Unit 3
WORLD OF GRAPHIC DESIGN

In this unit you will

▶ learn and practice new words for different types of graphic design

▶ practice discussing design issues

Part 1: What is Graphic Design?

1a Class Discussion

What similarities and differences can you see between the two images below?

1b Guess

Guess the meanings of the highlighted words.

1. We will **announce** our decision tomorrow.
2. He always tells me jokes to **amuse** me.
3. The sales assistant showed me all the new smartphones but he could not **persuade** me to buy one.
4. I like simple telephones. I don't like **complicated** systems.
5. Our teacher first **demonstrates** how to do something before asking us to do it.
6. People **broadcast** their own lives on Facebook.

1c Demonstrate your understanding

Read the following paragraph and draw a mindmap to show:

▶ the two types of communication

▶ examples for each one

WHAT IS GRAPHIC DESIGN?

Suppose you want to announce or sell something, amuse or persuade someone, explain a complicated system or demonstrate a process. In other words, you have a message you want to communicate. How do you "send" it? You could tell people one by one or broadcast by radio or loudspeaker. That's verbal communication. But if you use any visual medium at all - if you make a poster; type a letter; create a business logo, a magazine ad, or an album cover; even make a computer printout - you are using a form of visual communication called graphic design.

Pasted from <http://www.aiga.org/interior.aspx?pageid=3079&id=2056>

1d Discuss

Read the following paragraph and discuss the questions.

Graphic design is a creative process (süreç) that combines (birleştirmek) art and technology to communicate ideas. The designer works with a variety of communication tools in order to pass a message from a client to a particular audience (izleyici). The main tools are image and typography (the printed word).

1. According to the above paragraph, who should a designer keep in mind during the design process?

2. How are image and typography used in the following designs?

3. If you had a coffee shop which one would you use on your menu? Why?

Design 1

Design 2

Design 3

1e Match

1. Match the following headings with the above images.
a. Type-based Design
b. Image and Type
c. Image-based Design

2. Read the following paragraphs and match them with the headings.

Paragraph 1
Designers often combine images and typography to communicate a client's message to an audience. They explore the creative possibilities presented by words (typography) and images (photography, illustration, and fine art).

Paragraph 2
Images can communicate not only information but also moods and emotions. In this type of design, the images must carry the whole message; there are few if any words to help. These images may be photographic, painted, drawn, or graphically produced in many different ways. This type of design is used when the designer decides that, in a particular case, a picture is worth a thousand words

Paragraph 3
.In some cases, designers rely on words to give a message, but they use words differently from the ways writers do. To designers, what the words look like is as important as their meaning.

Adapted from <http://www.aiga.org/interior.aspx?pageid=3079&id=2056>

Part 2: Vector Graphics

2a Class Discussion

▶ *How is this image different from a photograph?*
▶ *How many different shapes are there in this image? What are they?*

2b Demonstrate your understanding

Read the following text about vector graphics and write down the 3 advantages of using vector graphics.

Advantages:

What are vector graphics? (e.g. paint, adobe photoshop, corel draw...)

Vector graphics are created in **graphics packages** and consist of shapes called objects.It is possible to edit each object separately, for example, change the shape, colour, size and position.Even if an object in a vector graphic is quite large, it doesn't need a lot of computer memory. Therefore the file size of a vector graphic is often very small.Vector graphics are scalable - i.e. when you resize (make bigger or smaller) them, they do not lose quality.

*Pasted from <http://www.bbc.co.uk/schools/gcsebitesize/dida/graphics/bitmapvectorrev2.shtml>*

2c Class Discussion

How many objects are there in this vector?
What do the objects look like?

2d Communicate

Either in pairs or in small groups, discuss how you would like to change this vector image. Remember, you can change the shape, colour, size and position of each object.

Talk to the rest of the class about your idea. You can use sentences like:

