

# **What is** **Graphic Design ?**

[http://www.teacher.ssru.ac.th/marut\\_pi/](http://www.teacher.ssru.ac.th/marut_pi/)

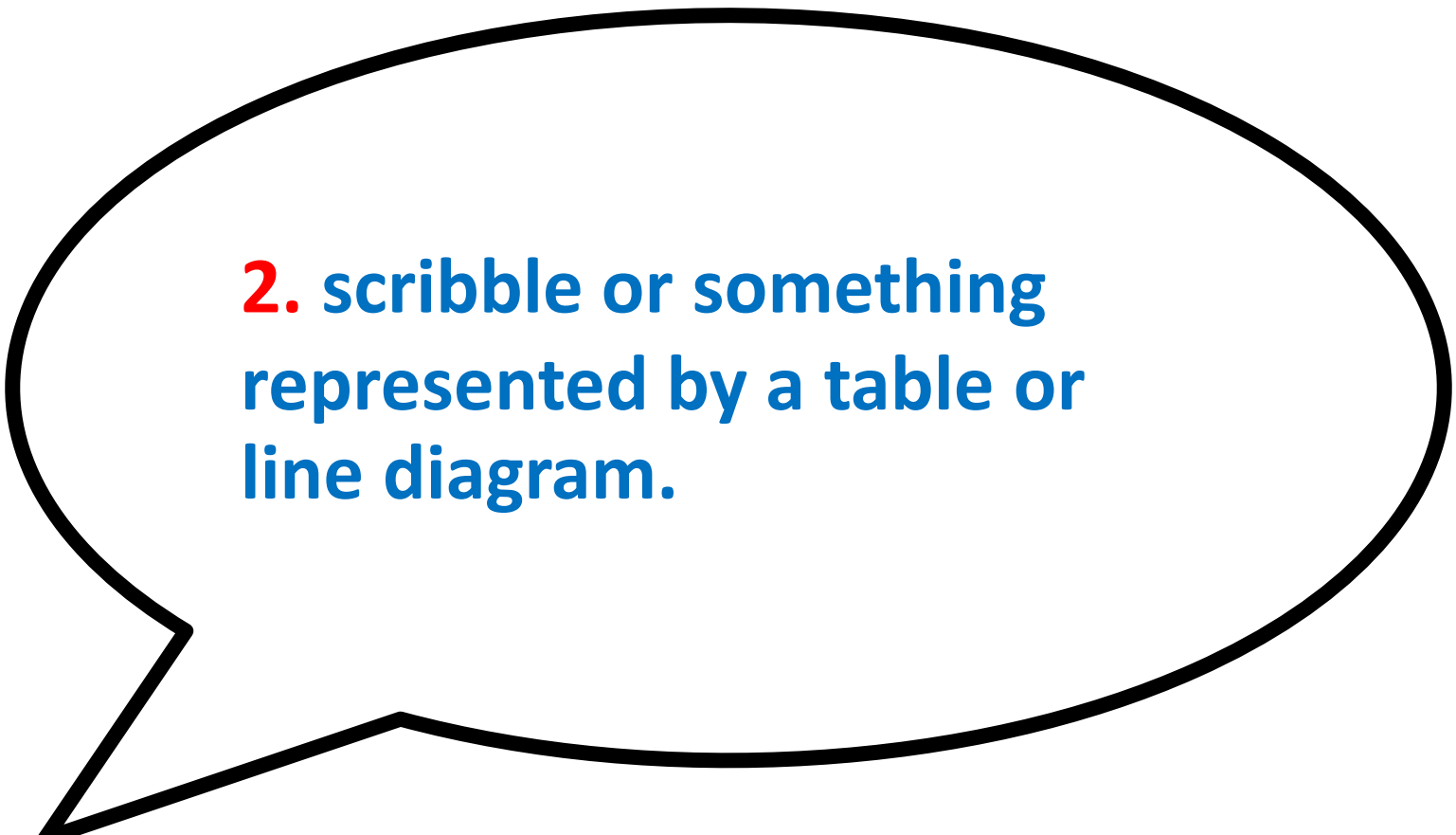
**Graphic + Design**



**1.**

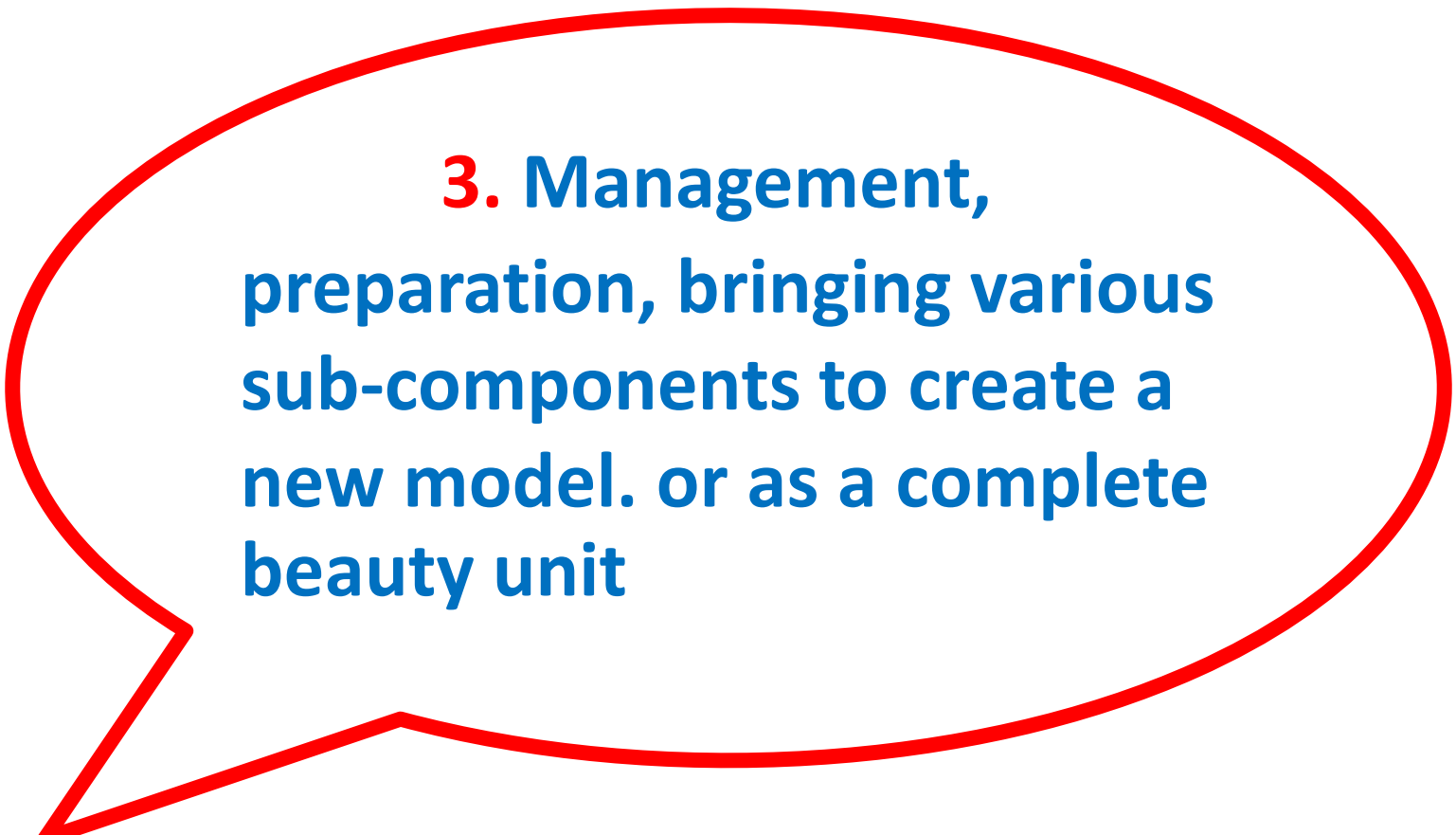
about art (graphics) Drawing, painting, sculpting, and other forms of art related to the expression of ideas. by showing the implication of the line The traces were imprinted on the plane floor.

