

APPLIED ART: GRAPHIC DESIGN

Graphic design is the art of visual communication that combines images, fonts and ideas to convey information to the spectators. Graphic designers combine images and typography to communicate a client's message to an audience. They explore the creative possibilities of words (typography) and images (photography, illustration, and fine art). It is up to the designers to find or create appropriate letterforms (typography) and images and establish the best balance between them. Good design makes a difference in our world. Whether communicating a social message, promoting a business, motivating people to join an organization, enabling citizens to vote for a candidate, or simply helping travellers find their way, good design means connection. Graphic design is a creative process, involving a client and a designer. In the 21st century, graphic design can be put directly into websites, eliminating the need for an intermediary. Common uses of graphic design include identity (logos and branding), publications (magazines, newspapers and books), advertisements and product packaging. For example, a product package might include a logo or other artwork, organized text and pure design elements such as shapes and colours which unify the piece. Composition is one of the most important features of graphic design.

From prehistoric to modern times, art has undergone many changes and developments. The tools of drawing have changed. From charcoal, pencils and brushes, it has reached a digital mouse. And the canvas or drawing sheet has now been replaced with a digital screen. With the best use of software like Paint, Photoshop, Illustrator, CorelDraw and InDesign etc. Art students and practising professional artists and illustrators create digital graphic design which suits best to their needs. Of course, digital design involves many elements beyond the

visual-coding, interaction, information, knowledge of hardware and perhaps even electronics skills. But it is the skill of the graphic designer which matters the most. Compared to manual design, these digital graphic designs are very convenient to reproduce. As printing has also become digital, all manual designs must be converted into digital mode before making a print file.



OBJECTIVES

The learner will be able to:

- develop manual and digital skills for making graphic design.
- create greeting cards manually as well as digitally.
- make cover pages for books and magazines
- design logos for products, services and companies.
- describe how to save and exchange digital artwork with other users.
- describe the convenience of digital art in the present time.

8.1 DESIGNING A GREETING CARD

The reason greeting cards are made is very simple: they not only bring a smile to the face of ones, they also express how much you are concerned about them. It could be any occasion, religious festival, birthday, wedding day, anniversary, or other important day. We send cards as well as receive cards also. Eye-catching greeting cards with a good design are a sure way to become closer to family and friends. A greeting card is generally a simple document – a folded paper with text or images on the front and a message.

8.1.1 Necessary Material Required for Manual Graphic Designs

- HB and 2B pencils
- 1/4 Cartridge Sheet
- Round brushes No. 2, 4, 6 and 8.
- Poster Colours
- Scale
- Computer
- Designing software like Paint, CorelDraw and Photoshop

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Making of Collage,
Graphics and Different
Art forms



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Notes

EXERCISE 1

Preparing a Greeting Card Manually

We will make a Diwali greeting card on a cartridge sheet with poster colours.

First Step

First, take an A4 size drawing sheet and fold it into two. Draw one rectangle vertically and divide the space according to the design. Draw one Kandeel and Diya with flame.

