

# INTRODUCTION TO GRAPHICS TECHNOLOGY

# WHAT IS IT?

Suppose you want to announce or sell something, amuse or persuade someone, explain a complicated system or demonstrate a process. In other words, you have a message you want to communicate. How do you "send" it? You could tell people one by one or broadcast by radio or loudspeaker. That's verbal communication. But if you use any visual medium at all-if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout-you are using a form of visual communication called graphic design.



# GRAPHICS IS ALL AROUND US

Graphic design is a part of your daily life. From humble things like gum wrappers to huge things like billboards to the T-shirt you're wearing, graphic design informs, persuades, organizes, stimulates, locates, identifies, attracts attention and provides pleasure.



# WHAT DOES GRAPHIC DESIGN CONSIST OF?

- Designers often combine images and typography to communicate a client's message to an audience.
- Designers are the link between the client and the audience.



# TOOLS USED IN GRAPHIC DESIGN

HAND DRAWING	COMPUTER DESIGN
Pencils	Computer
Colouring Pencils	Software- Google Sketchup
Rubber	
Drawing Equipment	

# EXAMPLE

