

Read the text and create a glossary of the words that you don't know.

Graphic design is the art or skill of combining text and pictures in advertisements, magazines or books.

More specific, “**graphic**” is visual, which is associated with art, imagination and expression, involving many mediums such as drawing, painting, engraving or lettering, given clear and explicit detail. The graphic part of “graphic design” is made up of **visual elements**, the building blocks of design. The basic visual elements that combine to create graphic design include the following: line, colour, shape, texture, space, form and typography. We choose these visual elements and arrange them on a surface in a layout to convey an idea.

The second part is “**design**”, which is to decide upon the look and function of something before it is made. Design is thinking, problem solving and theory.

In graphic design there are rules that can be considered. These rules are called the **principles of Design**. These principles all have a relationship between each other and appear in every well-designed piece of work you see. The key principles of design are: contrast, hierarchy, alignment, balance, proximity, repetition, simplicity and function.

When we bring both the visual elements and the design principles together, we have “graphic design”. [...] In conclusion, graphic design is the **organisation and presentation of information** developed through a **creative process** for a **particular function**.

In graphic design we must first understand information, a message or a brief, and then research, think, imagine, develop and create a solution, a concept, in order to communicate that information, tell a story, a message or an idea in a visual way.

It's only once we have a solid idea developed through the “design process” that we can use our skills with layout, colour, typography and creative tools to bring that idea to life.

[Partial transcript of “What is Graphic Design? Ep1/45 (Beginners guide to Graphic Design)” made by Gareth David Studio. Link: <https://youtu.be/dFSia1LZI4Y>]