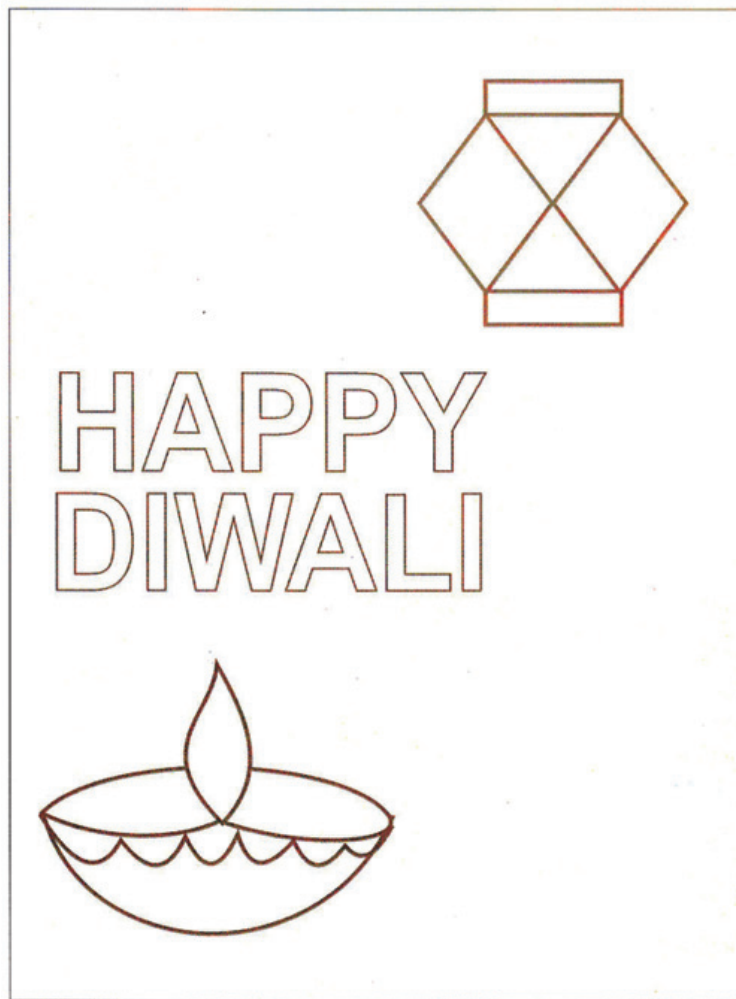


Fig. 8.1

Second Step

Colour Kandeel and Diya with flame on the left bottom. In the middle section write 'Happy Diwali (See Fig. 8.2).



