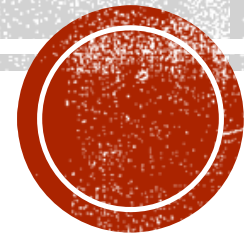


GRAPHIC DESIGN

About graphic design and history of printing



The definition of contemporary Graphic design could be:

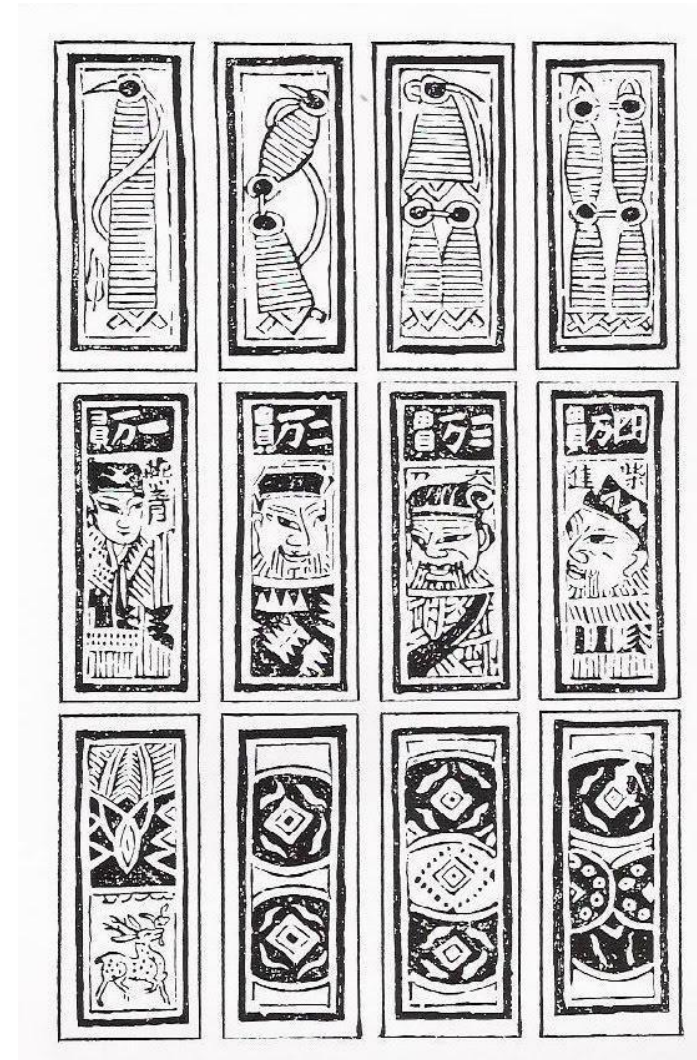
It is a craft where professionals create visual content to communicate messages or information.

Designers basically use images, illustrations, typography and photography to create posters, invitations, covers, contents of books, website design, logos, visual identity.



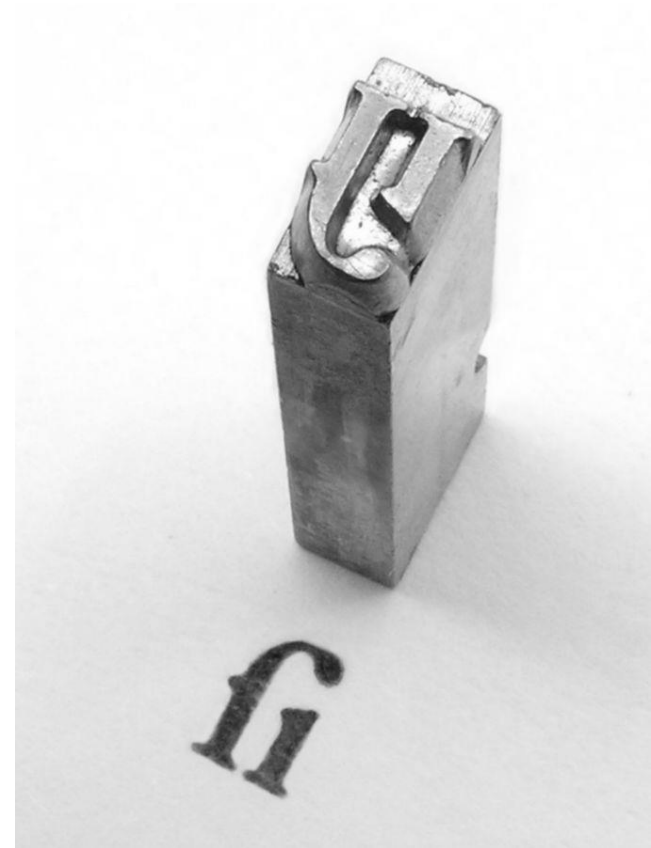
History of printing:

