

8

GRAPHIC DESIGN-MANUAL AND DIGITAL

AIM

To arrange images, symbols and typography to represent an idea or message in a pictorial space.

INTRODUCTION

Graphic design is a visual communication which conveys information to the viewers. It is a real challenge for graphic designers that how they are going to combine visual images and text with creative possibilities. Due to the introduction of modern technology, tools have changed from manual design to digital imaging with software like Photoshop, Illustrator, Corel Draw etc. Through these various exercises, we will learn the difference between manual practice and digital formation of logo making, greeting card design and book cover design. The designer has to keep in mind whether he works manually or digitally; the sole purpose is to convey the messages through the art creatively.

In this practical chapter, we will learn the operations of digital media and how to conceptualise the message into a creative art form.



OBJECTIVES

On completion of this practical lesson, you will be able to:

- develop the skill to incorporate images with the typography;
- conceptualise the messages into a creative art form;
- differentiate between the manual and digital representation of an artwork;



Notes

- develop the digital skills using softwares;
- differentiate the use of manual and digital technique in a painting and a design;
- create greeting card, log and book cover design manually and digitally.

OUR BIRDS/ AMAN

Method of Making Book Cover Design

1. Firstly, conceptualise a structure of the topic on which the book cover is to be made in your mind. Make the illustration on paper using a pencil. As you can see from Fig. 8.1, it is the illustration of a bird. The writer describes the life, eating habits etc., of birds, so the title of the book has been given as 'Our Birds'. The artist has shown it in the cover design.

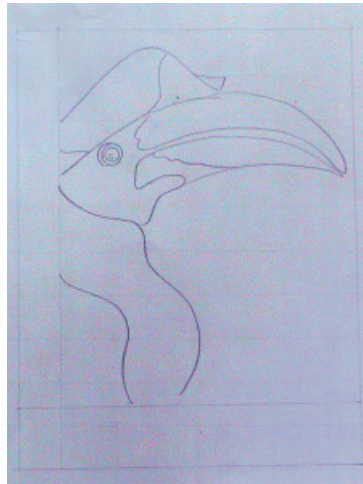


Fig. 8.1



Fig. 8.2



Fig. 8.3



Fig. 8.4



Notes



Fig. 8.5

2. After completing the sketch in pencil, the artist filled it with flat colour. The background has been filled with blue, probably showing the sky and its depth. Next, the artist fills the bird in flat yellow and black. The spine and lower portion of the cover are also filled with black.
3. After filling in the flat colours, the artist does shades the illustration using tone and texture. Firstly, he darkens the flat yellow colour by slightly using orange and starts shading, as can be seen from the figure. Then some more orange is added to the solid yellow for a darker tone for the detailing of the illustration. In the same way, the black portion of the bird in the illustration is also completed using different tones of grey. The illustration is now complete, as seen from the figure.
4. Once the illustration is completed, the writing of letters is done. Some people use tracing paper, but experienced artists write the letters directly. As you can see from the figure, the title 'Our Birds' has been written in black and looks well defined. To balance the yellow colour, the artist has used yellow for the logo and name of the writer. In this way, the reader's eyes will not stop at one place, and he will be curious to see the full cover of the book.



Notes

GLIMPSES OF INDIA/ RAM PRASAD

Method of Making Book Cover Design

To make an illustration on any topic, we first need to conceptualise a structure of the topic in our mind. Then according to that structure, a layout will be made on paper. As you can see from the figures below, the process of making a book cover is on going. The name of the book is 'Glimpses of India', and three important monuments of India can be seen, namely- India Gate, Red Fort and Lotus Temple that add shine to India's splendour.

