Graphic Design is a form of visual communication. It is a process by which visual information is given form and structure, so as to communicate a message.

This is often done through the arrangement of typography and graphic elements and can take many forms, from printed documents to 3D design.

A graphic designer can incorporate the use of photography, illustration, iconography, and branding, but is not limited to these devices.

Problem solving on a flat two-dimensional surface.

Gives form to ideas

Combines type, images, and color to inform, interest, and persuade specific audiences.

Communication is the vital element

Create expressive messages aligned with *need* and *intent*.

Conceive, plan and execute designs

Communicate a specific message to a specific audience.

Must say something specific about a given product or piece of information.

Graphic design theory

Design principles and elements are the basic visual toolbox of design tactics in every design discipline.

The elements (including space, shape, form, line, texture, pattern, and color) compose the basic vocabulary of visual design.

Design principles, such as scale, proportion, balance, rhythm, emphasis, variety, and unity, constitute the broader structural aspects of the composition.

According to the **classic theory of design**, or graphic design, visual design, art, the visual excitement of a work of design is a result of how the composition of the design elements create mood, style, message, and a look.

There is research and planning that is needed for most design work:

- the design process, which encompasses the step-by-step and often complex path that a designer takes toward a design solution through research, exploration, re-evaluation, and revision of a design problem. This process starts with the client and ends with the finished design product.
- use of a grid to help improve or speed up the layout of images and text. Like the steel
 internal frame of building, the grid helps the 2D designer place information on paper
 or screen in a way that improves the design visually and its usability.
- impact and use of technology for design solutions. Graphic designers are usually first to adopt and incorporate new technology in solutions or concepts when possible.

What do they design?

Graphic design is expressed in numerous devices and media, the most common being:

- Print magazines, newspapers, posters, periodicals, business collateral materials, print advertisements
- Interactive design web sites and software user interfaces
- Film, videos, CDs, DVDs title design, motion graphics, promotional materials
- Identity systems, environmental graphic design including signage, and retail environments
- Products, packaging, point-of-purchase displays

Poster design





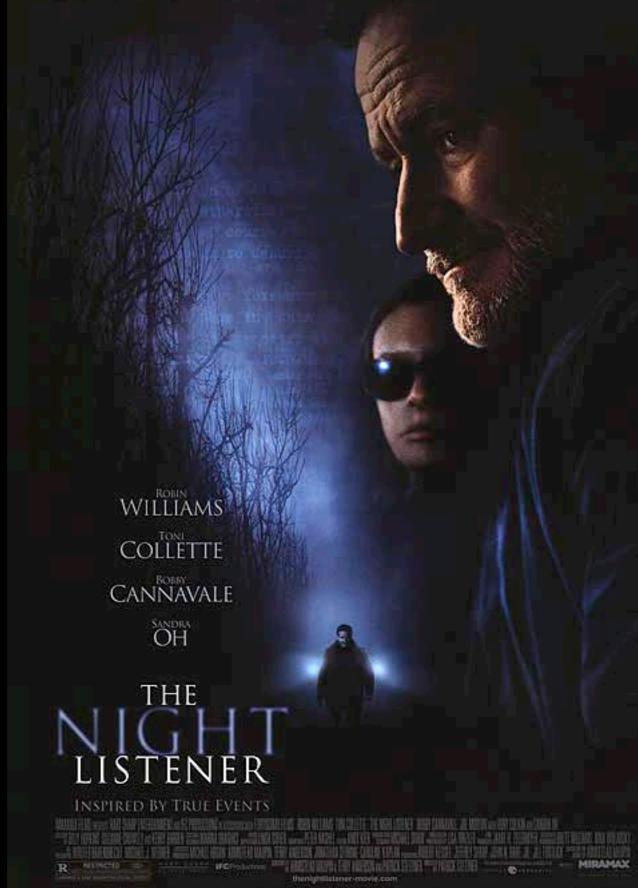
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Moving at the speed of life, we are bound to collide with each other.

