

## **SOME ASPECTS OF GRAPHIC DESIGN**

Graphic design is an integral part of creating a successful store or company. To begin with, you need to understand what graphic design is and to have at least some basic knowledge of key design terms.

GRAPHIC DESIGN - Design of character symbols, logos, services of designers, designing polygraphic products, and so on. In the first place it is necessary to create a brand.

BRAND - the name, term, sign, symbol or design, as well as combinations thereof, which are intended to identify the goods and services of one seller or group of sellers.

Let's imagine that you have decided to become an entrepreneur. You need to create a firm style which will contain some content. There are some concepts which must be considered.

FIRM STYLE is a set of visual, verbal and other elements that create a unique image of the brand in communications.

LOGO In today's design practice, the "company logo" is the name, initials, monogram, or other sign image executed using certain techniques of stylisation of graphic design.

TRADEMARK - means that the release of goods or the provision of services realize this firm, which has this brand name.

MONOGRAMM (Greek - a simple line) - at first, meant an image drawn by one line, later a sign composed of two or more related letters, usually initials;

CALLIGRAPHY - the art of beautiful and clear letters;

PACKAGE DESIGN is the process of designing or packaging a product in accordance with the approved visual trademark constants of the brand to which the product relates.

ILLUSTRATION - visualization of the text in a book, a journal, a newspaper. The illustration is used to: transfer the emotional atmosphere of an artistic work, visualize the characters of the narrative, demonstrate the objects described.

ORNAMENT. The word "ornament" is derived from the Latin word "ornamentum", which is translated as "decoration". Ornament is called a pattern, with patterns repeated in a certain order.

POSTER - large format, an image made for promotional, informational or educational purposes.

ADVERTISING DESIGN is more of a commercial craft, based more on gaining profit than on art.

COPY (Latin Copia - lots, stock). An artistic work that repeats another work in order to reproduce it as accurately as possible. The full copy must correspond to the original both by the size and technical means, and by the quality of execution.

Of course, in order to implement your plan, you need to contact the graphic designer, but now you will have an idea of the process of creating a visual and beautiful image of your successful business.

Graphic design is artistic and design activity for creating a harmonious and effective visual and communicative environment. Graphic design makes an innovative contribution to the development of socio-economic and cultural spheres of life, contributing to the formation of the visual modern landscape. It focuses on visual communication and imagination. Graphic design develops such realities as movement, time, interactivity, and operates more and more diverse means of economic, marketing and cultural communication.

Graphic designer performs several complicated and important tasks at the same time. The products that he creates (logo, font) must be unique, bright and unforgettable. So graphic designer should take into consideration the specifics of the organization for which these items are being developed, and also be suitable for printing. Thus, it is crucial for a graphic designer that his creativity is related to the laws of logic.

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