Notes

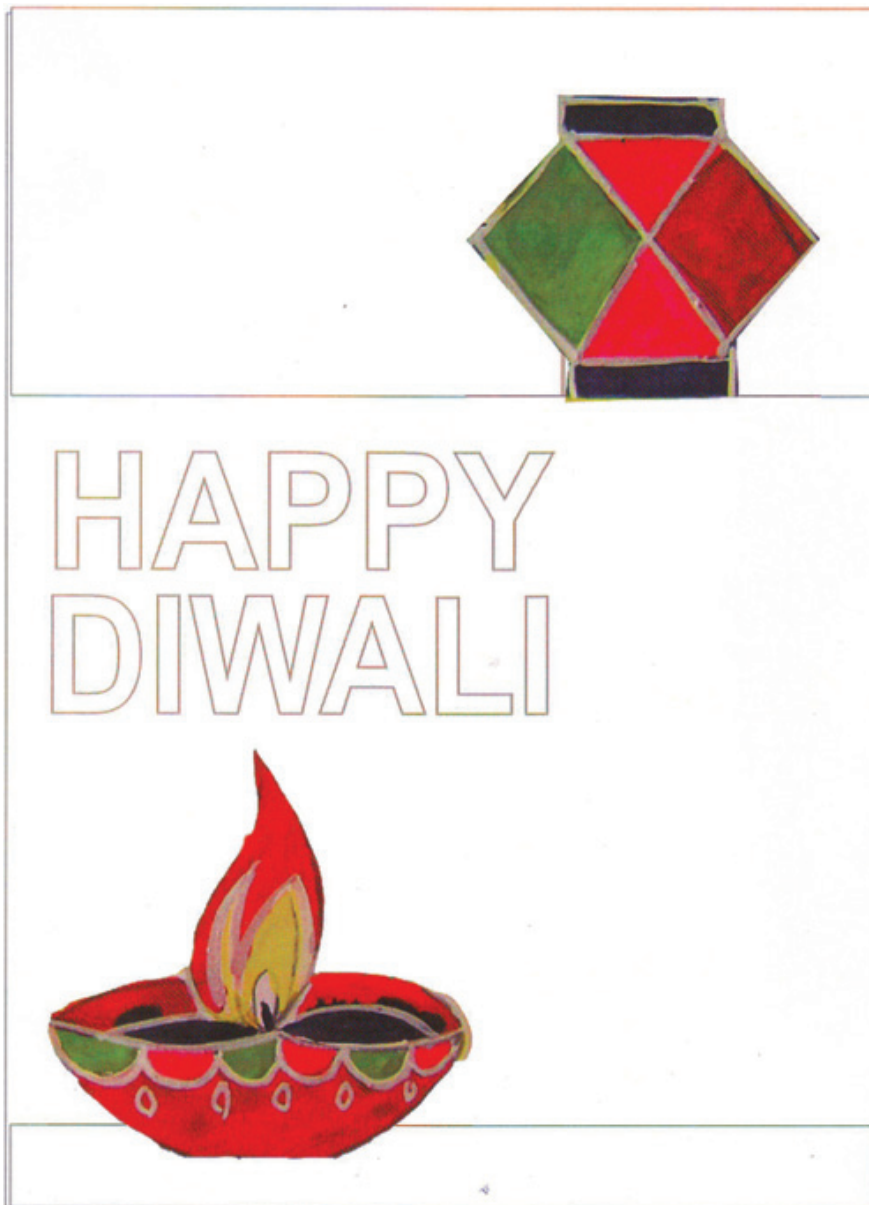


Fig. 8.2

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Third Step

Then fill the background in yellow and blue as shown in the design. Now fill the bright colours in the motifs of Kandeel and Diya. Fill colour in the text of Happy Diwali. You can also fill the empty space of the card with sparkles and things of your liking (See Fig. 8.3).

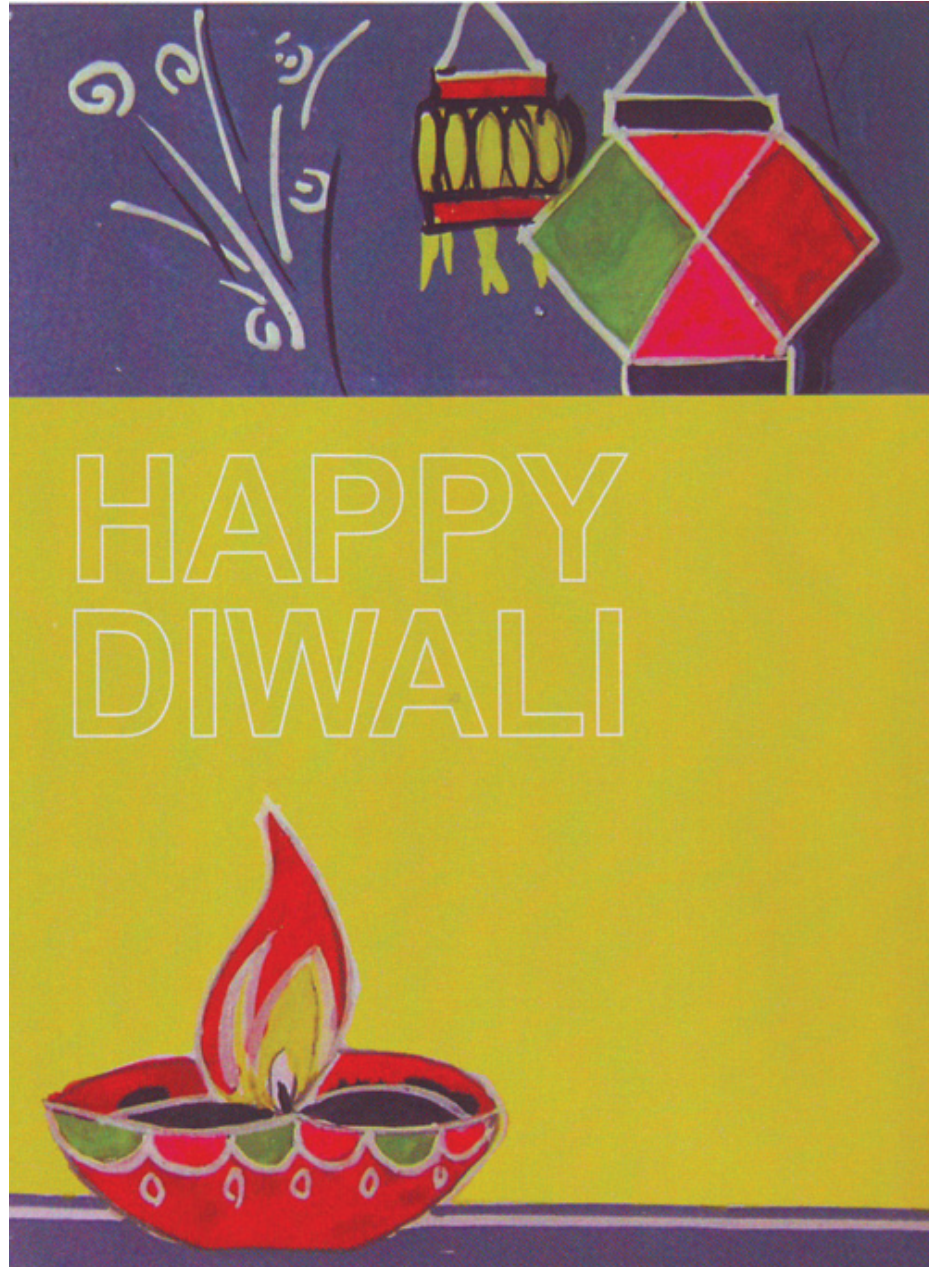


Fig. 8.3

Forth Step

Highlight the outlines with contrasting colours. Then your colourful greeting card is ready (See Fig. 8.4).