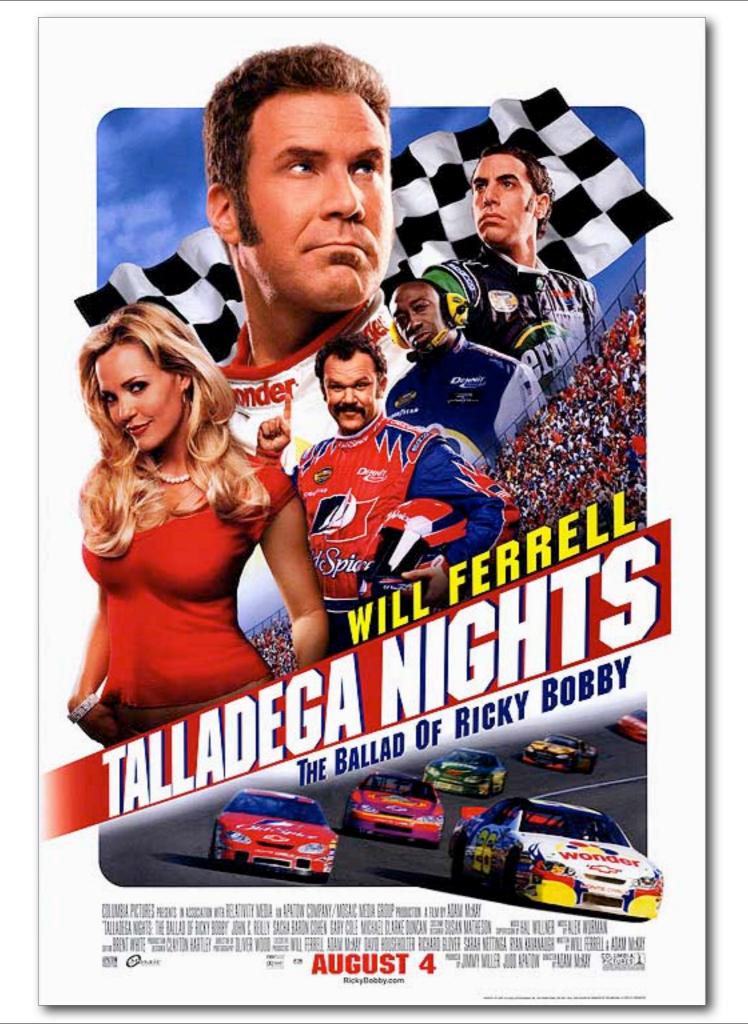
SUPERMAN RETURNS

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LISTEN FOR THE TRUTH









Brochure design









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MINI COOPER If you've looking for something with added compt, then MiNI Cogper is the car for you, Adding 15' alloy wheels

ature sports chassis th extra wide track top of that, there's side mirrors for that

DESIGN

Good looks are usually hereditary, and this definitely holds true in the case of MINI. Based on the original design-to-space concept, MINI lives up to its reputation as the one-off small car that creates space on the inside and saves space on the outs

DRIVING EXPERIENCE The wheels of the MINI are pushed out to each of the car, giving it a low centre of gravity and sug kart style handling. This is enhanced by the multi-suspension – a rare feature in a small car. It may that the rear wheels of the MINI are always in full with the rear wheels of the MINI are always in full thed out to each co ter of rb go-rk rear to a full of

MINI ONE Whichever way you look at it, this is one exciting car. With its 90 bhp engine, MINI One is ready to go whenever you are. The definition of fun on four wheels that's great to drive.

SAFETY Four airbags as standard disc brakes all round, Ant CBC and EBD), and Autor (ASC+T) makes MINI one you can hav

ENGINE

tore is in fact less, as the 1.6 litre, 90 bhp MINI One proves. Not only does it deliver fine it also achieves remarkably low emissions is and fuel ks to a c







WORK BY

Camille Acey, Ron Eyal, Daniel E. Carrera, Stephanie Chen, Robin Goka, Breca Rodriguez Griswold, Amarina Kealoha, Jaime Lozano, James Naish, Juan Vince Navarro, Josah Perley, Gabriel Peters-Lazaro, Bond Ren, Monica Serafin, Brett Simon, & Brandon Wero,





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FOR MORE INFORMATION

Please visit the web site of the Pacific Film Archive and the Berkeley Art Museum web site at: www.bampfa.berkeley.edu/