**Graphic**



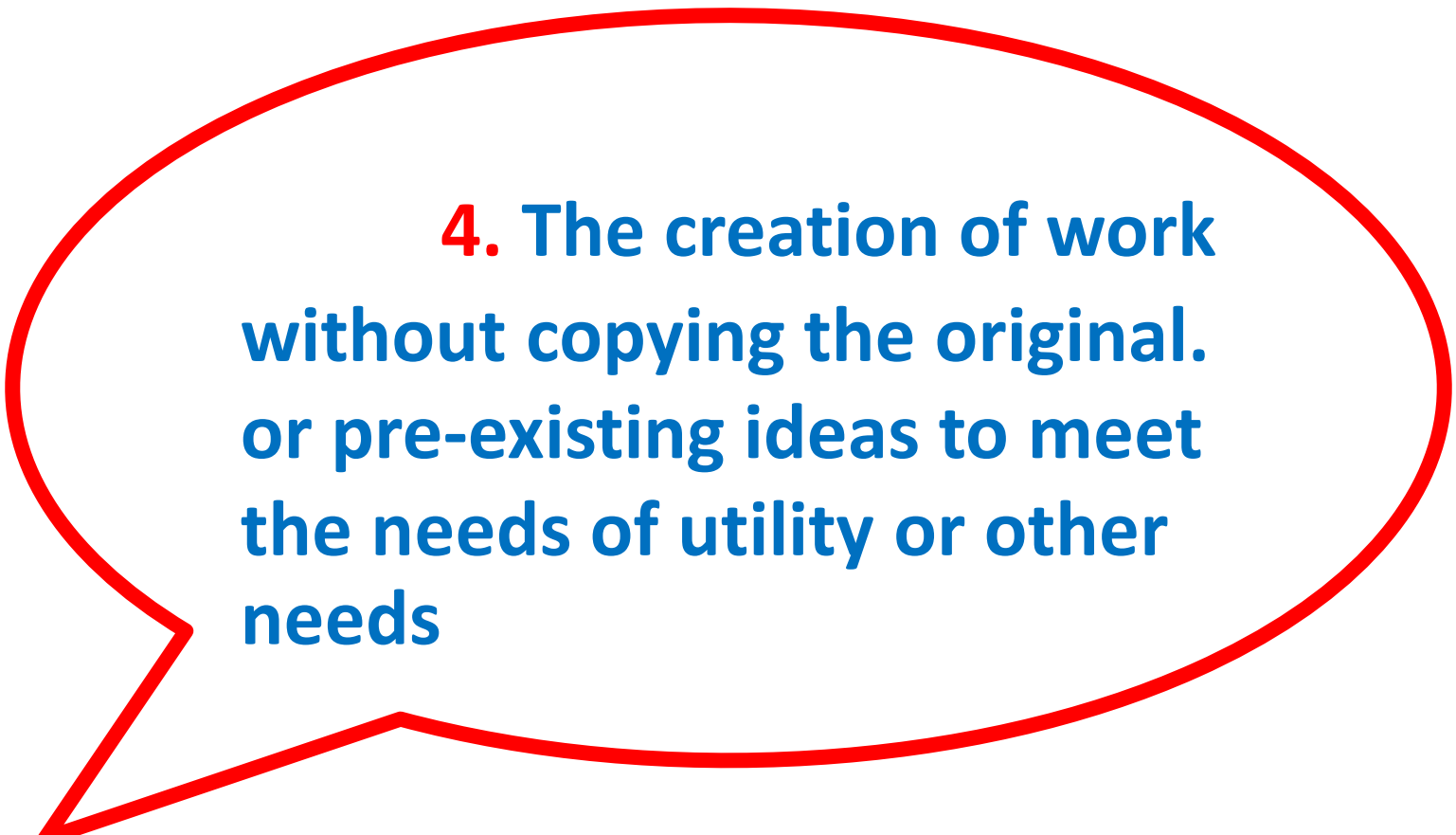
**2. scribble or something  
represented by a table or  
line diagram.**

**Graphic**



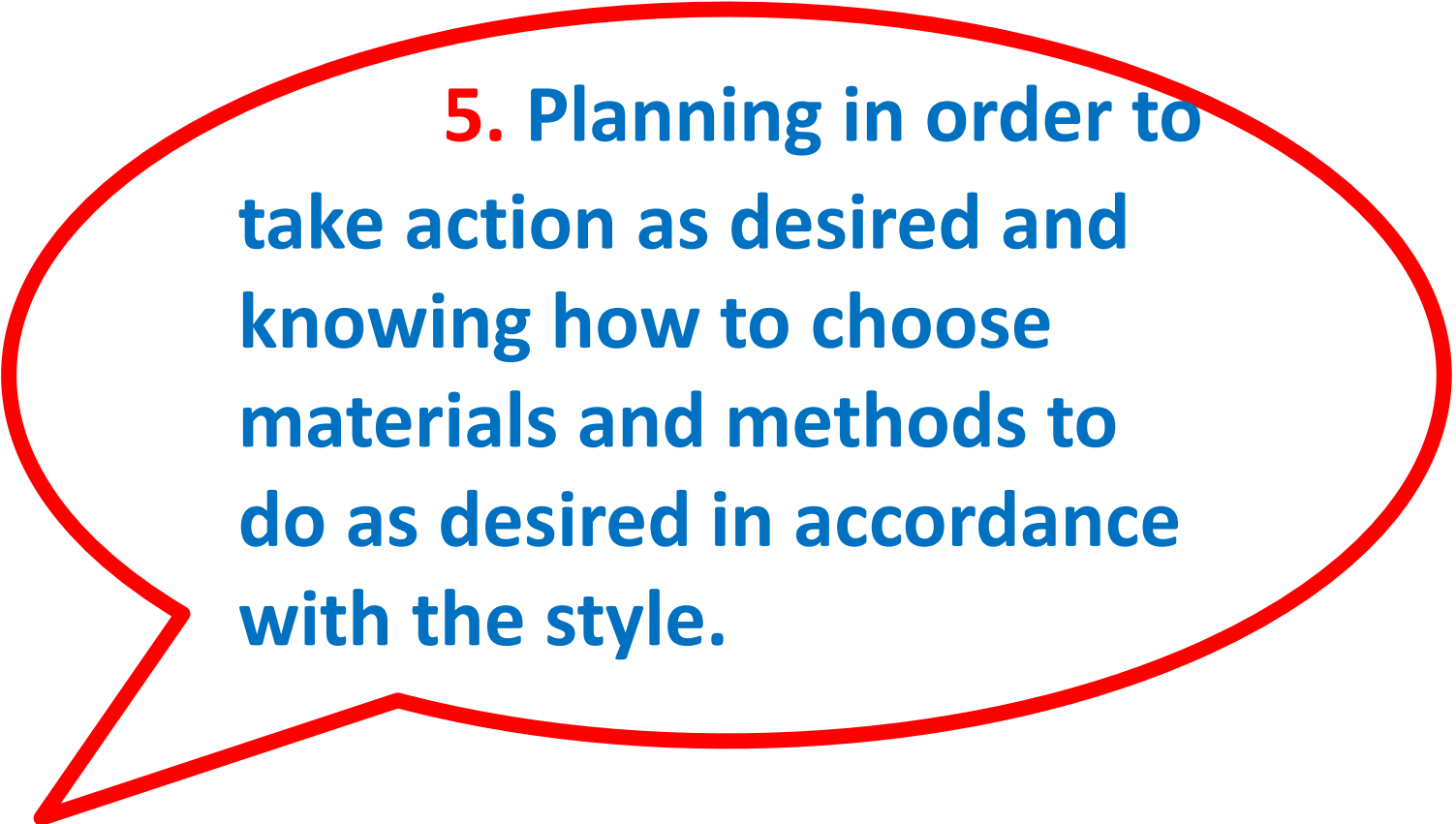
**3. Management,**  
preparation, bringing various  
sub-components to create a  
new model. or as a complete  
beauty unit