An important part of graphic design is printing. The printing history began in ancient **China**. It came into Europe in form of **playing cards** that you can see in the picture during a crusade in the first half of the 15th century. First, only **religious pictures** or text using carved wooden plates were printed.



History of printing:

Several years after that **Johannes Guttenberg** discovered a great way to print a book using **metal movable letters**. It was a Bible, called **Guttenberg Bible** in his honour.





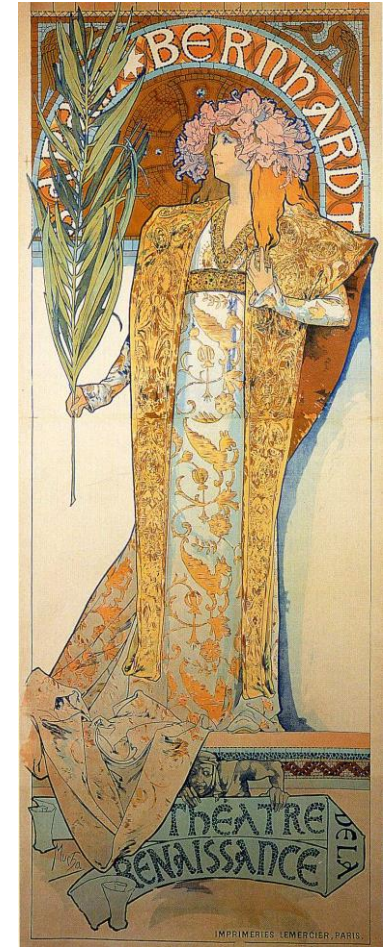
What can you see in the pictures?



History of printing:

Printing has changed the world. Everything that was written or drawn by hand until then has been **replaced by printing**: maps, notifications, books, illustrations etc. The press caused expansion of **advertisement** too. Many **printed methods have been changed** over the centuries. It was woodcut, copper engraving, letterpress, etching, lithograph, offset and many others. Some of them have been used to print images, others to print text.





What can you see in the pictures?
Do you recognize the techniques that are used?



History of printing:

The most modern way how to print today is using a **digital printer**. The time has changed in recent years - a lot of us have a small personal digital printer at home for everyday printing.



What would Guttenberg say about that?



Imagination and thinking visually:

Except for skills of drawing, painting, engraving, experience and knowledge of the graphic programs and printing process, every experienced designer must have a lot of imagination and must think visually.



Imagination and thinking visually:

An image can transmit an idea or more information in a very fast time. For that reason, it is an important part of graphic design. Every day you can see thousands of images that inform you about something. It is Logos, packaging, labels, traffic signs, images printed on clothes and products, paintings, advertisements.



What do you read faster? Try to explain.

toxic



women's
toilets



informations

natural



stop

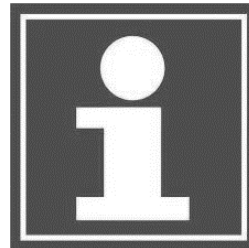


It works even without colours!

toxic



women's
toilets



informations

natural

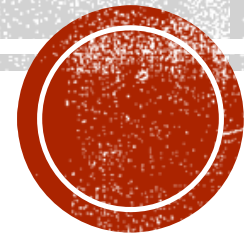


stop



GRAPHIC DESIGN

As a field of study



As a **field of study**, we can split **graphic design** into several parts (or subjects). There are several of them:

- **The classical method of printing**
- **PC graphic**
- **Packaging design**
- **Book design**
- **Web design**
- **Typography**



THE CLASSICAL METHODS OF PRINTING

- The practical lessons include creating images by special tools into metal, wood or plastic plate which are usually printed multiple times on paper.



THE CLASSICAL METHODS OF PRINTING

➤ What can you see in this picture?



THE CLASSICAL METHODS OF PRINTING

In this photo you can see the step after printing process. The man is separating the paper print from the zinc plate. He is wearing apron and safety gloves which are quite dirty from printing. We can also see a printing press and prepared printing papers in the background.

