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GRAPHIC DESIGN

It is futile to deny, Graphic design is the art and practice of creating visual content using typography, images, and other elements to communicate a message or idea. Graphic designers use various tools and techniques to create designs for a range of media, including print, digital, and visual communication.

The first magazine with the word "design" in its name – "Journal of Design" – appeared in England in 1848. It was founded by Sir Henry Cole, statesman, draftsman, initiator of the World Exhibition in London in 1851. In the foreword to one of the first issues, the editor of the magazine, Richard Redgrave, noted: "Design has a dual nature. In the first place – strict compliance with the purpose of the created thing. On the second – decoration or ornamentation of this useful structure. For many reasons, the word "design" is most often associated with the second, with an independent ornament opposed to a useful function, than with the unity of both sides." This was written shortly after the end of the industrial revolution, when, in fact, a new profession – the designer-artist – was born.

The purpose of the article is to ground the meaning of "graphic design", make the definition of this phenomenon.

The goal of graphic design is to create effective visual communication that engages and informs the viewer. (Meggs, P.B. and Purvis, A.W. (2005). A History of Graphic Design. USA: Wiley.) Graphic designers use color, layout, typography, and other design elements to create compelling designs that effectively communicate a message. We are talking about the fact that graphic design in our time has become the main tool for designing visual communications, created to convey certain

information, messages, thoughts to social groups with specific goals. (Lupton, E. (2004). A Critical Guide for Designers, Writers, Editors, & Students USA: Princeton Architectural Press) The role of graphic design is the interpretation and presentation of a language message in graphic form. We can define the art of graphic design as artistic and constructive creative activity with the goal of creating graphic objects that must meet a communicative purpose. (Dabner, D. (2010). The Principles and Practice of Graphic Design. USA: Wiley.) This definition is our understanding of graphic design as an artistic and communicative system.

Some common types of graphic design include branding and logo design, website design, print design (such as business cards, brochures, and posters), packaging design, and advertising design.

There are many different directions that a career in graphic design can take. Here are some of the most common:

• Branding and Identity Design: This involves creating logos, visual identities, and branding guidelines for companies and organizations.

• Web and User Interface (UI) Design: This involves designing websites, mobile apps, and other digital interfaces that are easy to use and visually appealing.

• Print and Editorial Design: This involves designing print materials such as brochures, magazines, and books.

• Packaging Design: This involves designing the packaging and labels for products, with an emphasis on both aesthetic appeal and functionality.

• Advertising and Marketing Design: This involves creating visual content for advertising campaigns, including digital ads, billboards, and print ads.

• Motion Graphics and Animation: This involves creating animated videos and motion graphics for a variety of purposes, including advertisements, explainer videos, and social media content.

• Environmental and Wayfinding Design: This involves designing signage and environmental graphics for public spaces, such as airports, museums, and shopping malls.

Being an artistic creation, the object of graphic design reproduces the created image, which is characterized by the personal side of the world perception of the author. (White, A.W. (2002). The Elements of Graphic Design. USA: Allworth Press.) At the moment of creating a graphic object, the designer uses artistic means, such as: color scheme, size and shape of the figure, and in total compositions that correspond to his style. This style is a reflection of the author's artistic preferences.

There is a tendency to move the terminological apparatus of industrial design to the field of graphic design. (Armstrong, H. (2009). Graphic Design Theory: Readings from the Field. USA: Princeton Architectural Press.)First of all, it concerns such basic concepts as construction and composition. Moreover, such a tendency towards an eclecticism of terms can also be traced on the example of graphic design and professional visual arts (these are concepts such as space, relief, texture, volume, etc.). There is penetration into the field of graphic design of definitions from the psychological field. (Eskilson, S.J. (2007). Graphic Design: A New History. USA: Yale University Press.)

Overall, graphic design plays an important role in shaping the way we perceive and interact with visual media in our daily lives.

From above-mentioned information, we can make a ***conclusion*** that graphic design is a dynamic and constantly evolving field that plays an important role in shaping the way we perceive and interact with visual media in our daily lives.

With the rapid growth of digital media and technology, graphic design is more important than ever in helping individuals and organizations to effectively communicate their message to a global audience.

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