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RULES FOR GRAPHIC DESIGN

Each profession has its own characteristics and special features. The main task of the given research is to give analysis concerning the main aspects of graphic design and its rules.

A graphic designer is a professional within the area of graphic design and graphic arts industry who assembles together images, typography or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for published, printed or electronic media, such as brochures (sometimes) and advertising material. They are also sometimes responsible for typesetting, illustration, user interfaces, and web design. A core responsibility of the designer's job is to present information in a way that is both accessible and memorable.[1]

Graphic design is the process of communicating ideas and information with color, images and typography. Applications of graphic design include, but are not limited to signage, electronic visual media, educational media, public information, advertisement, packaging, product design, and personal communication. Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the interaction can be physical or virtual, and may include images, words, or graphic forms. The process of designing can last an instant or a long period of time. The volume of work can happen of any size. It can also be for any purpose, whether commercial, educational, cultural, or political.

Using any means, the opportunities for curiosity are not exhausted. Mechanical advancement is consistently presenting new open doors for creative structure.

Imaginative plan consistently creates together with inventive innovation, and can never be an end in itself. An item is purchased to be utilized. It needs to fulfill certain criteria, useful as well as mental and tasteful. Great structure accentuates the value of an item while ignoring whatever might diminish it. The stylish nature of an item is indispensable to its helpfulness since items are used every day and affect individuals and their prosperity. Just first rate items can be fine. It explains the item's structure. Even better, it can make the item obviously express its functionality by using the client's style. In the best case scenario, it is simple. Graphic design can use image-based designs involving photos, illustrations, logos and symbols, type-based designs, or a combination of both techniques [2]. These designs can include various combinations of the following elements.

- Straight, bended, wavy, thick, dainty - with regards to lines, the conceivable outcomes are boundless. Lines permit originators to isolate a space or separate substance in a format. They can likewise be utilized to manage the eyes of the watcher, or cause different components to follow a vital way for included findability, to get the watcher effectively from picture A toward point B.

- Shapes offer an assortment of approaches to occupy spaces imaginatively, to help content and different types of substance, and to adjust a plan. Shapes can be made from nothing, utilizing blank area to give a plan structure and lucidity.

- Color, or the absence of it, along with shading, is a significant component of any structure. With a strong comprehension of shading hypothesis, fashioners can incredibly impact a plan and a brand, consistently incorporating shading intensely or with splendid nuance.

- Even a smooth and lustrous notice can appear to be unmistakable with surface. It gives a feeling of a material surface through its visual appearance and includes a feeling of profundity, upgraded by determination of fitting paper and material.

To conclude, we can say that good graphic design is when your intended audience gets your message. Great graphic design is when the message convinces

your intended audience that you deliver them. We learn by doing. That includes technical writing, programming, and design. Good design will always make your product useful and will show the positive sides of the product only. A good design should be aesthetic, unobtrusive. It should make the product understandable. People need long-lasting design. They should include the intricate details and be environmentally - friendly. The outcome should be honest and genuine.

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