- etching printing process
- safety gloves
- printing press
- printing papers
- apron
- zinc plate with etched image



PC GRAPHIC

- It is a quite modern field. Students or designers use computer programs like Adobe Photoshop, Illustrator or InDesign. They often use a special digital pen and a touch screen to make a vector or raster image. Also, they edit photographs and work with text.



PC GRAPHIC

➤ What can you see in this picture?



PC GRAPHIC

There is a graphic designer, who is creating some website in adobe Photoshop or similar program. We can also see prepared colour swatches, a digital camera and a notebook with some photos on her desk.

- colour swatches
- camera
- computer
- notebook
- graphics program
- work desk



PACKAGING DESIGN

- In this discipline, they create the visual appearance of the covers of various products. Designers focus on shapes, materials and cover print.



PACKAGING DESIGN

➤ What can you see in this picture?



PACKAGING DESIGN

In this photo, you can see designing of boxes. The designer sketching shapes of the box. He uses ordinary pencil and paper for it. Next, we can see trial composite boxes and parts of boxes on his work desk.

- composite boxes
- pencil
- designer
- sketches of box
- work desk



BOOK DESIGN

- There they create layouts of books by using images and text. They work in programs in which they arrange images with text. An important part of book design is cover of the book – because as everyone knows “Covers sell”.



PC GRAPHIC

➤ What can you see in this picture?



BOOK DESIGN

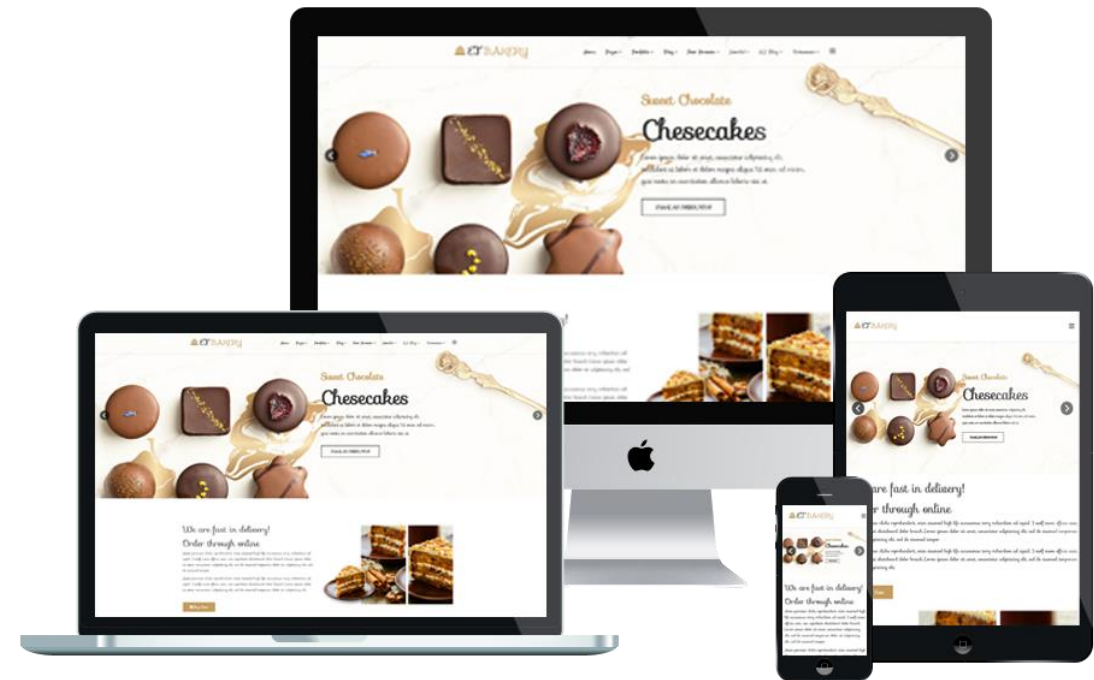
In this photo, you can see the book presentation. First, there is only decomposed cover of the book. Then you can see the front cover formed by photograph and title. Down you can see opened book with the large headline, yellow spine and back cover of the book.

