

Graphic Design

Graphic design is the use of visual representations, made up of different graphic elements such as lines, contrast, shapes, angles, textures, and colors, as a means of communication (Moles). It is concerned with the organization of information and the way in which that organization speaks to an audience (Swanson).

Graphic design comprises many different forms of visual design, from [web design](#) to [document design](#), from the making of signs to the making of a [visual identity](#). Because this design is so broad and is involved in so many different disciplines, it does not have a specific area of content; its specifications are defined by the nature of the project (Bonsiepe).

[Visual rhetoric](#) is a concern of the graphic designer. Older theories of graphic design are more concerned with the aesthetic aspects of visual design, but newer and more complete theories recognize the importance of reflection. The two fields work with each other, complementing each other and working together to complete a fuller understanding of visual communication.

Graphic design is a concern of the writing center since an increasing number of students are being assigned multimodal projects such as an online essay with images and links to sources or a story that gets told by way of movie. Since the aspects of text and image are often incorporated in such cases, it takes a consultant who understands how the two can work together for the client to have the most beneficial session.

Sources:

- Bonsiepe, Gui. "A Step Towards the Reinvention of Graphic Design (in Reinventing Graphic Design Education)." *Design Issues* 10.1 (1994): 47-52.
- Moles, Abraham A. "The Legibility of the World: A Project of Graphic Design." *Design Issues* 3.1 (1986): 43-53.
- Swanson, Gunnar. "Graphic Design Education as a Liberal Art: Design and Knowledge in the University and the "Real World" (in Reinventing Graphic Design Education)." *Design Issues* 10.1 (1994): 53-63.