while others
 are just great at creating pages.
 Erik Spiekermann, see page 24

computer arts

INSPIRATION
 TECHNIQUE
 & DESIGN

The SECRETS of GREAT TYPOGRAPHY

LANDOR
 — on how to create —
 BRILLIANT BRANDING

5 FONTS
 EVERY DESIGNER NEEDS

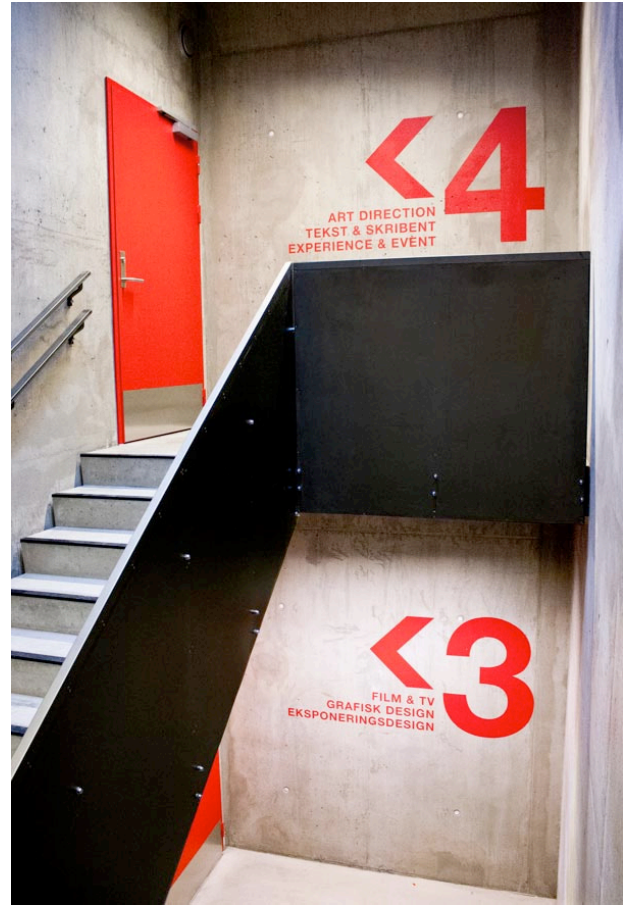
LEARN to LOVE
LEADING
KERNING
 TRICKS of THE PROS

KNOW YOUR
GLYPHS
 INSIDE & OUT

Future

Future

Future



PLASTICS BREAKDOWN

WE USE TONS OF PLASTIC. IT'S IN EVERYTHING FROM PACKAGING TO TOYS, TO THE INTERIORS OF YOUR CAR. WASTED PLASTIC IS A BIG PROBLEM IN OUR OCEANS. IT CONTAMINATES MARINE LIFE AND HURTS BIRDS AND OTHER ANIMALS. IT'S A MAJOR POLLUTANT IN OUR ENVIRONMENT. BUT THERE ARE MANY THINGS YOU CAN DO TO HELP.

BAD FOR THE OCEAN. BAD FOR US

92.5% OF SEA DEBRIS ENDS UP IN THE OCEAN. THAT'S MORE THAN 100 BILLION PLASTIC BAGS EVERY YEAR. IT CAN TAKE 400 TO 1,000 YEARS TO DEGRADE.

54% OF THE 100 HARMFUL SPECIES IN THE OCEAN HAVE BEEN REPORTED TO BE AFFECTED BY PLASTIC.

HOW BIG IS THE PROBLEM?

73.9 MILLION POUNDS OF PLASTIC ARE SPREAD THROUGHOUT THE OCEAN.

HOW MUCH PLASTIC ENDS UP IN THE OCEAN?

CIRCULAR CURRENTS TRAP THOUSANDS OF POUNDS OF PLASTIC IN THE OCEAN.

PLASTIC IS MADE OF TOXINS

331 MILLION BARRELS OF PETROLEUM & NATURAL GAS LIQUIDS WERE USED TO MAKE ALL PLASTIC PRODUCTS GLOBAL TO MAKE 8% OF THE NATIONAL PETROLEUM CONSUMPTION.

FACTS

- 40% CONTAINED PETROLEUM
- 50% CONTAINED PETROLEUM
- 60% CONTAINED PETROLEUM
- 70% CONTAINED PETROLEUM
- 80% CONTAINED PETROLEUM
- 90% CONTAINED PETROLEUM
- 100% CONTAINED PETROLEUM

FLOATING TOXIC MICROPLASTICS

PLASTIC IS CONSUMED BY US.

STAR WARS SPECIAL DOUBLE ISSUE

Entertainment Weekly

THE LAST JEDI?

WHO IS THE LAST JEDI?

EXCLUSIVE INTEL ON THE EPIC SEQUEL BY ANTHONY BRENNAN

LUKE SKYWALKER RETURNS. REY'S COURAGE IS TESTED. AND THE GALAXY BIDS FAREWELL TO LEIA

FALL MOVIE PREVIEW

128 FILMS

INCLUDING BLADE RUNNER 2049, JUSTICE LEAGUE, THOR: RAGNAROK & MORE

VOGUE

Best of Cool

cocktail-Looks, Inspiration Japan and Accessoires zum Verlieben

Kult

Die Stars des neuen Brit Club

Fashion-Magazine 40 Jahre Giorgio Armani

Genial

Papier-Magazin Karl Lagerfeld

Modell-Melanie

Style Show