**Design**



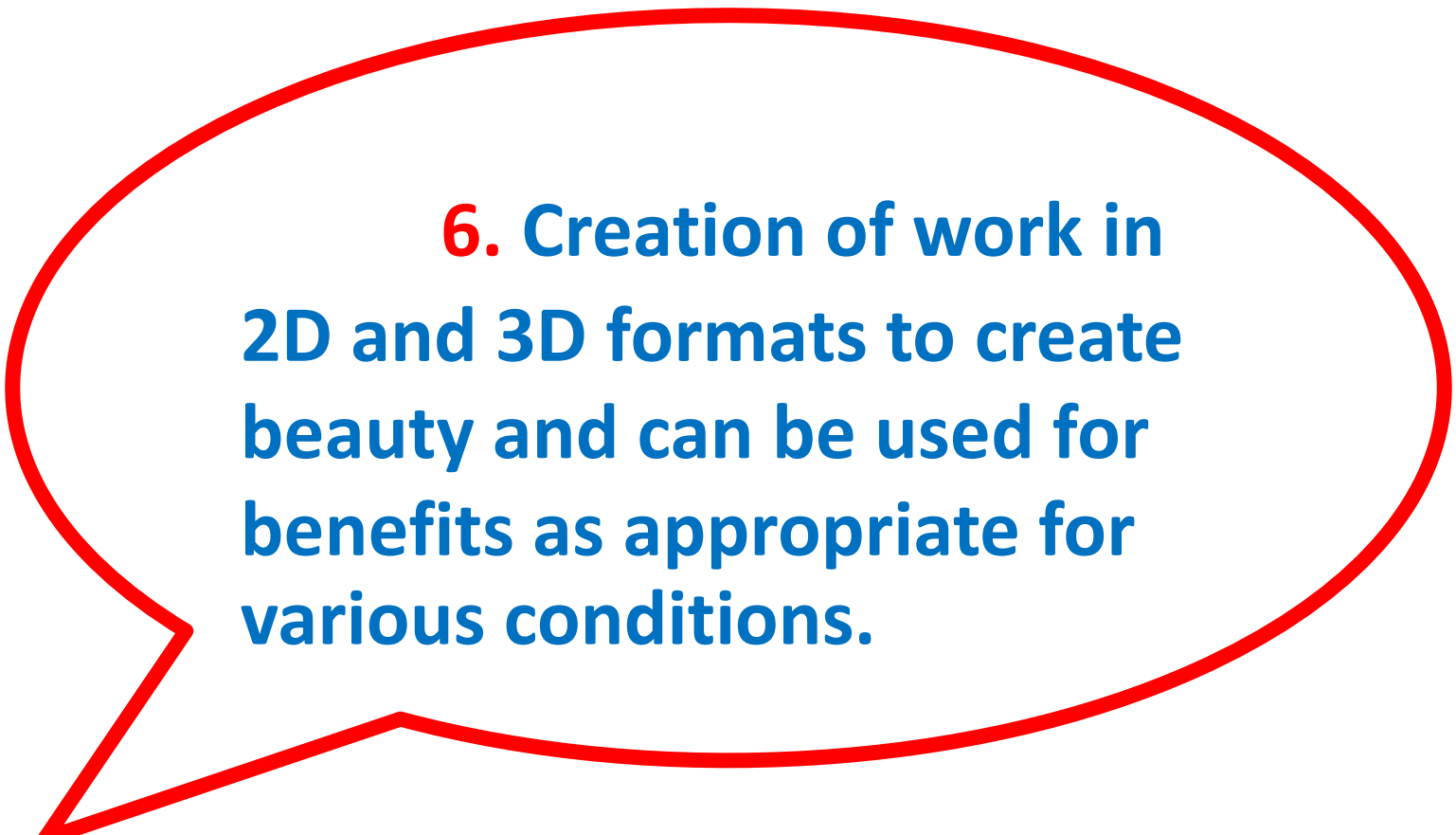
**4. The creation of work  
without copying the original.  
or pre-existing ideas to meet  
the needs of utility or other  
needs**