We want to make (object) smaller/larger.
We want to paint (object) red.
We want to move (object) to the left/right/top/bottom/middle.
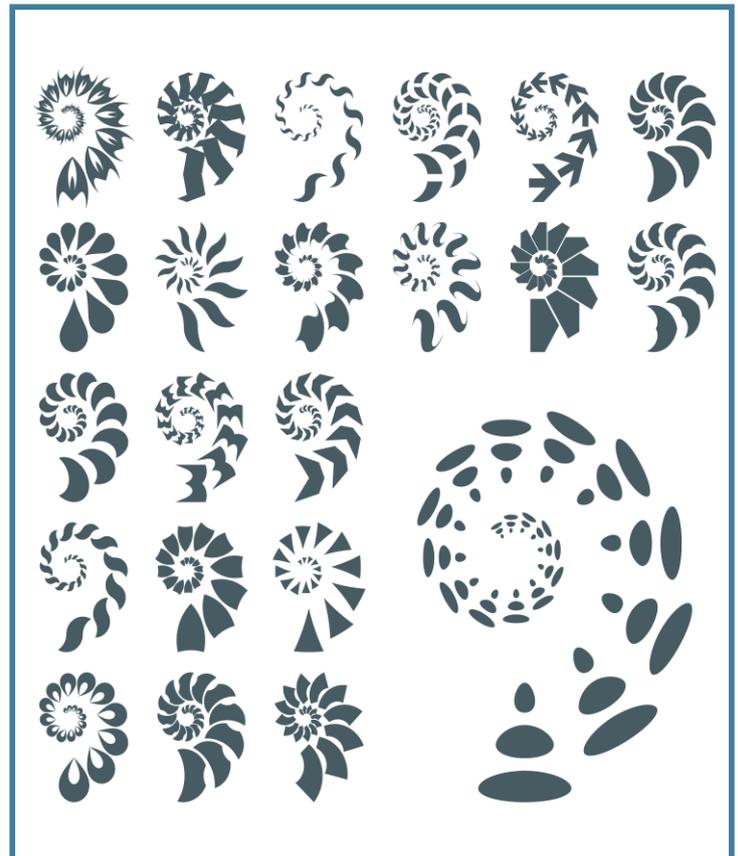
2e: Homework

1. How many different shapes are there in the following vector? Name them.
2. Have fun playing with the vector as your homework. You can colour or manipulate (degistirmek) the objects.

Share it with your classmates during the next class.

Activity 2f

Comment on each other's work. You can use sentences like:

I like the colours.
I am not sure about the shade of blue you have used.
You could make (object) bigger/smaller/brighter/lighter.
You could use red here.
I prefer lighter/darker shades/colours.

Part 3: Power of Logos

> "A logo represents a company or an organization and is found on its advertising, products, etc. A logo can be made of only a symbol, a logotype (text logo), or a combination."
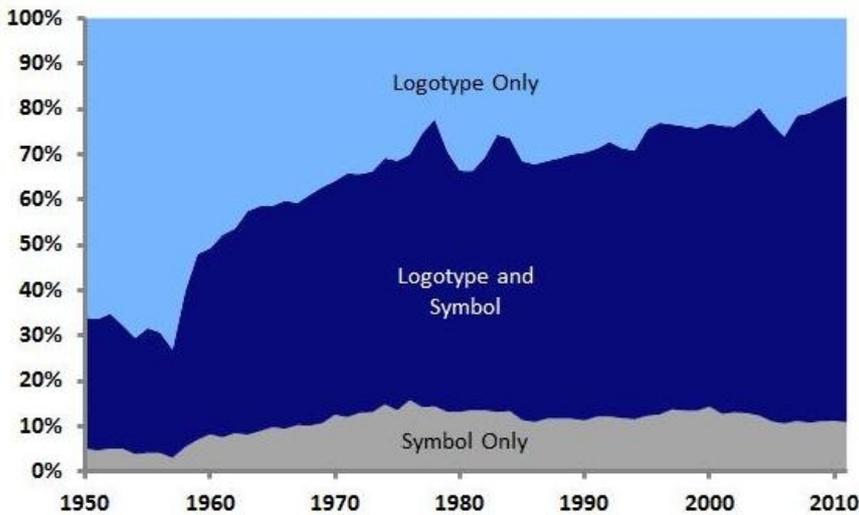
Logo 1

Logo 2

Logo 3

3a Class Discussion

1. What kind of company or organization does each logo represent?
2. How well do you think they represent the company or organization? Why?
3. How are these logos different from each other?
4. Do you know the other versions of Logo 2?
5. Do you know which type of logo is more common?

3b Check your understanding

United States Patent and Trademark Office is responsible for registering trademarks. The diagram shows registration of different types of logos in the US between 1950 and 2010.

According to the diagram:

1. Which type of logo is least common?

2. Which type is most common?

3. Which type of logo was most common till early 1960s?

4. What do you think happened after that?

3c Match

Read the following passage and match the highlighted words with their Turkish equivalents.

Combination logo

Combination logos are the most common type of logo for several reasons:

▶A combination logo offers the best of both worlds. This type of logo offers a **memorable** logo graphic that tells the story of who you are, what you do, and what makes you different, all **in conjunction** with your business name for easy **identification**.