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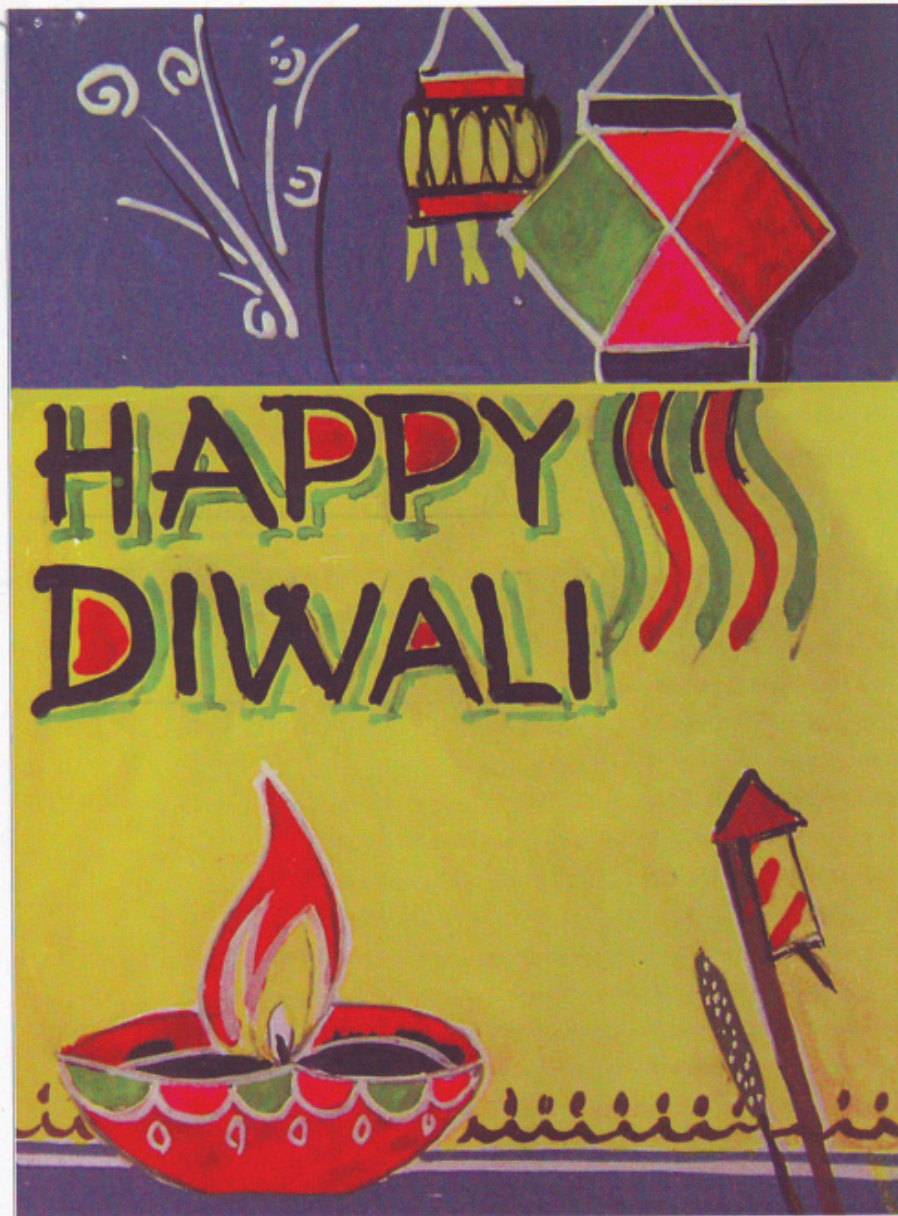


Fig. 8.4

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EXERCISE 2

Prepare a Birthday Card in Digital Mode

First Step

Open a page on Paint software in your computer. Select the brush tool and option of a crayon brush. By selecting a bright colour of your choice, create a background. (See Fig. 8.5).