**Design**



**5. Planning in order to  
take action as desired and  
knowing how to choose  
materials and methods to  
do as desired in accordance  
with the style.**

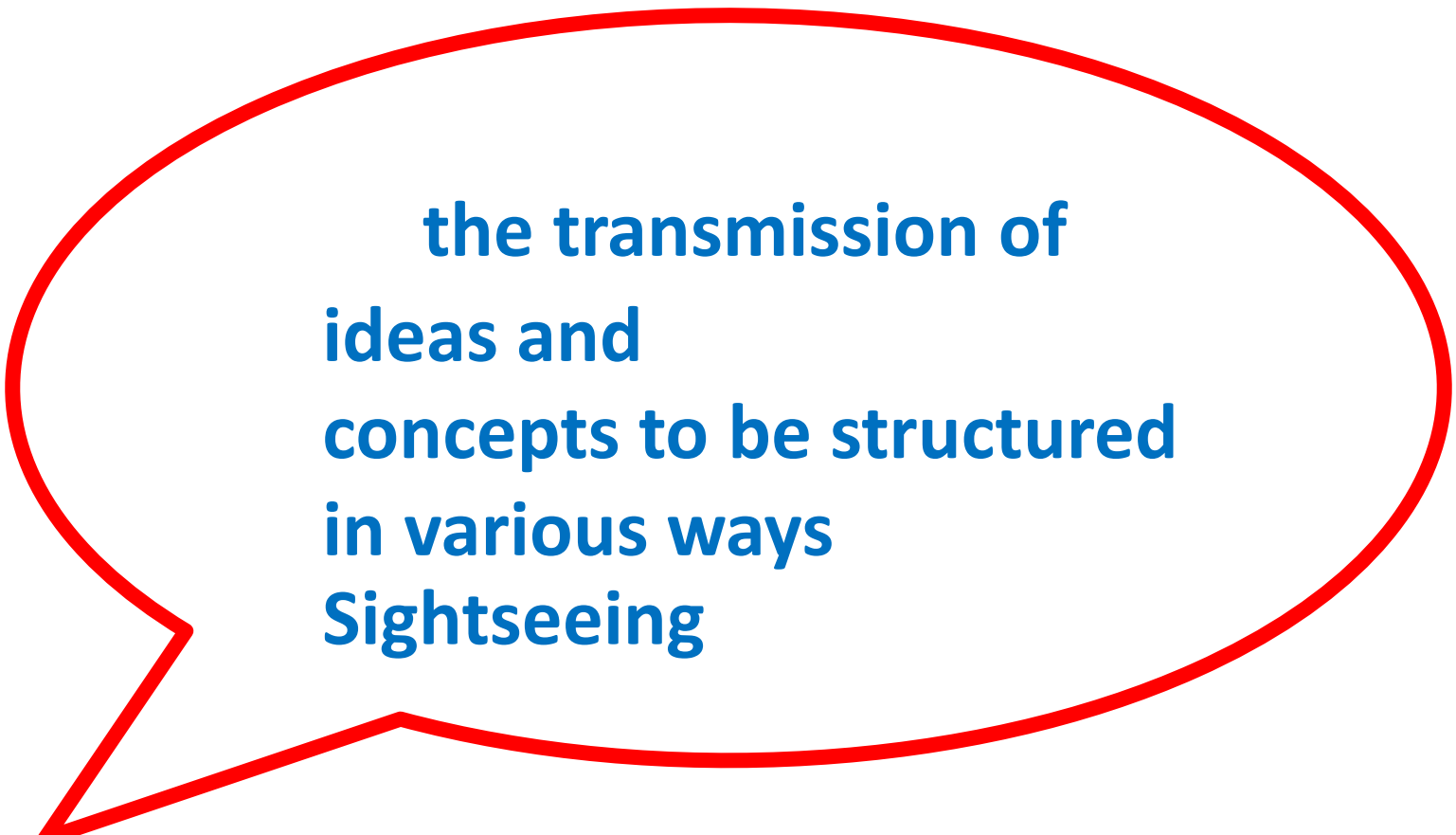
**Design**



**6. Creation of work in  
2D and 3D formats to create  
beauty and can be used for  
benefits as appropriate for  
various conditions.**

