

## Chapter 01 - Introduction: The Graphic Design Profession

### True / False

1. Each design solution has different economic and social benefits and consequences.

- a. True
- b. False

**ANSWER:** True

2. Graphic design and advertising help make information accessible in print and on screen, build brands, and promote competition (which can result in the research and development of goods and services).

- a. True
- b. False

**ANSWER:** True

3. Designers use their expertise to inform people about important issues and promote social causes and nonprofits.

- a. True
- b. False

**ANSWER:** True

4. Graphic design and advertising do not help drive the economy.

- a. True
- b. False

**ANSWER:** False

### Multiple Choice

5. What is a T-shaped thinker?

- a. A T-shaped thinker is a design expert with a broad knowledge base.
- b. A T-shaped thinker is a design expert who specializes in typography.
- c. A T-shaped thinker is a philosopher who dabbles in design.

**ANSWER:** a

### Subjective Short Answer

6. What are the graphic design disciplines?

**ANSWER:** The broad disciplines are advertising, branding and identity design, corporate communication design, editorial design, environmental design, information design, interaction or experience design, mobile design, motion design, package design, promotional design, and typographic design.

7. List five professionals with whom a graphic designer might collaborate?

**ANSWER:** Graphic designers team up with a variety of other experts. Students may list any five of the following professionals: creative directors, design directors, associate creative directors, production experts, photographers, illustrators, copywriters, art directors, interaction designers, animators, type and hand-lettering specialists, architects, film directors, producers, casting directors, actors, industrial designers, interior designers, musicians, models, music houses, tech professionals, psychologists, social anthropologists, market researchers, and printers and their sales representatives.

8. Name three media channels where we distribute graphic design.

**ANSWER:** Answers will vary. Media channels include print, web, mobile, social, and television.

9. What is the First Things First manifesto?

**ANSWER:** The First Things First manifesto is a call for designers to use problem-solving skills in pursuit of projects that would improve society.

10. What does a graphic designer do?

**ANSWER:** Answers will vary but should be similar: A graphic designer is a professional practitioner who conceives and gives form to ideas and content (images and text). Graphic designers create experiences and solve a wide range of visual communication problems working with a variety of clients.

11. Why is each designer responsible for practicing in ethical ways?

**ANSWER:** Each design solution has different economic and social benefits and consequences. Design affects society, individuals, and the economy.

## Essay

12. What is graphic design?

**ANSWER:** Graphic design is a broad term that has many meanings. Possible answers include: A professional visual arts discipline, a form of visual communication used to convey a message or information to an audience, to make editorial content readable and accessible, or to affect people. Visual communication using type and images. A way to make information and content clear and accessible. The practice of conceiving and executing concepts and experiences. Service and actions: realized concepts and experiences that benefit people and that people can participate in.

13. Design studios and companies have certain expectations of their employees. List five career competencies for a junior graphic designer.

**ANSWER:** Answers will vary. Students may list any of the five following career competencies for a junior graphic designer: Solve a visual communication problem, fully addressing the client's goal, researching and exploring possible solutions, and generating solutions. Design ideas using current industry technology. Generate relevant and creative omnichannel concepts based on strategy. Utilize the depth and breadth of one's education.

in the liberal arts and social sciences to solve problems in a global marketplace and connected world. Anticipate solutions to unstated design problems rather than solving only known problems. Construct clear communications to a target (mass or micro/special interest) audience and respond to audience contexts. Design visual communication utilizing the principles of composition (visual hierarchy, unity, balance, rhythm), typography, and aesthetics. Understand images and construct meaningful ones. Create engaging work that grabs attention and resonates. Utilize current tools and technology to communicate visually. Be flexible, nimble, and dynamic in practice. Collaborate productively on interdisciplinary teams and on conventional creative teams. Construct written rationales for one's design solutions that address audiences/users and client goals. Be able to pitch your ideas, explaining your ideas to your design director or client in order to land the assignment or move forward on your assignment. Understand the power of imbuing a brand or entity with social purpose. Utilize the value of visual social media. Be proficient in software. Understand the capabilities of all digital channels/platforms. Be able to take direction from a senior designer or a design director and work toward the development and execution of creative goals for a project.