Notes



Fig. 8.5

Second Step

Now from the clipboard tool, import a picture of a cake from your clipart and paste it on the background (See Fig. 8.6).

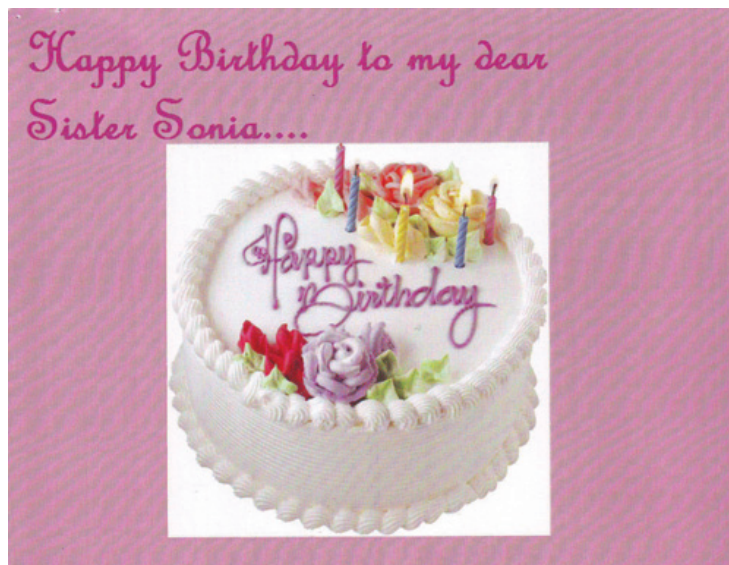


Fig. 8.6



Notes

Third Step

With the help of the shapes tool, create a few stars of different colours and sizes on the left and right sides of the cake (See Fig. 8.7).



Fig. 8.7

Forth Step

Now with the help of the text tool, write 'Happy Birthday' on the cake with contrasting colours. Put one outline frame at the bottom of the card and write the text in reverse formation. Your card is ready. Save this design in your document folder in jpeg format or tiff format.



Fig. 8.8

**Notes****EXERCISE 3****Designing Logo**

A Logo is a design symbolizing one's organization-Logo represents a company by defining its identity and giving it purpose. It is an integral part of a company's brand strategy and should not be ignored. Without a logo, a consumer can't identify identify one product or service from another. A logo can graphically display what services or products you offer. Logo brands identity and adds value to the business. The logo can be based only on the company name. A unique font and layout can create a great logo.

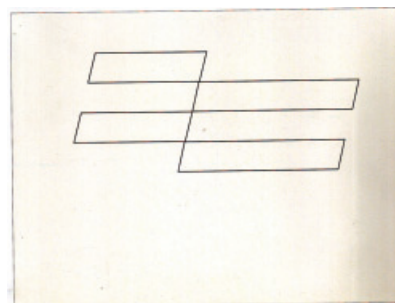
Now the most important part is to get the concept for a logo. It is almost the same process as selecting the name. First, you must determine what your logo should say about your company. There are many different ways to represent a company. You may develop an image related to a business, like a house for a real estate company or a car for a car dealer. On the other hand, you could use just an abstract image representing the company's philosophy. For example, some blocky image would suit a stable trustful company or even just a pyramid. Some companies may be dealing with more than one business, so they would prefer to have a more generic image, but still, you can make it look more technological by implementing straight lines in combination with curves or make it more corporate with more proportional, symmetrical or geometrical shapes. People can easily identify simple logo design that has some kind of symbolic meaning. A logo should not just be noticeable and memorable.

Preparing a Logo Manually

Here, we will make a logo for Indian Post in manual design mode. You need to scribble on a rough sheet to create a logo design. When you can draw an appropriate graphic to suit your subject, you go for making it final.

First Step

First, on a cartridge sheet draw a sketch with a pencil. At the top, draw an image depicting a graphic (See Fig. 8.9).

**Fig. 8.9**



Notes

Second Step

At the bottom, write down 'Indian Post' words with a pencil. (See Fig. 8.10).



Fig. 8.10

Third Step

Now neatly fill the graphic shape with colour. In this logo, post office red suits well. (See Fig. 8.11).