**Design**





the transmission of  
ideas and  
concepts to be structured  
in various ways  
Sightseeing

**Graphic Design**




Publication Design Is a design that aims to persuade and demand or publish the product services and ideas which is a type of publication.

**Graphic Design**



Various design works  
for people to read, such as  
books, magazines,  
advertisements, movies,  
television, exhibitions

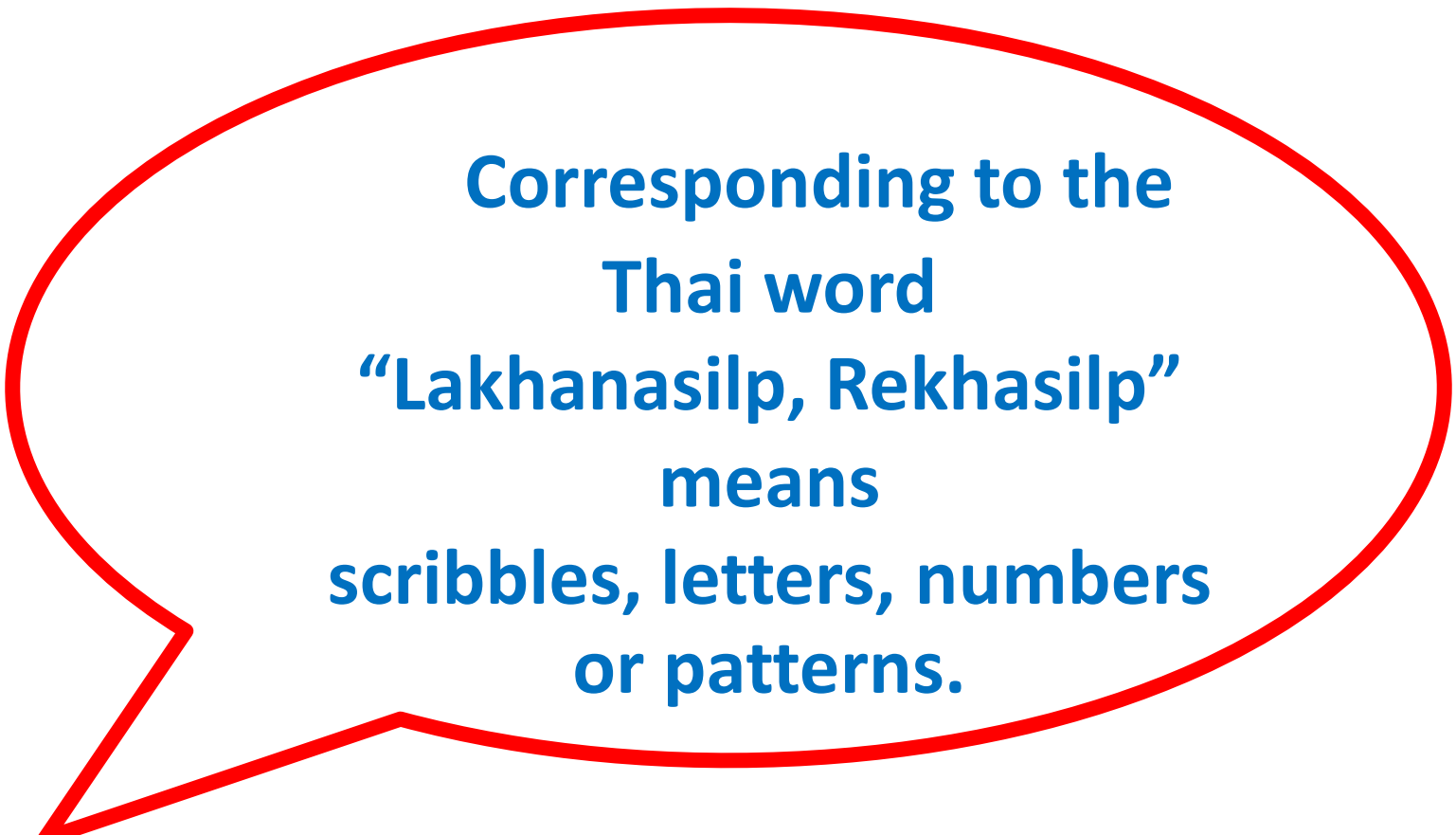
**Graphic Design**



Design work related to  
the design of the mark  
and design related to  
various prints used in  
industry.