▶A combination logo is an excellent choice for a small- or medium-sized company or a company just starting out, to begin to build **brand recognition**, because a combination logo is both visually strong and **explanatory**. The symbol can speak to the services that the company offers, while the company name increases the company recognition.

▶Combination logos are easier **to copyright** and protect than a symbol-only logo. This automatically makes the logo unique.

marka tanınırlığı
tanıma/ayırt etme
telif hakkı almak
birlikte
akılda kalıcı
açıklayıcı

Pasted from <http://www.elf-design.com/article-Logo-Types.html>

A Logo Change Story

3d Class discussion

▶ *Do you know of any companies which have changed their logos over the years?*
▶ *What kind of changes did they make?*
▶ *Why do you think they made these changes?*
▶ *What is the symbol in Starbucks logo? How can you associate this symbol with coffee?*

Starbucks new 40-year anniversary logo is seen on a cup at right. Other cups bearing the company's logo from over the years, from left, 1971, 1987, and 1992, are also shown. *Associated Press*

3e Check your understanding

Check the following sentences against the photo and the caption, and mark them as True (T) or False (F).

1. The updated (güncellenmiş) logo is symbol based.
2. In 1987 the logo was black and white.
3. The bottom part of the symbol was cropped in 1992.
4. The logo type changed in 1987.

3f Match

Read the following article (makale) and guess the meanings of the highlighted words.

In January 2011, The Seattle-based coffee **giant** showed off a simpler logo that no longer includes the green circle that says "Starbucks coffee." In addition, the mythological Siren (twin-tailed mermaid) figure inside that ircle is now larger.The updated logo **reflects** the company's new **emphasis** on selling Starbucks-brand products in supermarkets and other channels beyond its **retail** stores."Even though we have been and always will be a coffee company and retailer, it's possible we'll have other products with our name on it and no coffee in it," Chief Executive Howard Schultz said. He added that any non-coffee products Starbucks sells will **adhere** to the same standards the company applies to its coffee. "We're not going to put our name on things that **dilute** the quality of Starbucks," he said.

Pasted from
<http://online.wsj.com/news/articles/SB10001424052748704405704576063940765196656>

yansıtmak
perakente
sulandırmak
dev
bağlı kalmak
vurgu

3g Check your understanding

1. *What are the two changes in the new logo?*

2. *Why did the company decide to change its logo?*

Homework

1. *Search the Internet to find the story of the mythological figure "Siren"*

2. *Choose another logo with a story behind it. Write a short paragraph and present it in class.*

Part 4: What makes a good logo?

4d Class discussion

Think of some of the good logos that you know and discuss the following question.

What makes a good logo?

4b Find the meaning

The following text talks about 4 qualities of a good logo.

1. Skim through the text and check your glossary for the meanings of the highlighted words.
2. Now read the 4 paragraphs and match them with the headings.

What makes a good logo?

A good logo is simple in form, memorable, timeless, versatile, and appropriate.

1. Simple and memorable

2. Timeless

3. Versatile

4. Appropriate

A

An **effective** logo should be able to work across different mediums and **applications**. The logo should be **functional**. For this reason a logo should be designed in vector format, to **ensure** that it can be **scaled** to any size. The logo should be able to work both in horizontal and vertical formats.

B

The logo should be **appropriate** for its **purpose**. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & colour scheme. This would not be so appropriate for a law firm.

C

A simple logo design **allows** for easy **recognition** and allows the logo to be **memorable**. Good logos feature something **unique** without being **overdrawn**.

D

An effective logo should **endure** the ages. Will the logo still be effective in 10, 20, 50 years?

Adapted from <http://justcreative.com/2009/07/27/what-makes-a-good-logo/>

4c Class discussion

How do the four logos match the qualities?

Homework

Find one logo which matches at least 2 of these qualities and write a paragraph about it. Try to use as many of the new words as you can.

Part 5: Word Clouds

A word cloud is a graphical representation of word frequency (sıklık) in a text.

5a Class discussion

▶ *Do you like word clouds? Why?*
▶ *Do you know how to create them?*
▶ *Do you find them artistic? Creative?*
▶ *What do you think they are good for?*

5b Match

Match the highlighted words with their meanings.

