

Communication in Graphic Design



Executive Summary

Communication is "an apparent answer to the painful divisions between self and other, private and public, and inner thought and outer world." But what does this mean in a working world, where designer and client must come together, elaborate, define, and create.

How do we do this when we speak different languages?

Creative vs critical. Where does this leave a project, and how do we move past this to execute a project in the business world?

Introduction

Creative and critical thinkers have been working together and communicating for years in a working world, since the laws of form on page layout in the 20th century.

Warfare, history, medical journals, all these works had to be documented and published, and creatives designed the works into pleasing proportions for the learners and readers to indulge.

Communication

We need to be critical to solve problems, lateral to explore in non-conventional ways, and creative to think about a subject as we never have before. Graphic design for a client becomes more difficult than exploring your own creativity.

You need to take a subject presented by a client and create a graphic, advert, website even corporate identity from it.

Unfortunately, this is where the communication can be lacking or completely misunderstood. The client does not always understand what is required to give sufficient information to the designer that will ensure a successful mock-up.

Colours, tones, placement, interactive responsive designs are all created from a very specific set of requirements. When the content is not present, you may not be able to visualise the product, and if the layout is not present you may not be able to visualise the content. So where do you start?

How we interact with people and listed can play a huge role in the successful completion of any project. The key is understanding how we can utilise different aids to come to a common objective.

Challenges

Products and services not clearly defined.

The website that we needed to work from was corrupt, with missing pages and broken links. The client had no backup of his site. Being unable provide products and services listed on site without seeing a new design layout, made the original design frustrating.

Unclear navigation requirements from client.

The client wanted a multi navigation function where items could be searched via brands and products. However the brands have a myriad of downloads that are brand specific, and the products vary in brands.

Client needing to see design in order to supply information.

Where to start? As a designer I require a clear understanding of what the client wants to showcase on their website. I was unable to obtain this information as the client wanted to see my vision before I had been able to envision it. From a website design point this was a nightmare, as hours of work could be done and then have to be re-done should the client not be happy.

Site map cannot be created as pages required not established.

With no information regarding the scope of the products and services. And no clear understanding of the relationship between the categories of the products this site was never going to be built.

Conclusion & Implementation

Communication through visual aid.

When working with different types of people, they engage and perceive things differently. You need to change the way you present them. Using a simple layout template in excel, you can easily establish the construction that works for the design as well as the client. Once the structures are determined, the content can easily be placed or created with the layout in mind.

I use this Excel template with all new clients, as it eliminates unnecessary time delays and misunderstandings. It clearly defines the Requirements for a design as well as the flow of a design.

References

<https://en.wikipedia.org/wiki/Communication>

<https://courses.lumenlearning.com/suny-esc-educationalplanning/chapter/critical-creative-thinking/>

https://en.wikipedia.org/wiki/Canons_of_page_construction

Photo by Buro Millennial from Pexels

Solutions

Divine the products and services.

We created a shared Excel sheet where I added the navigation options and the client had to add in the products and services headings. I was able to draw a structure from here and help the client understand the requirements that needed to be for fulfilled to complete the site.

Navigation limitations and options.

With the visual aid of the Excel workbook the client was able to see where the navigational limitations were. This showed that the products and brands could not be linked on a single page. Through this the client was able to accept the limitation without having to tell them it could not be done.

Design before the design.

information gained from the Excel workbook assisted in gaining enough understanding of the vision required to start creating a clean, easy to use web-page with not too many restrictions on changes should it be required.

Site map...Done!

All the categories and brands sorted into a easy to use visual excel document, everything came together and building could resume