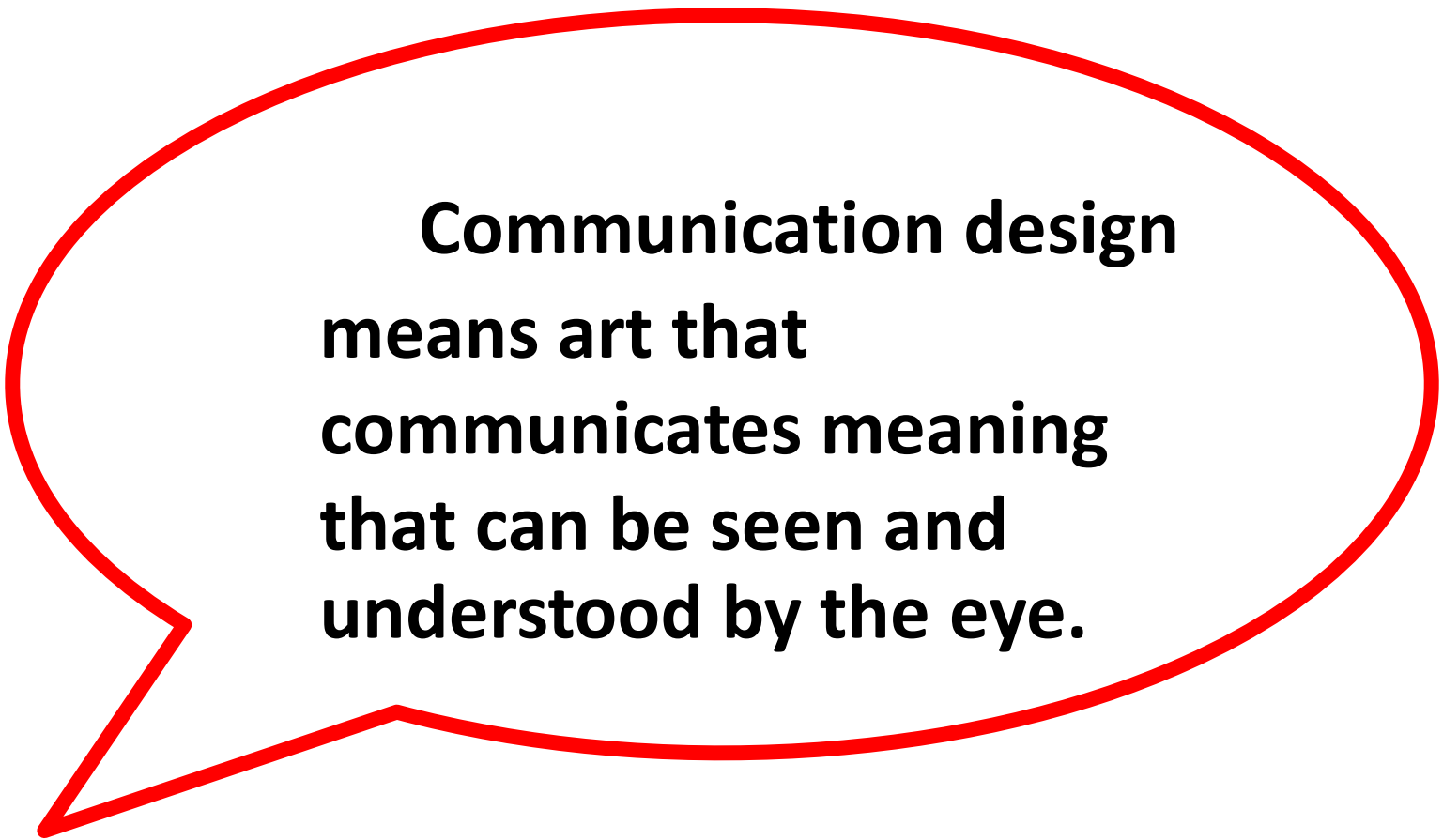
**Graphic Design**

corresponding to the Thai word Numerology, Rekhasilp means scribbles, letters, num