1. The program **generates** different cloud shapes.

2. Happiness, communication, and hello are the words with greatest **prominence** in the above word clouds.

3. A word cloud can have a vertical or horizontal **layout**.

4. The more **frequently** a word appears in a text the bigger it becomes in the word cloud.

5. The word clouds have different **colour schemes**.

a. to form, to create

b. a planned combination of colours

c. importance

d. the placement of texts and graphics in a document

e. often

Wordle

Jonathan Feinberg created the **Wordle** web application in 2008. Wordle is a program for generating "word clouds". The user provides the text and the program creates the word cloud. The clouds give greater prominence to words that appear more frequently in the text. You can choose different fonts, layouts, and color schemes for your clouds. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends. People have saved more than 4,000,000 word clouds on Wordle's public gallery. Go to *www.wordle.net* and enjoy creating your own word clouds for free.

5c Check your understanding

Answer the following questions according to the passage:

1. Where do the words for the cloud come from?

2. Can you use **Wordle** offline to generate word clouds?

3. Why are the words in a cloud in different sizes?

4. What happens to the word cloud after you create it on the website?

5. How is Wordle similar to a social networking site?

Project work

Your teacher will assign you a task. Follow the steps to create your word cloud.
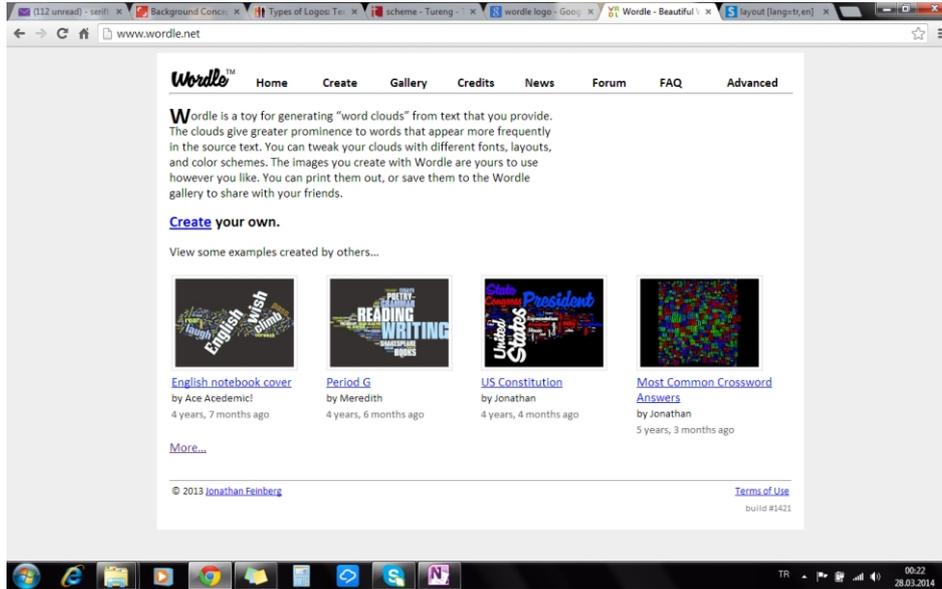
Step 1: Go to *www.wordle.net*

Step 2: Click <u>Create</u> your own.

Step 3: Copy and paste or type the text in the box and click **Go**
OR
enter the URL (website address) of a webpage or a blog and click the **Submit** button.
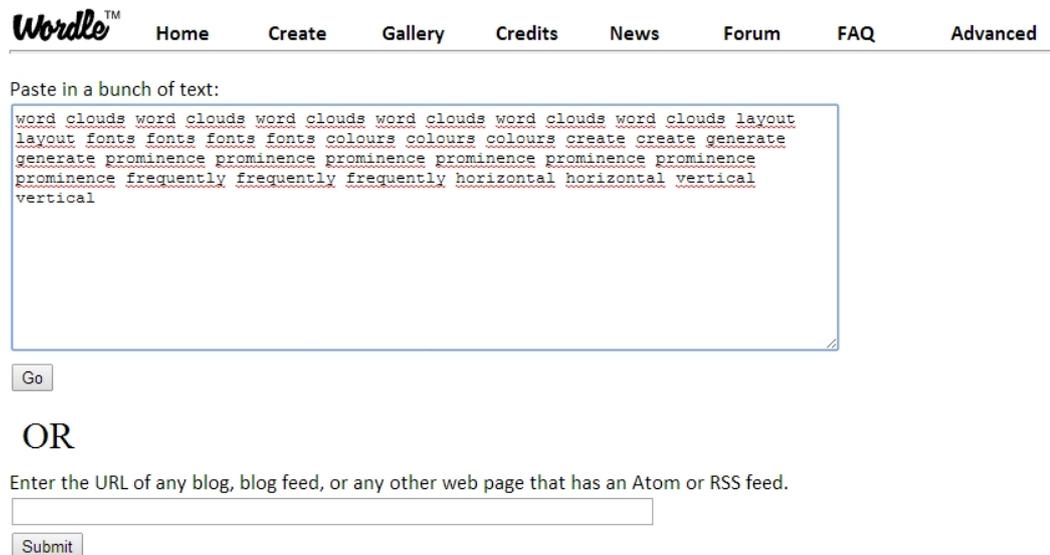
Step 4: You can now print your word cloud or save it in the public gallery with more than 4000,000 other clouds.
Enjoy your word cloud!