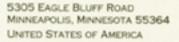
Stationary design





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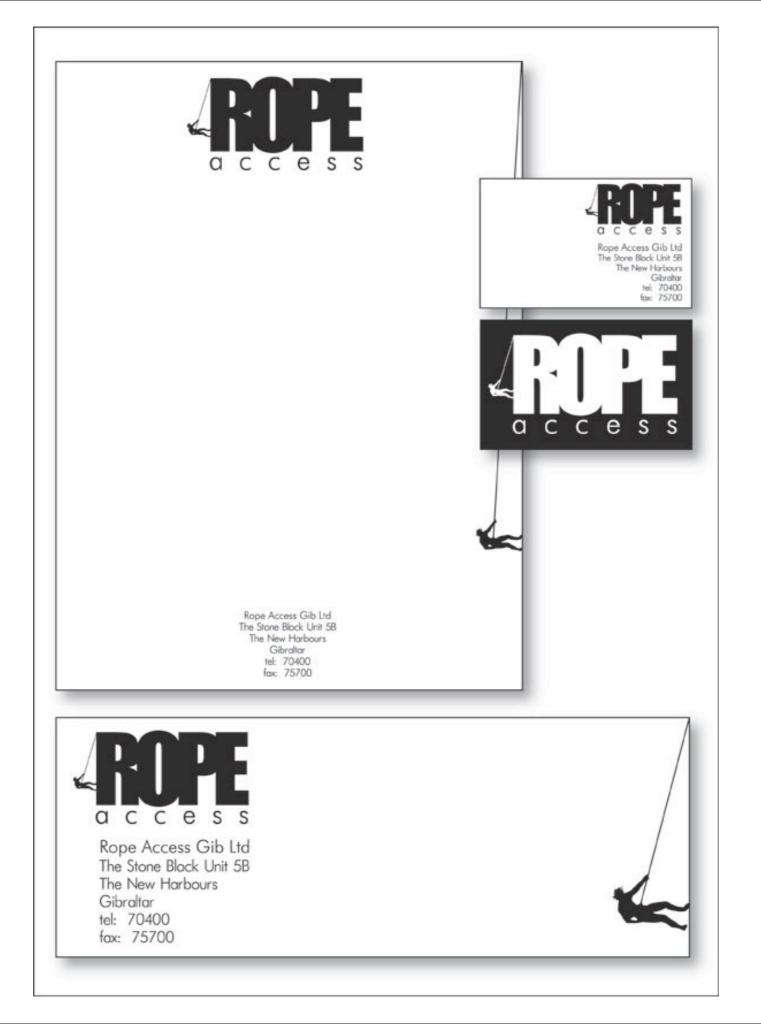
