

Define Graphic Design?

The boring answer:

“The art of visual communication to convey information to an audience to produce a specific effect.”

A better answer:

“Design is where science
and art break even.”

ROBIN MATHEW

A better answer:

“Design is the application of intent - the opposite of happenstance, and an antidote to accident.”

ROBERT L. PETERS

A better answer:

“The designer is a visually literate person, just as an editor is expected by training and inclination to be versed in language and literature, but to call the former an artist by occupation is as absurd as to refer to the latter as a poet.”

DOUGLAS MARTIN

An even better answer:

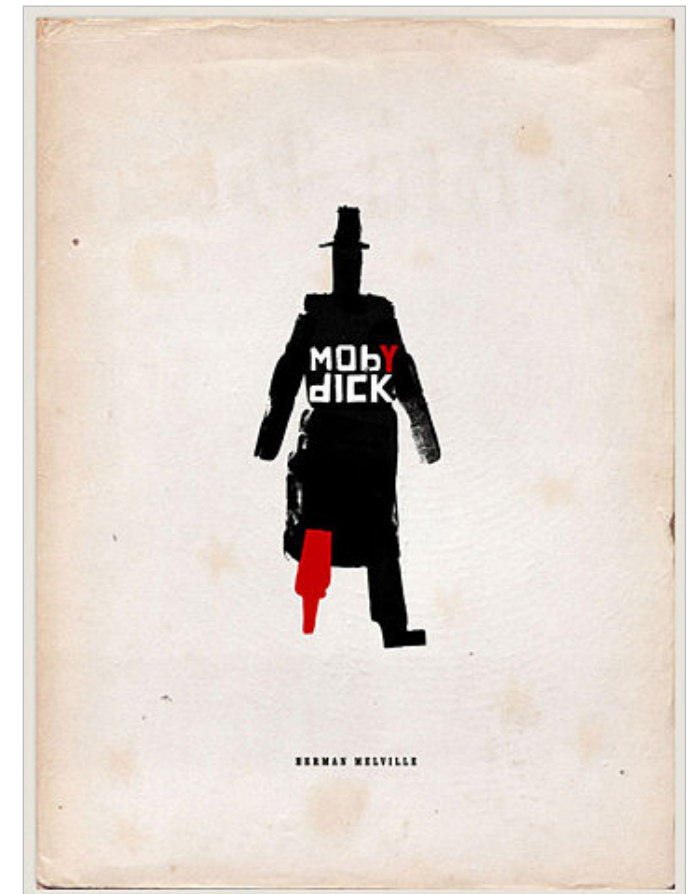
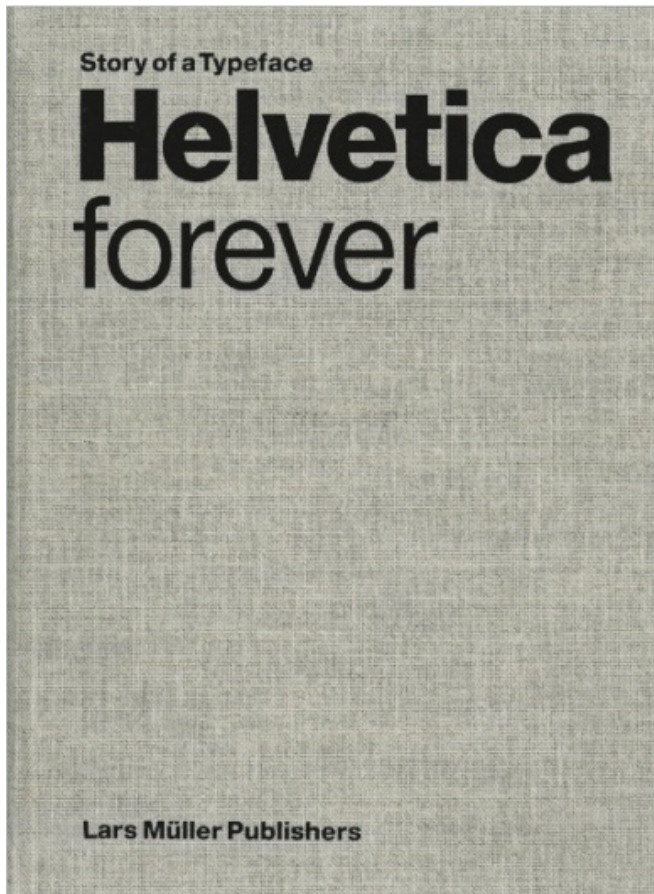
“Design is thinking made visual.”