Part 6: Choosing typefaces and colours

typeface is font family

6a Class discussion

▶ *How many typefaces and fonts are there?*
▶ *Which fonts do you use most? Why?*

Guess which font is used here.

6b

Fonts have different characters and qualities. Below are some words describing fonts. Check their meanings in your glossary.

neutral, formal, informal, elegant, flowing, classical, traditional, modern, readable, simple, clear, objective, strong, stylish, dynamic, clean, personal

6c Read and find out

Designers use the following fonts a lot. Each font has a different character and is good for a different purpose. What font is used in the movie title in this poster? Read and find the answer.

BENICIO DEL TORO   ANTHONY HOPKINS
THE WOLFMAN
WHEN THE MOON IS FULL, THE LEGEND COMES TO LIFE.

Helvetica Helvetica Helvetica

Helvetica is the most common typeface used by professionals. The fonts are neutral and they go with everything. Helvetica can look both formal and informal.

TRAJAN **TRAJAN** TRAJAN

Elegant and flowing, Trajan is usually used for movie and book titles, company names and other titles.

Garamond **Garamond** *Garamond*

Classical, traditional, and readable. Garamond is a great font for magazines, textbooks, websites and long text.

Futura **Futura** *Futura*

Simple, clear, objective, and classical. Futura is based on geometric shapes. The font is used in large displays, logos, and in books for small font.

Bodoni **Bodoni** *Bodoni*

Modern, strong, stylish, and dynamic. The font has extreme contrast between thick and thin strokes (lines). Bodoni is a great font for headlines, decorative text and logos.

Frutiger Frutiger Frutiger

Clean and modern but at the same time personal.
With the Frutiger fonts each individual character stands out. It is good for signage and display work and it is often used in Web 2.0 Logos.

6d Check your understanding

Work with your partner to answer the following questions according to the text.

1. Would you use the same fonts in the title and the body of a book? Which font would be good for the title and which one for the body text?

2. Which fonts are good for billboards?

3. In your opinion, which fonts are great for business cards? Why?

4. Which fonts can be used to design logotypes?

5. Which font is a safe choice when you are not sure?

6e Class discussion

When designing with text, graphic designers use different font types and font sizes, **bold**, *italic*, SMALL CAPS,   space, and different colours to create effects.
Compare the following two texts . What differences do you see?

A) You can help save our planet

B) **YOU** *can help*
SAVE OUR PLANET

6f Match

Like fonts, colours have associations (çagrışım). Which colours would you associate with the following groups of words?

1. Anger, Stop, Battle, Love, Blood
2. Happiness, Intellect, Caution, Youth
3. Go, Action, Nature, Health, Success, Growth
4. Perfection, Purity, Wedding, Clean, Good
5. Knowledge, Trust, Calm, Peace, Cool
6. Fear, Secret, Death, Luxury
7. Royalty, Wisdom, Spirituality, Imagination
8. Creativity, Lively, Energy
9. Sophisticated, Neutral, Objective

WHITE

YELLOW   ORANGE

GREEN   GREY

BLUE   BLACK

RED   PURPLE

6g Write

Write one sentence for each colour using:
X (colour) means ……
X (colour) expresses (ifade eder) ….

6h Discuss and decide

Discuss with your partner.

1) Is the following background design good for a music festival? Why?
2) Now decide how you would place the following text in the poster.
'Nicosia Music Festival 20-30 September 2014 Kuğulu Park'
3) What fonts and colours would you use? Why?