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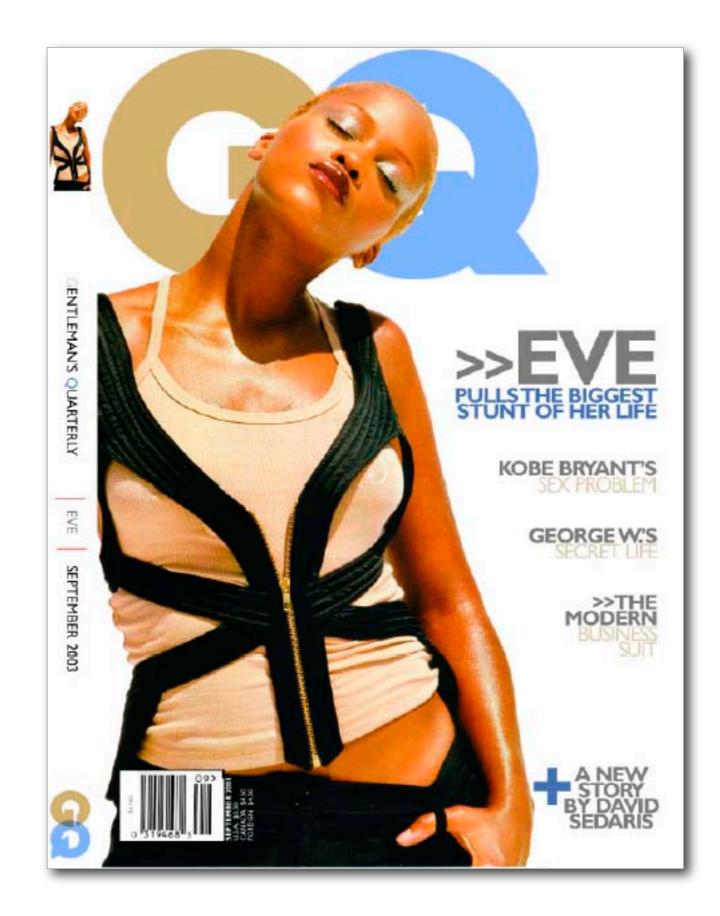
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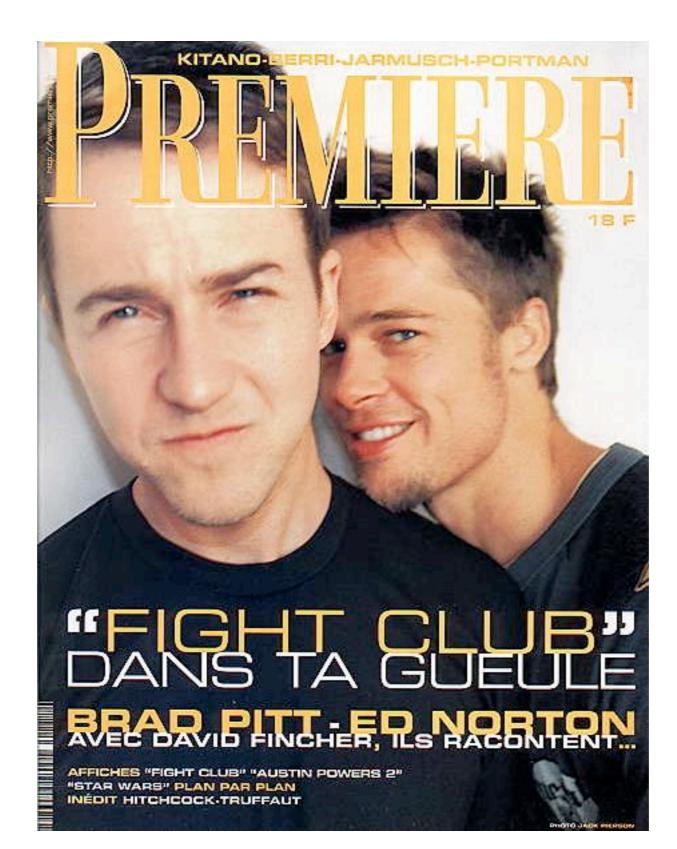


