

Tips for Using the Opening Image

This poster represents just one small facet of a branding identity developed for New York University's performing arts facility, the Skirball Center, by Michael Beirut and the design group Pentagram. Pentagram's intent was to make this performance space stand out amid New York City's many other offerings and opportunities. Ask: *what do you notice first about this poster? What age group do you think it aims to attract? Why do you think so? Is it part of an urban university campus; would a poster on a suburban campus be different? What messages does it send through its use of color, type, and structure? Remind students to support their opinions with specific observations. Encourage the use of art criticism vocabulary.*

Link

For more about the branding project, visit the Pentagram website: www.pentagram.com/work/nyu-skirball

Fig. 1-X. Besides determining the size and color of the letters, what other decisions might this sign's designer have had to make?

Michael Bierut at Pentagram, *The Skirball Center of Performing Arts at New York University poster design*, 2017.



1 What Is Graphic Design?

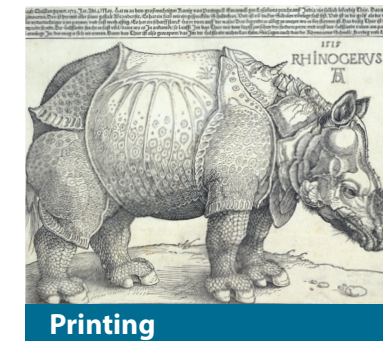
Imagine trying to get through a day without seeing a single word or image. Unless you live in a cave in the wilderness, you encounter apps, websites, posters, billboards, road signs, packaging, and logos from morning to night. You may not notice all of them, but they're there, competing for your attention. And they're all examples of graphic design.

Graphic design is the process of organizing and composing words and images to create a message. Graphic designers are visual communicators who create these messages to inform or persuade you, to help you categorize and identify things, and to help you make choices. The term "graphic design" was coined in 1922, but the practice has been part of human communication for centuries.

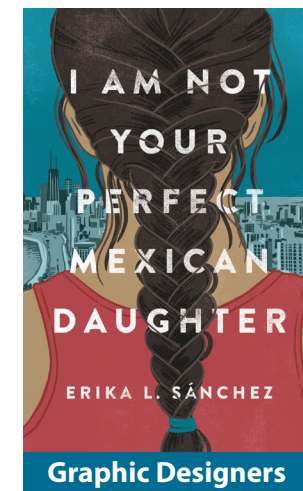
Graphic design is everywhere, and it can be powerful. Graphic designs have influenced behavior, improved lives, even started revolutions. **Knowing about graphic design can help make you a better artist, a more discriminating consumer, and a more informed observer of the world around you.**

In this chapter, you will:

- learn about design structures in nature and their relationships to the human environment.
- explore a brief history of graphic design.
- discover the graphic design process.



Printing



Graphic Designers



Origins

Key Terms

- camera obscura
- design
- engraving
- graphic design
- illuminated manuscripts
- movable type
- pictographs

Objectives

Students will:

- recognize and identify design in both nature and the human environment.
- describe the history of graphic design.
- explain and use steps in the graphic design process.

Vocabulary

graphic design The process of organizing and composing words and images to create a message.

"Not everything is design. But design is about everything. So do yourself a favor: be ready for anything."

Michael Bierut