6i Discuss and decide

Work with your partner and discuss how you would design the following dandruff shampoo bottle.
1. Which of the vectors would you use? Why?
2. What fonts and colours would you use? Why?
3. How would you place the following text on the bottle?
'CLEAN Anti-dandruff shampoo for dry hair'

Part 7: Graphic Design Services for Startups

A **Startup** is a new business

A **Client** is a long-time customer
or a customer you also give ideas to

7a Class discussion

▶ *Who are the clients of graphic designers?*

▶ *What do they need from graphic designers?*

▶ *What is the first thing a graphic designer should design for a Startup? Why?*

7b Communicate

The image shows some 'corporate identity materials'.
Work with your partner and:

1. Find the following items in the image.
▶ stationery
▶ promotional materials
2. What other promotional materials do companies have?
3. What are the most essential (gerekli) items for a startup business?

7c Match

Below is a conversation between Didem, a graphic designer, and Jenny, a client. Jenny's side of the dialogue is jumbled. Match the two parts of the dialogue. Then practice the dialogue with your partner.

1- Hi, you must be Jenny . I'm Didem.

2- Yes, I have my notes here. Please have a seat. Let me check my notes. OK, you are a startup. What kind of business is i t?

3- Nice! Do you already have a logo for your business?

4- I understand, but this is what I tell all my clients. If you want to make your new business look super professional from day one, you must create an identity . I usually recommend a basic package for my startup clients.

5- In your case, you definitely ne ed a logo which will go on your business car d and other print materials.

6- For starters you need some flyers to promote your products.

7- How about your shop sign? Do you have one? We can design one for you if you don't.

8- I understand. We always support startups and we'll offer you a good deal, don't worry. We can also design a simple banner rather than a shop sign to begin with.

9- Good! Before I star t designing I need to ask you a few questions. First of all, what do you want your logo and your business materials to say about your business?

- OK, I think I have some ideas for you...

a) No, I don't and I don't think that I need one. This is only a very small business.

b) Well, what other print materials are we talking about?

c) Aha, and what's that?

d) Really? Well, it all sounds exciting but I have a limited budget.

e) Well, I am a farmer and I grow organic fruit and vegetables. I am opening my first grocery shop to sell my products.

f) Well, that we are trustworthy and that our products are organic and healthy.

g) OK, let's do it.

h) Hi Didem. We spoke on the phone yesterday.

i) Aha, that's a good idea.

Useful phrases

in your case = sizin durumunuzda

First of all / For starters / To begin with = ilk olarak

How about …? = Peki ya …

offer a good deal = iyi bir fiyat sunmak

don't worry = endişe etme

a few questions = birkaç soru

Dynamic Communication

In work life you communicate with your clients. In order to understand their needs you should have 'dynamic conversations' with them. In such conversations people listen to each other and show interest by:

▶ asking each other questions
▶ using short phrases like Yes, OK, Really?, Great!, Nice!, Good!, Interesting!, Aha!, Oh!

7d Communicate

1. Go back to the dialogue and <u>underline</u> the questions Didem asked Jenny. Also <u>underline</u> the short phrases they used.

2. Work with your partner to create short dialogues on the following scenarios. Try to use the new words and phrases you have learned. When you finish, act out the dialogues to the whole class.

Scenario 1

A restaurant owner is asking you to design a menu for his restaurant.

Scenario 2

A university is organizing their summer festival and they want you to design a poster for them.

7e Group Project

Your small group is the design team working on the materials for Jenny, the farmer. First decide on the following and take notes:

1. What type of logo will you design for him? (symbol, logotype, or combination)
2. What kind of images (photos, graphics, etc.) will you use?
3. What fonts will you use?
4. What colours will you use?

After you make the above decisions, do the design work and share with the rest of the class.

Your notes here

Part 8: Poster Competition

Role Play

Get into small groups. You will act as the jury in a poster competition.

1. First read the rules for the competition, then discuss the entries (yarışmaya sunulanlar).
Talk about what you like and do not like about each poster.

2. Then vote for each one. The highest vote is 10.Use the table at the bottom of this page for voting.

Earth Day Poster Competition
Announcement and Rules

'Help spread the word about Earth Day with our Earth Day Poster Competition. Earth Day is celebrated on April 22 each year. This day emphasizes the importance of recycling, conserving energy, and improving air quality.'

Rules: Entries for the poster competition should show images related to the above themes. Posters may consist of illustrations, painting and mixed media.

All poster entries must be 46 cm x 61 cm in size.

Poster 1 46X61

Poster 2 46X61

Poster 2 40X70

Poster 3 46X61

Poster 4 46X61

CRITERIA (kriterler)	Poster 1	Poster 2	Poster 3	Poster 4
Design quality (3 points)				
Message (4 points)				
Rules (3 points)				
total points				