

Graphic Design

Defined

Graphic design, also known as communication design, is the art and practice of

planning and projecting
ideas and experiences
with visual and textual content.

The form it takes can be

physical



or



virtual

and can include

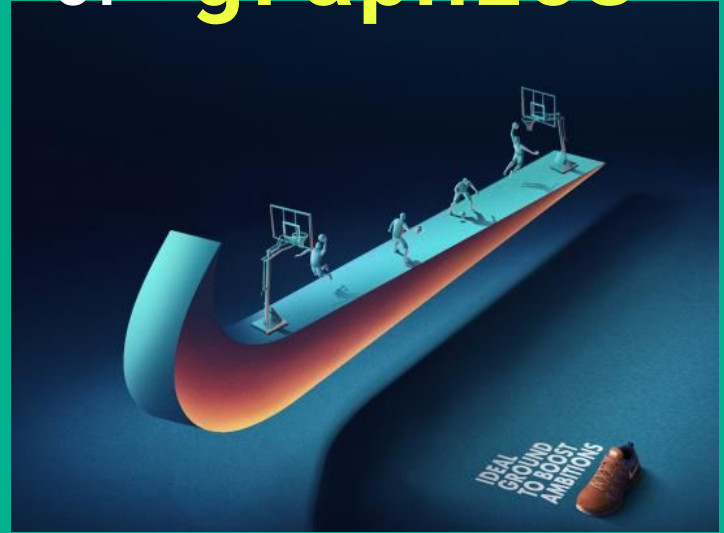
images



words



or graphics



The experience can
take place
in an instant



or over a long
period of time.

The work can happen at any scale,
from the design of a

single
postage
stamp

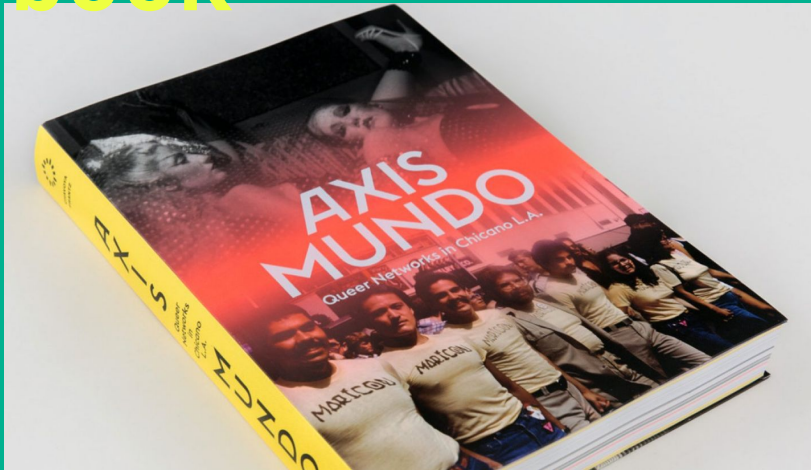


to a
national postage signage system.



It can be intended for a small number of people, such as a one-off or limited-edition

book



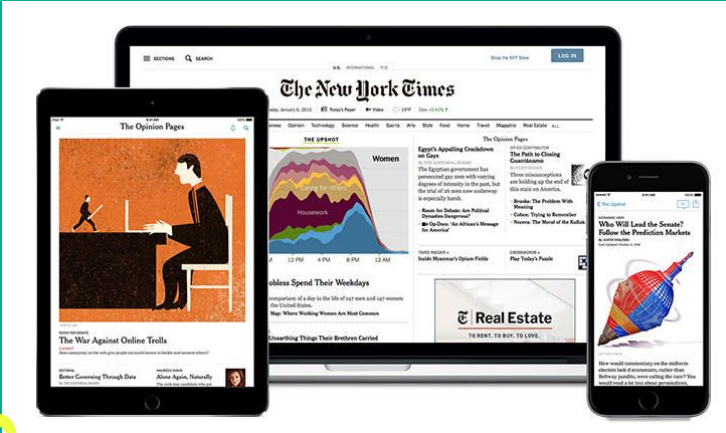
or exhibition



design

or can be seen by millions,
as with the interlinked

digital and



physical

content of an international news
organization.

It can also be for any purpose, whether

commercial



cultural



or political



educational

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form it takes can be physical or virtual and can include images, words, or graphics. The experience can take place in an instant or over a long period of time. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, such as a one-off or limited-edition book or exhibition design, or can be seen by millions, as with the interlinked digital and physical content of an international news organization. It can also be for any purpose, whether commercial, educational, cultural, or political.

The AIGA Guide to Careers in Graphic & Communication Design