Graphic Design: What is Graphic Design?

An Overview
Everywhere you look you see graphic design. TV, magazines, books, movies, clothing, and just about everything we touch conveys a visual message. Graphic designers educate, inform, inspire, motivate, and visually tell stories.

History
The first graphic designs were story drawings in caves of past centuries. Major enhancements such as typography, advanced drawing techniques, printing, photography, and mass media are now standards for designers.

Visual Communicators
Design professionals are visual problem-solvers. They blend text with graphics in order to communicate through logos, graphics, brochures, newsletters, posters, Web sites, reports, signs, and many other types of visual communication.

Careers
Graphic design career opportunities are boundless. Since graphic design is so vast, ranging from out-of-the-box advertisements and clothing or product design to branding, marketing and more, a graphic designer has innumerable possibilities at hand. These are a few potential professions:

- Creative / Art Director
- Junior Artist / Production Artist
- Brand Identity Designer
- Corporate Designer
- Animator
- Title Designer (TV, Film, E-Media)
- Package Designer
- Photo Editing / Photoshop Artist
- Multimedia Designer
- Type Designer
- Sign / Environmental Designer
- Web Designer

"Design, in its broadest sense, is the enabler of the digital era — it’s a process that creates order out of chaos, that renders technology usable to business. Design means being good, not just looking good.”
— Clement Mok

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