Fig. 8.11

Forth Step

At the bottom of it very neatly fill the text of Indian Post with black colour. For the finishing of the design and text, use white poster colour. Your logo is ready (See Fig. 8.12).



Fig. 8.12

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EXERCISE 4

Designing a Logo Digitally

For digital graphic design of the logo, we have selected the logo of NIOS. Students can create the same logo for practice.

First Step

First open a new page in CorelDraw and pick the rectangle tool from the tool box bar to draw a rectangle (See Fig. 8.13).

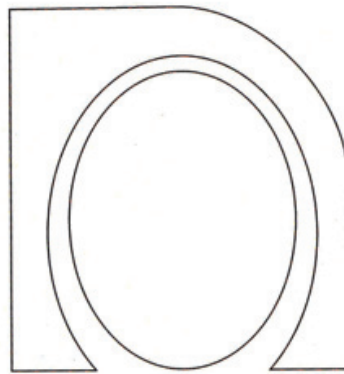


Fig. 8.13

As we can see, this logo has all the alphabet of NIOS. Small 'n' with 'a' and 's' inside it. For 'i' one flame-type graphic is shown.

Second Step

Now, with the help of the freehand tool, and shape tool draw the outline of all alphabets separately (See Fig. 8.14).

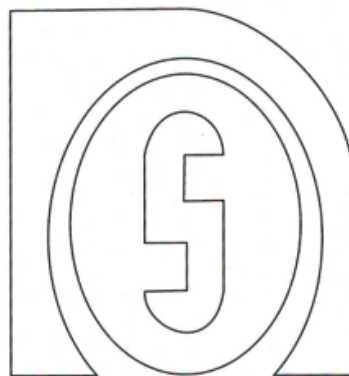


Fig. 8.14



Notes

Third Step

Now make flame on different layers. Now fill each layer of the alphabet with dark blue colour, and fill the flame with orange colour, (See Fig. 8.15).



Fig. 8.15

Forth Step

Now, at the bottom, compose with the text tool the motto of NIOS in Hindi and fill it with orange. 'Convert to Curve' the text. Now select all the objects of all layers and group them (See Fig. 8.16).



Fig. 8.16

**Notes****EXERCISE 5****Preparing Book Cover Manually in Folk or Tribal Art Design**

The basic rule of cover design is that the cover should match the contents of the book. That means that the style, format, and message of the cover should be compatible with and support the style, format, and message of the book itself. A book cover normally has the following elements:

- | | |
|----------------------|-----------------------------|
| 1. Title | 2. The subtitle |
| 3. Design and layout | 4. Back cover or panel copy |
| 5. The spine | 6. Your author's biography |

But here we will prepare the front of a book cover.

First of all, we have selected the title. We will make a book cover on Folk Art design. As this cover is on Indian Folk Art, we need to prepare this cover to match the content. We can draw some sketches of tribal Art. We will use Warli paintings which are very much an ancient Indian tribal art form.

First Step

First of all, take one-fourth of a cartridge sheet and make an outline of a rectangle and sketch some motifs (See Fig. 8.17).

**Fig. 8.17**



Second Step

Draw some motifs of Warli style with a pencil on this cartridge sheet. Make these sketches dark so that after applying a thin coat of background colour, these sketches are visible (See Fig. 8.18).



Fig. 8.18

Third Step

Apply yellow ground with one light green patch. Now darken these figures with dark brown colour (See Fig. 8.19).

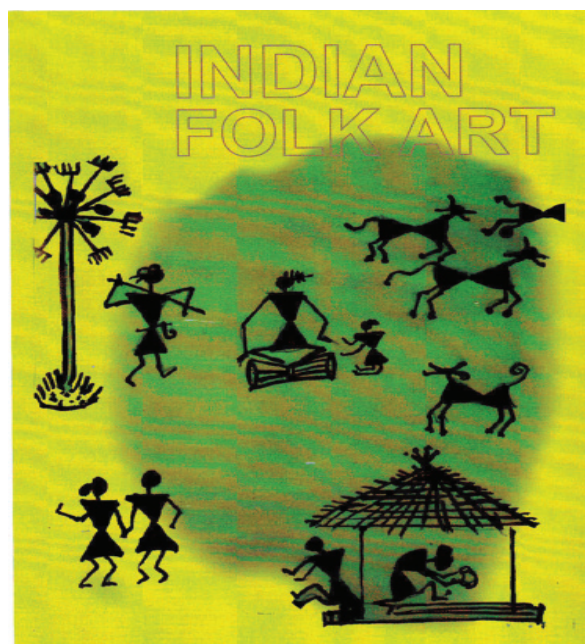


Fig. 8.19

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Forth Step

Write down the title in dark green to match the colour. Your book cover on Indian Tribal Art is ready (See Fig. 8.20).