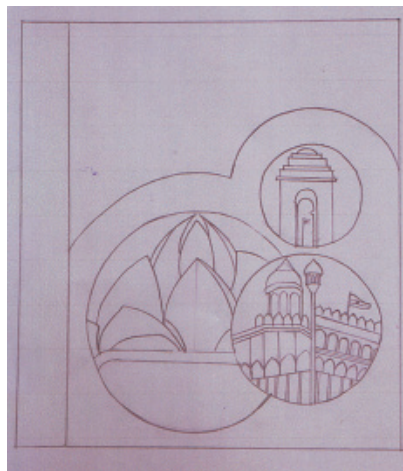


Fig. 8.6

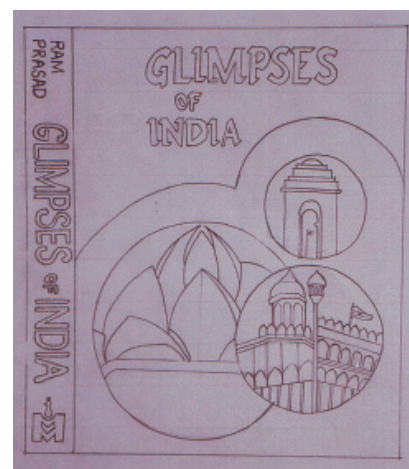


Fig. 8.7

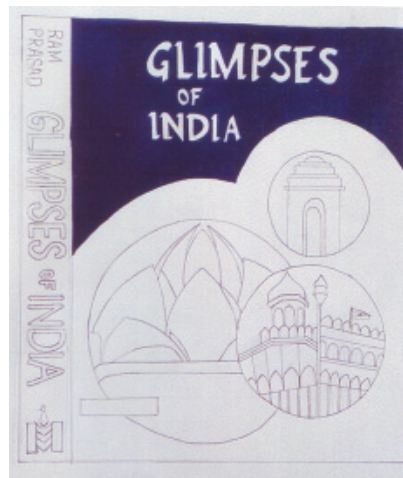


Fig. 8.8

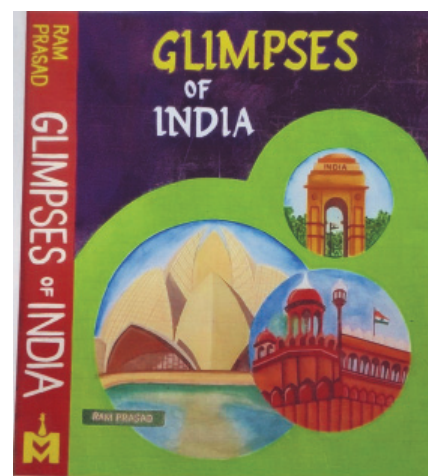


Fig. 8.9

After the drawing is completed, the artist starts writing the letters. The process of writing letters through the graph is given later. Once the letters have been written, the artist starts filling colours. As you can see, the background has been filled with dark blue. In the fourth figure, the detailing has been done. The artist has chosen colours such that the matter looks real. India gate has been filled with medium



yellow, after which the detailing was done using dark yellow and brown to give an original appearance. The Lotus Temple has been given a tone and texture of light yellow and brown on a white base, giving it a very real look. In the end, the artist has given different tones of brown in the Red Fort, which looks very beautiful. It looks as if the artist has captured the Red Fort as it is in a frame. The artist has shown all three-illustrations in a boundary of green, which contrasts the matter, thus defining the matter clearly. In the background of the matter, the artist has shown the sky using different tones of blue, which looks very appealing.

The artist fills the letters with colour once the illustration is complete. As can be seen from the figure, he has filled 'Glimpses' with yellow and 'of India' with white on a background of dark blue colour, making the letters stand out.

Towards the left, he has also shown the spine (thickness) of the book. It carries the logo of the publisher, the name of the writer and the name of the book. Thus, our book cover is ready. Poster colours have been used for the illustration.

EXERCISE FOR BOOK COVER DESIGN

Learners can make book covers on the given topics;

1. Hindi Language
2. Stories of Prem Chand
3. 'Bharat Gatha'
4. 'Ka', 'Kha', 'Ga', Seekho



WHAT YOU HAVE LEARNT

- Graphic design is a visual communication which convey, information to the viewer.
- Some software like photoshop, illustrator, Coreldraw etc., help us to create different images digitally.
- Learn the difference between making manual practice and digital formation.
- Making logos, greeting card designs, book cover designs etc., digitally.



TERMINAL QUESTIONS

1. Differentiate between manual practice and digital formation.
2. Create a front and back cover page for the painting book with graphic designs.
3. Illustrate a coloured logo for any topic.
4. Draw a design for your Art Note Book manually and use watercolour.