

Section 9

Graphic design

What is graphic design?

- Developing creative ideas to solve a design problem.
- Communicating ideas.
- Sometimes working in three dimensions as well as two.

What courses are available?

- Photography
- Advertising
- Information design
- Typography
- Design for communication
- Illustration

What careers could I go into?

- Designing websites, magazines, T-shirts and so on.
- Illustrating children's books.
- Filming music videos... and much more!

Where can I research graphic design?

- www.limitedlanguage.org has hundreds of links to other design-related websites.
- www.magmabooks.com – a London-based bookshop 'for visual junkies'.
- www.eyemagazine.com
- www.creativereview.co.uk – you need to subscribe to the website to access it.
- www.blueprintmagazine.co.uk – you need to subscribe to the website to access it.
- www.graphicthoughtfacility.com – a graphic design company.
- www.johnsonbanks.co.uk – a graphic design company.

This is section 9 of 11 sections.

For the full set of sections, please visit our website at www.arts.ac.uk

What should be in my portfolio?

- **Work relating to graphic design!** For example, photography, printmaking and using words, type and images together.
- **3-D work.** If any pieces are too big, include good quality photographs from different angles, stating the height, length and width, and the materials you used.
- **Work that communicates your ideas.** Who is it aimed at? What are you trying to communicate? How do you get your message across – with words or images, or both?
- **Examples of drawing and technical drawing skills.**
- **Work demonstrating your technical abilities** in design software, drawing, photography, or film. But remember, tutors are really interested in people with ideas because technology is useless without them!
- **Stills, storyboards, print-outs and so on.** Tutors might not have time to watch a video or look at a website so if you have any work on CD or on a laptop, print it out and display it in your portfolio. Make sure any print-outs or photographs are good quality.

What else could I do?

Multimedia: see also section 11 – Multimedia design.

3-D design: see also section 10 – 3-D design.

Drawing board at London College of Communication

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