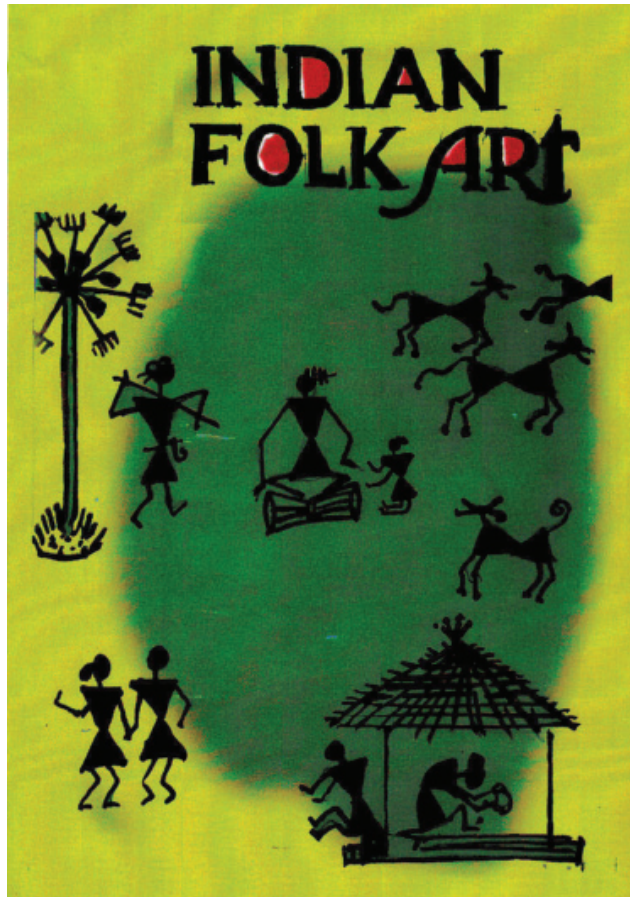


Fig. 8.20

EXERCISE 6

Prepare Book Cover in Digital Mode

All the elements remain the same as the manual design; only we use a computer or laptop for making this design. We have selected to draw a cover for a mathematics book. Here also to match the cover with the content, we will use a graphic design of similar nature.

First Step

First, open a new page in CorelDraw and pick the rectangle tool from the tool box bar to draw a rectangle. Now import one background template from clipart which is suitable for the subject (Fig. 8.21).



Notes



Fig. 8.21

Second Step

Now with the help of the text tool, create one attractive collage of mathematics numbers in the lower half of the cover (See Fig. 8.22).

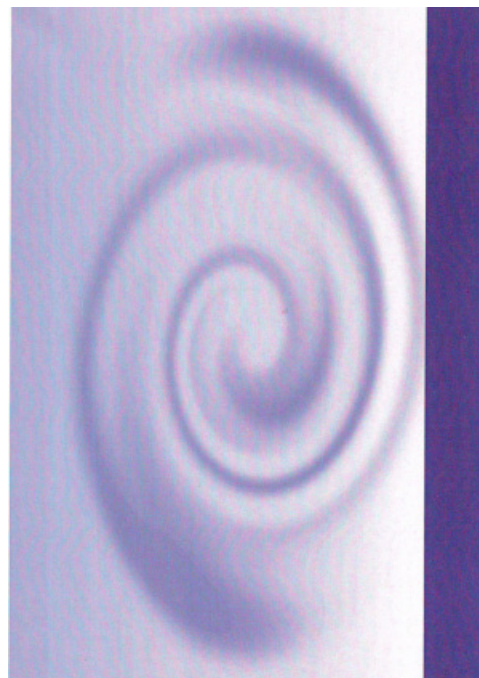


Fig. 8.22

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Third Step

Now again with the help of the text tool, create the title, subtitle, and other necessary matters (See Fig. 8.23).