BUILDING RELATIONSHIPS FOR INTERNATIONAL BUSINESS SUCCESS



Magazine design











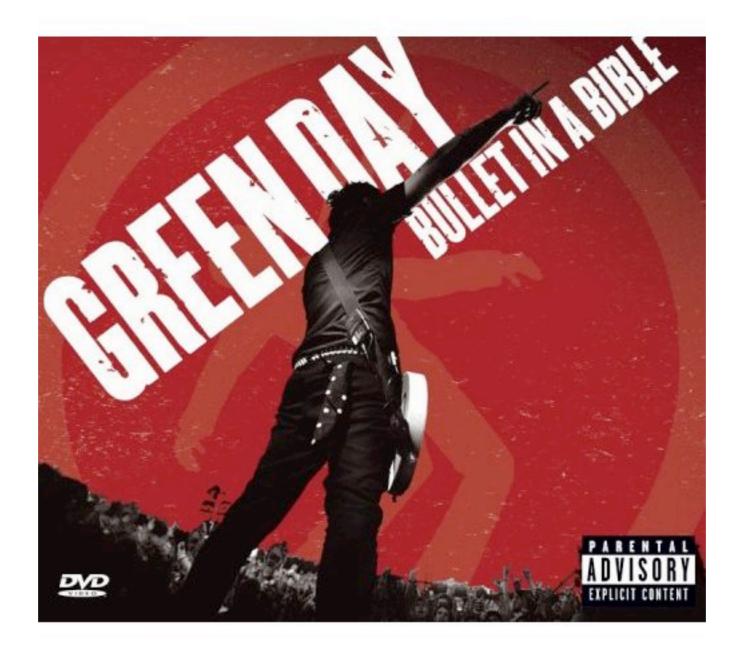
CD Packaging





ITSLIKE A THROBEING TOOTHACHE OF THE MIND G. St Jingy MLT ST. STATUS CRAINE DINN ACRASS THE SUCHAY T CAN'T TAKE THIS PEELING ANY MORE DRAIN THE PRESSURE FROM THE SWELLING THIS SENSATIONS CHER WHELMING SILIEME A LONG KISS GOODNIGHT AND EVERYTHING WILL BE ALRUGHT DANT OF A LICENSETTE, HE'S INSURATE CRAINIG AT YES ON THE COUNT OF 1,2,3.4 ANY NAME IS SLIMAN AND YES BETTER NOT WEAR IT BUT AND EVERY THING WILL BE ATRIANT TELL ME THAT I WONT FEELA THING GIVE ME NOVACAINE OUT OF BOOM ANDOUT OF MIND EVENTHE DEATHS DUT OF MIND I GET THE FORMY FEELING AND THATSALRIGHT ME DIRAN THE PERSONE FROM THE SWELLING NOVA DRAIN THE PERSONE FROM THE SWELLING NOVA THIS COLLECTION WHEN MIND DUCODE COMMANDS THAT YOUR MOMMATALLED ABOUT WHY OF THE 90 THERES AND I'M HERE TO BEFORE BUTTINE NEEDLE IN THE USIN OF THE ESTABLEMMENT, I'M THE PATPEN SAINT OF THE DENIAL WITH AN ANGEL FACE AND A TASTE PER GUIDAL CIGARETTES AND BAMEN AND A LITTLE BAG DE DEFE. T AR THE SAN OF A GITLH AND STOAR. ALLAN POE, PAISED IN THE CITY WADER & MAIN OF LIGHTS. THIS SENSATION'S CHERWHELMING GIVE ME A LONG KISS GOOD NIGHT AND EVERY THING WILL ISE ALRIGHT TELL ME **JIMMY** I WONT FEEL A THING CAINE THE PRODUCT OF NAME AND FRAR THAT NO 'VE BEEN VICTIMIZED. ARE YOU TALKING TO ME? MY NAME IS ST. ZIMAN. ZM A BON OF A GUN. I'N THE WE THAT'S FROM THE WAY BUTSIDE. TA A TERNAME ASSAULT EXECUTING SUME WUN IN THE OUT OF THE LINE OF CRIME, I'D REALLY MANS TO SUMY IT, BAT I THUD YOU SO, SO SHUT YOUR REAL BEFORE I SHIELT YOU DOWN BEL SHE'S A REBEL 8 FROM CHICAGO 3014 4 OL'BOY, WELLOWE TO THE CLUB AND GIVE ME SOME BLADD. SHE'S A SHINT Th TERPATO SHE'S THE SALT OF THE EARTH SHE'S THE ONE THAT THEY RE TH THE RESIDENT LEADER OF THE LEST SHE TEUSID . THIS COMEDY AND TRACEPY STI ST STAMY AND THAT'S MY NAME AND SHES DANGERDUS CALL NO BLD LIHATSERNINE 4 SHE'S A REBEL SHE'S THE SYMEOL B MIGILANTE OF RESISTANCE MISSINGLINE ON THEBRIE AND SHE'S HOLDING ON BY THE AWAY THE SENSATION INSID OF DESTRUCTION HEART LINE & HENDGRENASE BITTERSWEET MIGRAINE IN MY HEAD

GREEN 1. AMERICAN IDIO 2. JESUS OF SUBURBIA JESUS OF SUBURBIA CITY OF THE DAMNED 1. JON T CARE 1. DON T CARE 1. 1. AMERICAN IDIOT HOLIDAY BOULEVARD OF BROKEN DREAMS 5. ARE WE THE WAITING WHMIL TO ... T. GIVE ME NOVACAINE 9, SHE'S A REBEL 9. EXTRAORDINARY GIRL 10. LETTERBOMB A3 KE ME UP WHEN SER HE MOMECOMING THE DEATH OF ST. JIMMYY E EAST 12" ST. NOBODY LIKES YOU IR ROCK AND ROLL GIRLFRIEND IR ROCK AND ROLL GIRLFRIEND WE'RE COMING HOME AGAIN WE'RE COMING HOME AGAIN WHATSERN' 11 WAKE ME UP WHEN SEPTEMBER ENDS

