Valley Art/Design | Graphic Design Program

Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.

Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers, who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Through the use of images, text, and color, graphic designers can transform statistical data into visual graphics and diagrams, which can make complex ideas more accessible.

Graphic design is important to marketing and selling products, and is a critical component of brochures and logos. Graphic Designers often work closely with people in advertising and promotions, public relations, and marketing.

Frequently, designers specialize in a particular category or type of client. For example, some create the graphics used on retail products packaging, and others may work on the visual designs used on book jackets. Graphic designers need to keep up to date with the latest software and computer technologies in order to remain competitive.

Some graphic designers may specialize in the field of experiential graphic design. These designers work with architects, industrial designers, landscape architects, and interior designers to create interactive design environments, such as museum exhibitions, public arts exhibits, and retail spaces.

PROJECTS INCLUDE:
 Typography Quotes
 Label Design
 Poster Design
 Logo Design
 Branding
 Web Design
 Icon Design
 AND MORE...