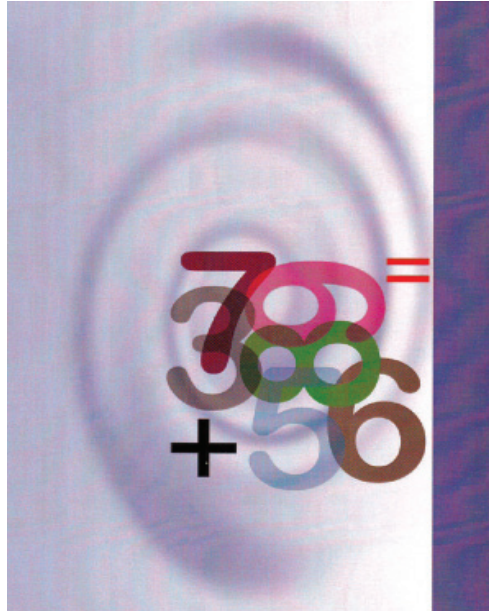


Fig. 8.23

Forth Step

We have made this cover for NIOS, and put NIOS logo on the left side bottom. Your cover of a mathematics book is ready in digital mode. Now save this design in CDR and PDF mode and take out the print (See Fig. 8.24).

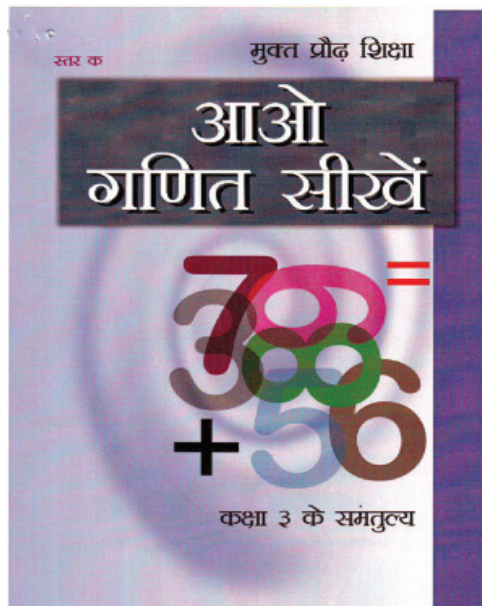
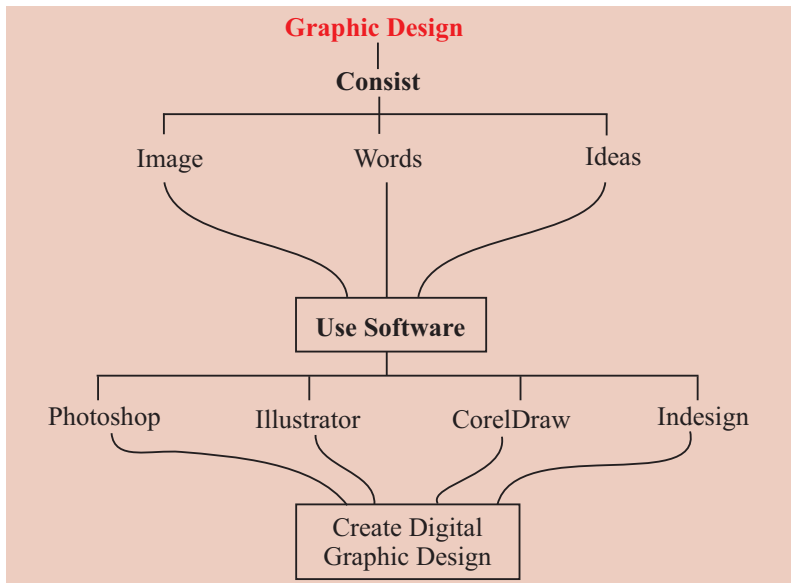


Fig. 8.24



WHAT YOU HAVE LEARNT



Notes



TERMINAL QUESTIONS

1. Create a book cover design manually.
2. Draw some motifs of Warli style on a cartridge sheet and make a greeting card.
3. Design a logo in an A4 size cartridge sheet.
4. Make a Diwali greeting card in A4 size with poster colour.

GLOSSARY

Communication	message
Typography	lettering
Eliminating	do away with
Prehistoric	ancient
Interaction	dealings
Philosophy	viewpoint