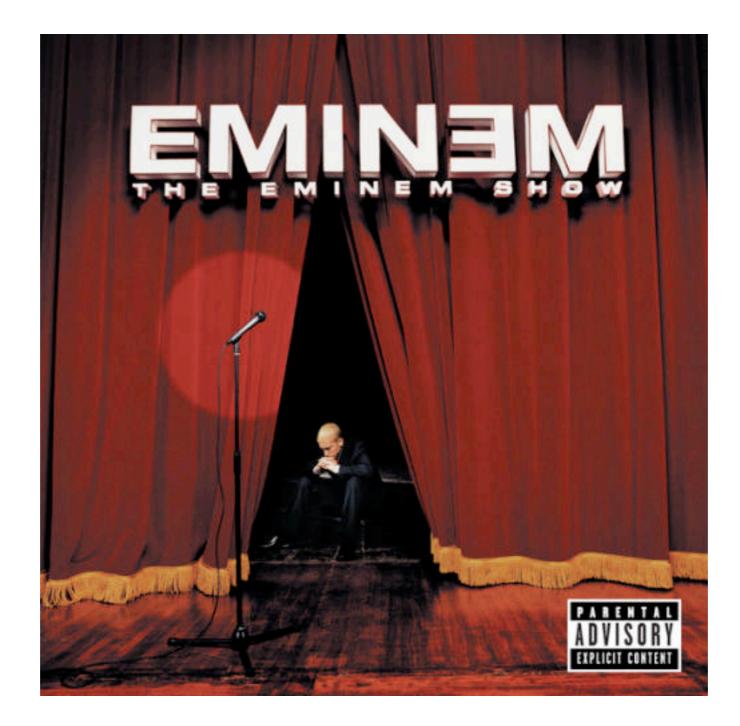






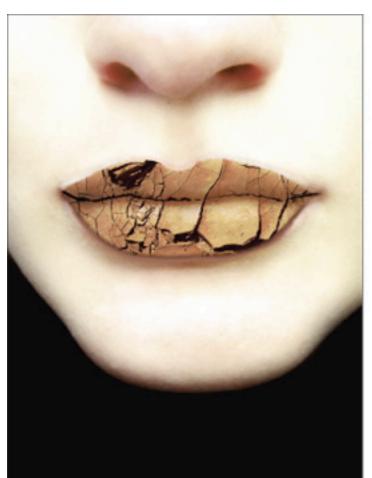
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Print advertisements

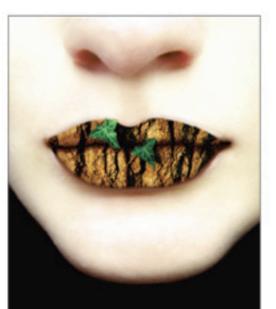


parched lips?



helps prevent chafed, chapped, cracked, or parched lips.

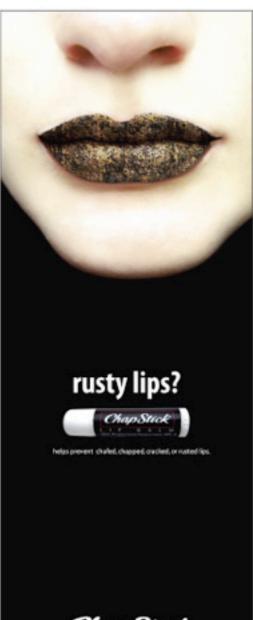




rugged lips?

helps prevent challed, chapped, cracked, or nagged lips.