- parts of the book
- title
- front cover and back cover
- yellow spine
- text block



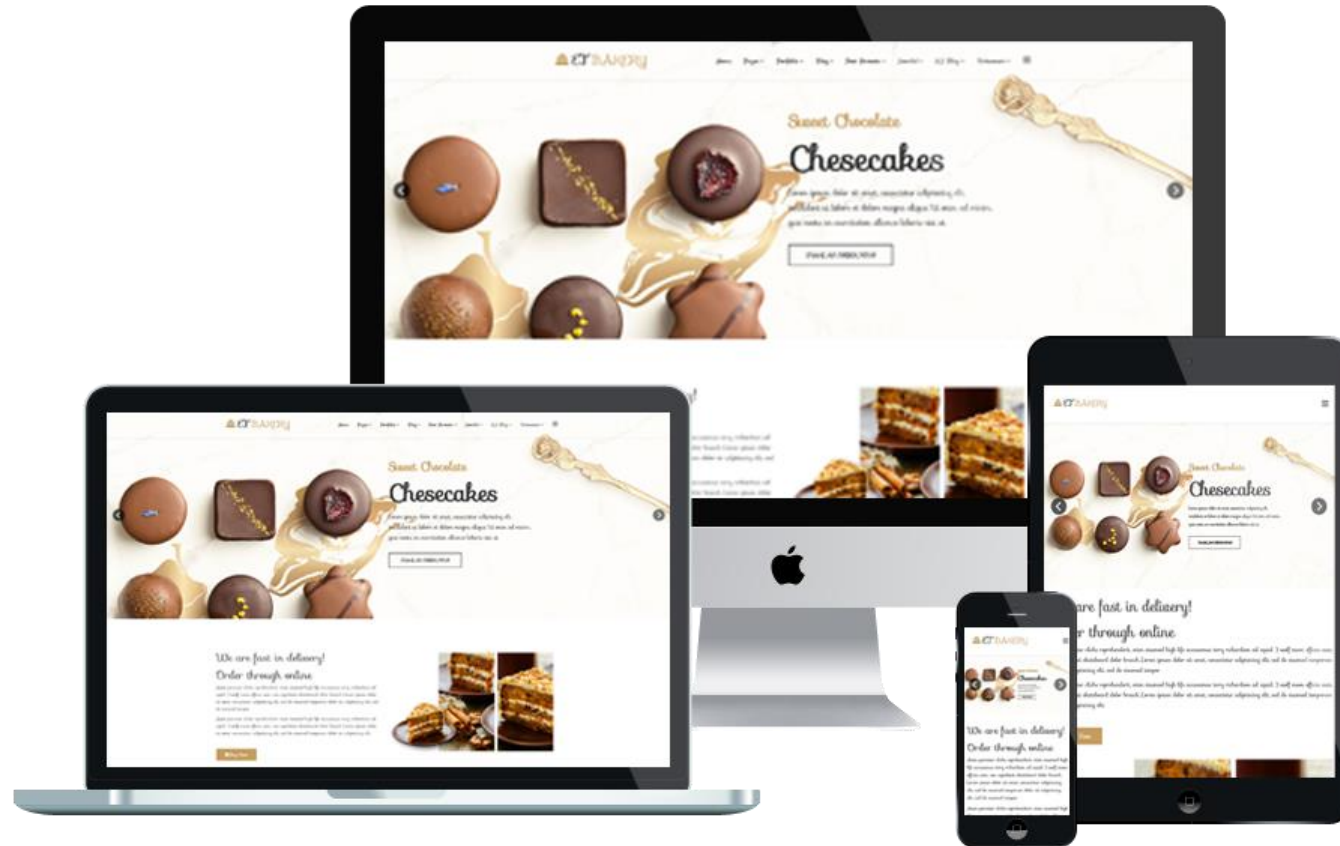
WEB DESIGN

- refers to the design of websites that are shown on the internet. An important point in web design is clearness. Customer or reader must easily find, what he wants. Designers work mainly in PC programs and applications.



