

Graphic design

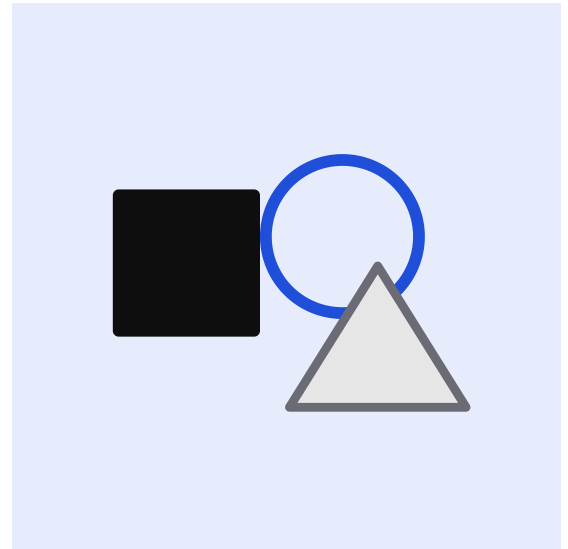
Combines image, typography and composition to communicate a message to a specific audience with a specific goal: to inform, persuade or identify.

In Spanish

Diseño gráfico

Origin

The term spread in the 1920s; Dwiggins (1922) is often cited, though it had several origins; history by Meggs (1983)



What it deals with

A message can get lost even when it is correct: if it is not seen, understood or remembered, it does not get through.

Principles

For someone

You design with the receiver of the message in mind, and how they interpret it.

Hierarchy

What matters is seen first.

Form and content

Form has to serve the message, not compete with it.

Applications in design

✓ Use it like this

Decide what the viewer has to see first, and design for that.

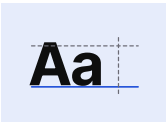
✗ Avoid

Choosing a style before knowing what needs to be communicated.

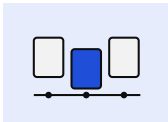
👁 Don't fall for it

Test the piece with the real audience: what the team understands is not always what people understand.

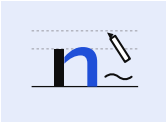
Especialidades



Specialty
Typography
Chooses and sets type so that a text reads well and conveys the right tone.



Specialty
Art direction
Defines and looks after a project's visual style and coordinates the people who produce it.



Specialty
Type design
Draws the letters of a typeface family so they work together when reading.

Models



Model
Grid system
An invisible structure of columns and margins that organizes everything on a page or a screen.

Methods and tools



Method
Mood board
A board of images, colors and textures that sets the tone of a project before designing it.

Connections

Builds on

- Design history and criticism
- Cognitive psychology
- Gestalt principles of perceptual organization
- Semiotics

Related to

- Information design
- UI design
- Brand design
- Title design
- Editorial design
- Generative design
- Brand identity design
- Illustration
- Motion design

Authors and works

1983	Philip B. Meggs	Wrote a complete history of graphic design as a discipline in its own right, now a standard reference.
2004	Jorge Frascara	Argued for communication design as a process centered on how people interpret messages, not just on style.

Sources

Original sources

- Frascara, J. (2004). Communication design: Principles, methods, and practice. Allworth Press.

Academic reviews

- Preston, D. (2026). The terminological development of graphic design: Between office art and social purpose. Visible Language, 60(1).
[View source \(https://journals.uc.edu/index.php/vl/article/download/8866/7088/13182\)](https://journals.uc.edu/index.php/vl/article/download/8866/7088/13182)

Secondary sources

- Meggs, P. B. (1983). A history of graphic design. Van Nostrand Reinhold.

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