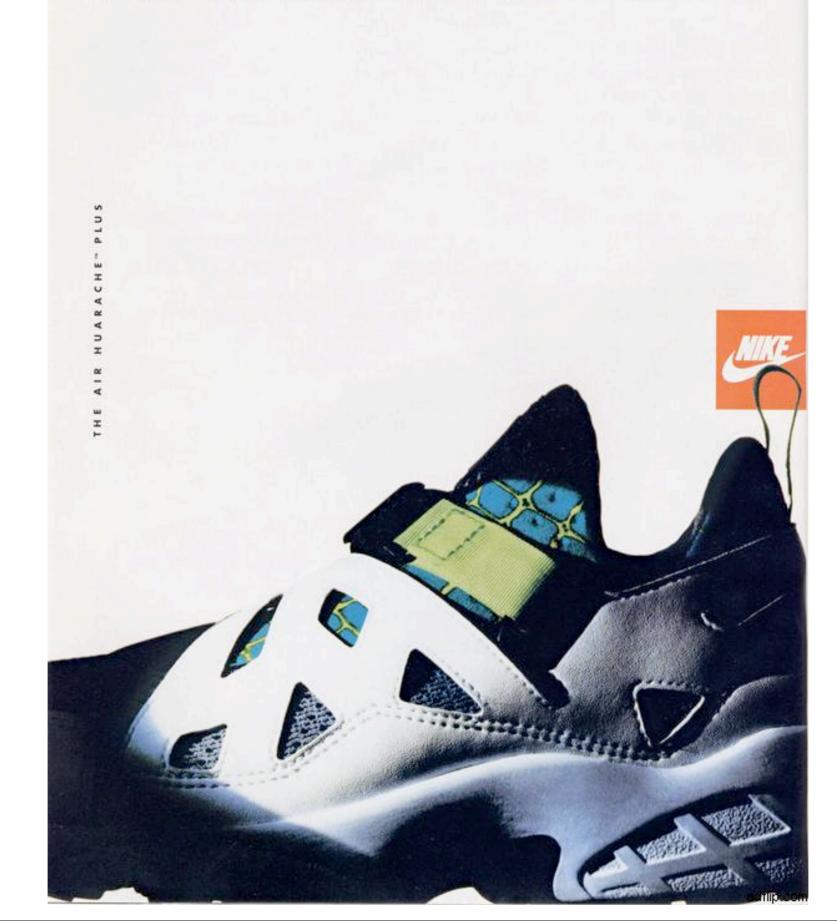
MY HIPS RETURN TO PUBERTY

WHEN I'M IN DANCE CLASS. MUSIC AFFECTS THEM LIKE HORMONES MAKING THEM CRAZY AND SPONTANEOUS AND OPTIMISTIC AND PRONE TO DRAMA AND I DON'T UNDERSTAND THEM AND SOMETIMES THEY DON'T UNDERSTAND THEMSELVES. WHEN THE MUSIC STOPS THEY'RE STILL CHARGED DON'T TOUCH ME SPARKS WILL FLY. JUST DO IT. NIKEWOMEN.COM

THIS IS NOT ENOUGH SPACE to talk about this shoe. This is not

enough space to describe how it fits and how it feels and how it hugs your foot. This is not enough space

to appreciate a shoe like this, not even close. You need ABOUT FIVE MORE MILES.