WEB DESIGN

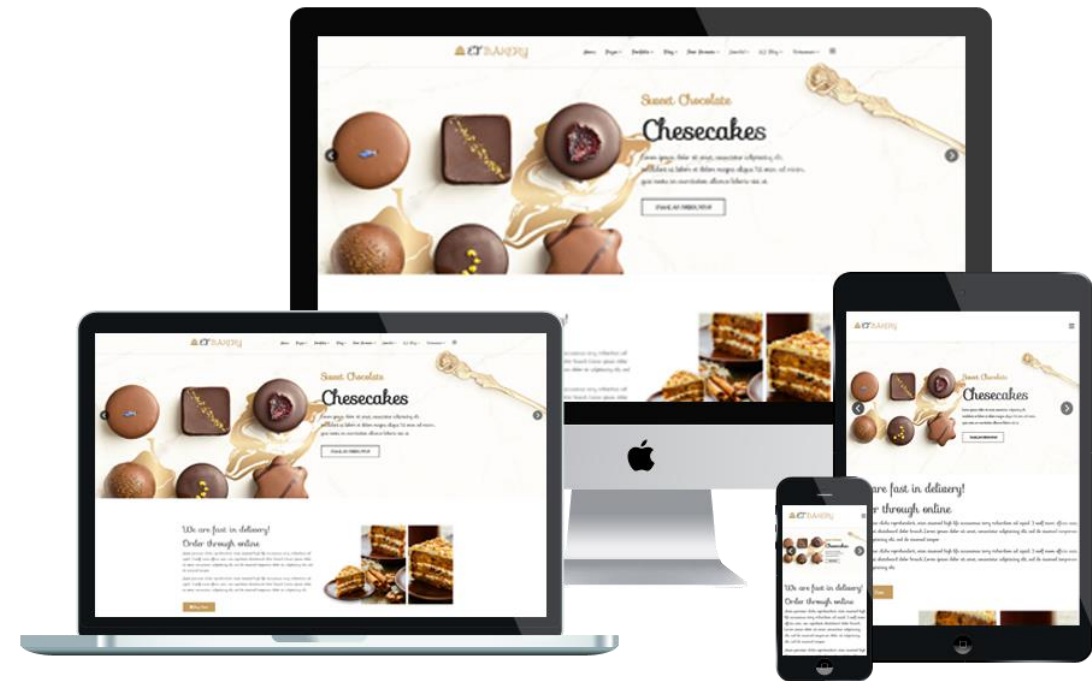
➤ What can you see in this picture?



WEB DESIGN

- **In this photo, you can see** different display devices. These are desktop screen, notebook, mobile phone and tablet. They displayed a website about cheesecake. We can recognize a photo with chocolate sweets , another photo of same desert and an article or some information in the website.

- desktop screen
- notebook
- mobile phone
- tablet
- website about cheesecakes



TYPOGRAPHY

- is the art of arranging letters and text. Typography involves font, style, colour, size, structure etc. In this field, students or designers can work by hand, most often by brushes, pens and ink or watercolours (handwriting, lettering, calligraphy). They can create their own fonts or letters in graphic programs either. Or they download some font and transform or edit them.



TYPOGRAPHY

➤ What can you see in this picture?



TYPOGRAPHY

In this photo, you can see the handwriting skills. We can see the work desk covered with a wrapping paper. There are bottles with ink, sheets of paper, brushes and skatches on the surface.

- ink
- brushes
- paper
- handwritten curves
- handwritten letters
- scribble
- work desk



GRAPHIC DESIGN

Graphic studios, classrooms and equipment at our school



GRAPHIC STUDIO



What can you see in the graphic studio?



large desk with cutting boards

digital printers

cutting plotter

cutter

self-adhesive foils

student posters

computers

desks with chairs and bench

storage space

windows and lights

interactive whiteboard



What materials and tools do you use?



papers

self-adhesive foils

printer ink

pencil

large metal ruller

rubber

incisor



What did you make or create at school ateliers?



PRINTING ROOM



What can you see in the printing room?



students prints

dryer

printing presses

desks and workspace

chairs

papers

cans with paint

lightening



What materials and tools do you use?



linoleum/metal/wood plate

printing paint

spatula

thinner

rag

printing papers

workplace clothing (apron)

work gloves

chisels



What did you make or create at school ateliers?



IT CLASSROOM



What can you see in the IT classroom?



interactive whiteboard

graphic tablets

keyboards

chairs

workspace

large paper folder

portrait

calendar



What materials and tools do you use?



graphic programs

computer

graphic tablet

stylus



What did you make or create at IT classroom?



DESIGN ROOM



What can you see in the design room?



large papers

notebook

folders

students prints

shelves with paper products



What materials and tools do you use?



papers, pause paper

pencils, makers

rubber, ruller

crayons

brushes, watercolors

glue, scissors



What did you make or create at design room?