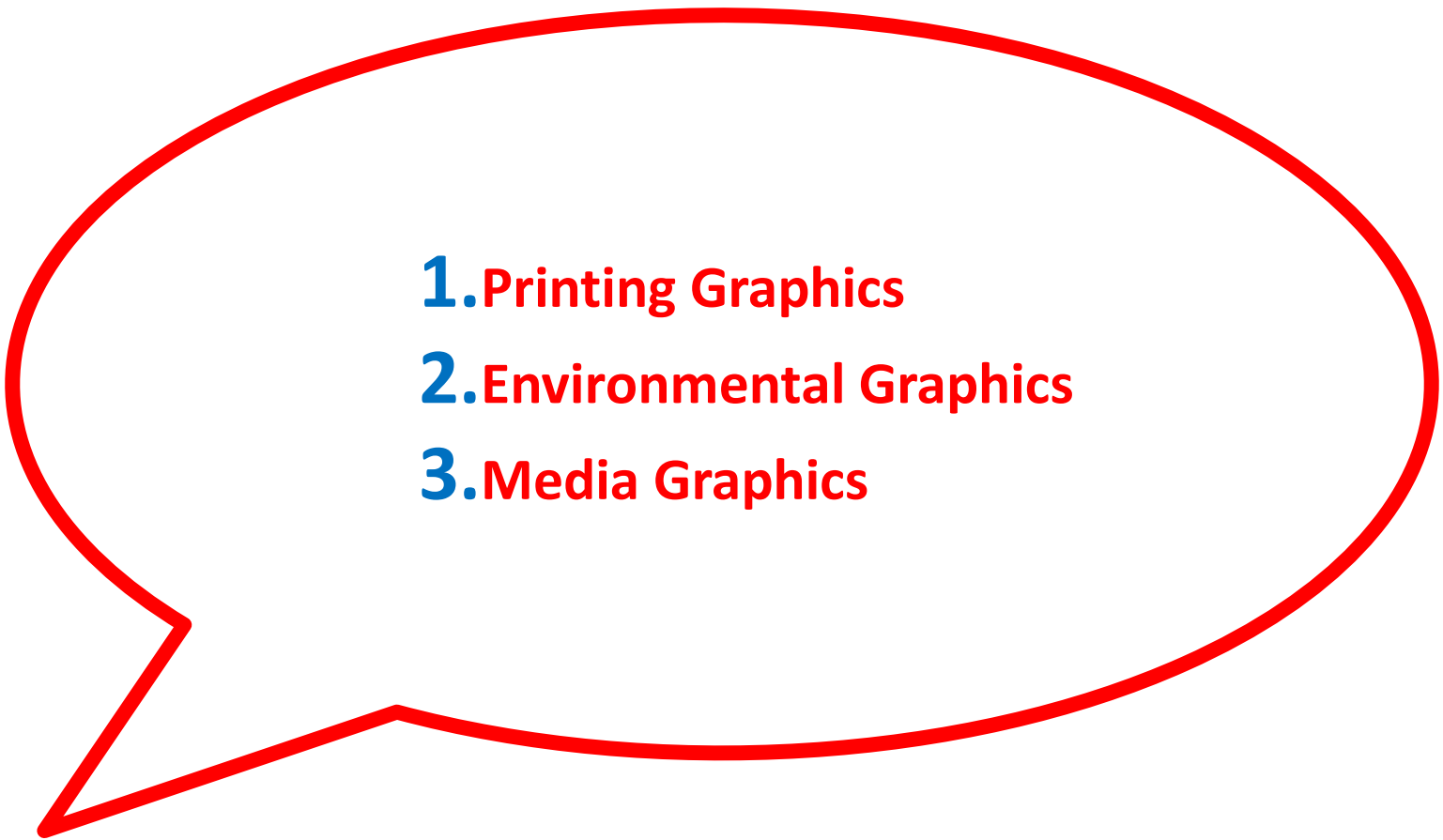
**Corresponding to the  
Thai word  
“Lakhanasilp, Rekhasilp”  
means  
scribbles, letters, numbers  
or patterns.**

**Graphic Design**



**Communication design  
means art that  
communicates meaning  
that can be seen and  
understood by the eye.**

**Visual Communication Design**

- 
1. Printing Graphics
  2. Environmental Graphics
  3. Media Graphics

# **Classification of Graphic Design**

- 
- Newspaper
  - Magazine
  - Periodical / Journal
  - Book

## **1.**Printing Graphics



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- Poster and Poster Ad.
  - Trademark
  - Packaging
  - General Printedmatter

## **1.**Printing Graphics

- 
- Display and Shop front
  - Exhibition
  - Lettering and Sign on building

## **2.Environmental Graphics**

- 
- Traffic and Street signs
    - Sign board
  - Sign and Symbol in the Public place

## **2.Environmental Graphics**

- 
- **Film, Video and T.V. Title**
  - **Advertising slide**
  - **Advertising Film**

### **3. Media Graphics**



**1.What is your objective**

**2.Who is the message aimed at**

**The principle of Graphic Design**



**3.What needs to be said**

**4.How are you going to convey the  
message**

**The principle of Graphic Design**

- 
- 1. Thumbnail sketches**
  - 2. Rough sketches**
  - 3. Comprehensive lay-out**

**Sketch design**



## Project 1