Corporate Identity

logo design

















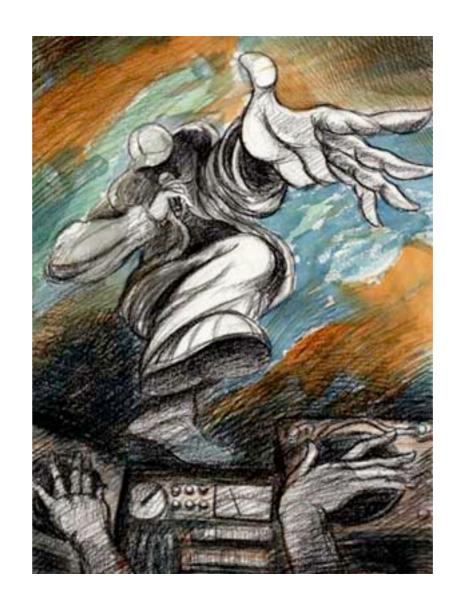




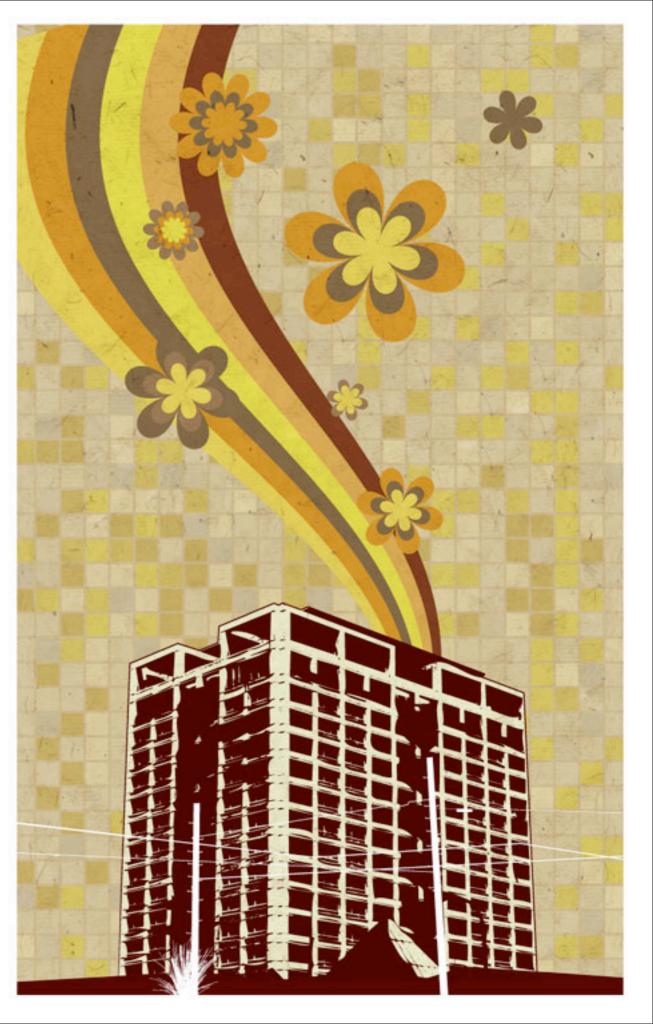
additional areas of graphic design

Illustration









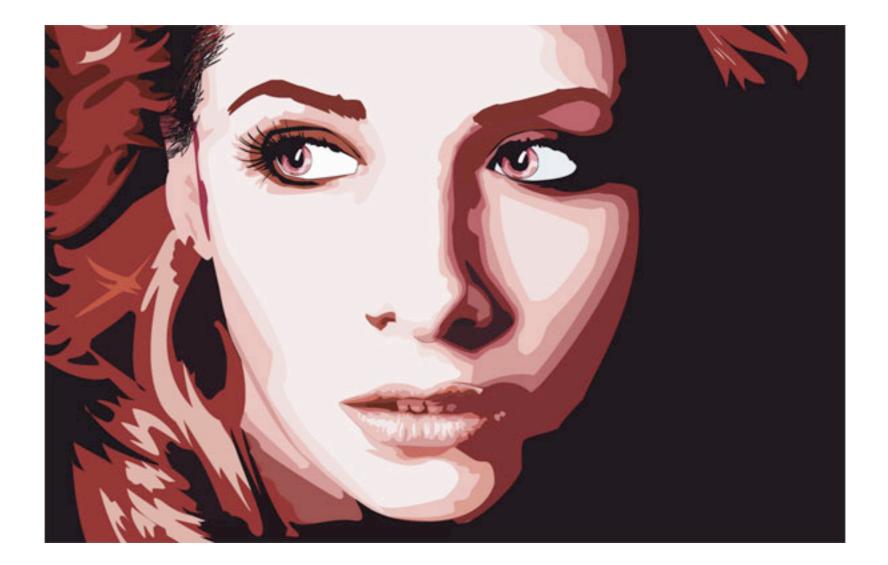


Exhibit design







Architectural Graphics



Signage

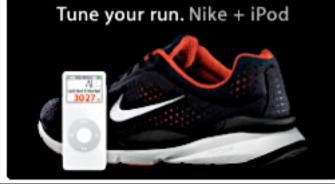


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