SAUL BASS

The 5 basic pillars of Graphic Design

(apologies if you already know
this, I will be brief)

Alignment



Alignment

Diese Woche:
21.8.23.8.25.8.27.8.

22.8.
24.8.
26.8.

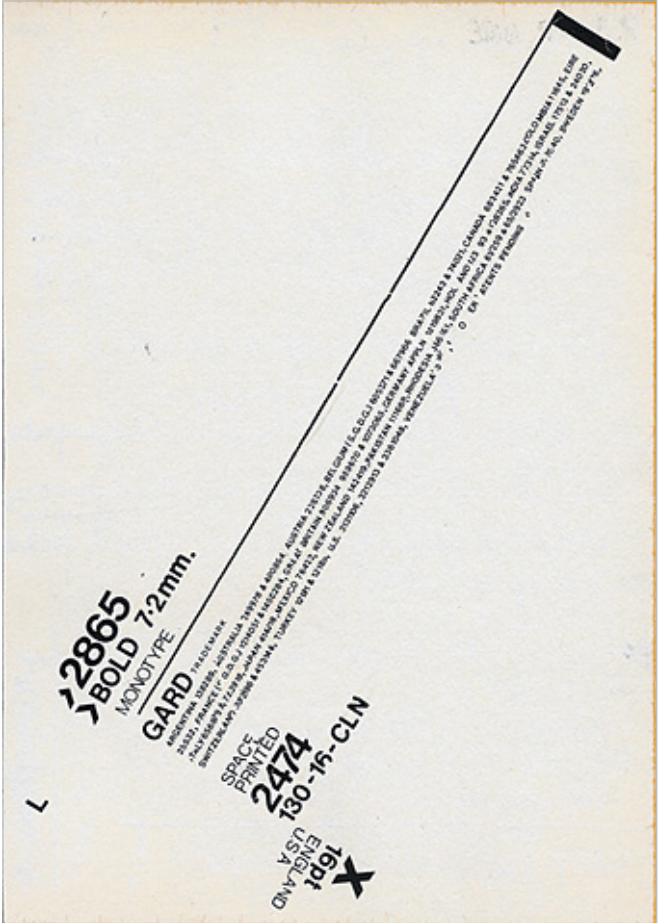
Side A

01 Ticks Bomarr Freedom From Frightened Air 2:50	02 Dead Fingers Walking Working For A Nuclear Free City Working For A Nuclear Free City 3:38	03 Where Has My Love Gone Deadbeat Journeyman's Annual 5:56	04 Meaning A Guy Called Gerald First Try 3:40	05 Yoo Hoo Imperial Teen What Is Not To Love 3:30	06 Future Wife Nine Black Alps Love/Hate 2:39	07 All The Way Down (Beat Version) The Primitives Bombshell 2:23	08 Love In A Trashcan The Raveonettes Pretty In Black 2:52	09 Electricity (Drugs) Talking Heads This Band Is Talking Heads 3:28
10 I Got You Split Enz Split Enz 3:33	11 O'Looco Sun Electric O'Looco 3:19	12 Skip Divided (Modeselektor Remix) Thom Yorke And It Rained All Night 5:35	13 In My Room (David Jensen BBC Session) Yazoo Mute Audio Documents 4:04	14 Five O'Clock World The Vogues Rock Masters: The Vogues 2:05	15 Inside Out The Mighty Lemon Drops World Without End 3:29	16 Credit In The Straight World Young Marble Giants Colossal 2:34	17 Baby Daddy Wyclef Jean The Preacher's Son 4:01	

Side B

01 Unseen Sights Alias Muted 4:26	02 Train By The Autobahn (part 2) The Black Dog Radio Scarecrow 6:40	03 Ain't Got So Far To Go David Byrne Future Soundtrack for America 4:09	04 Eloy Deaf Center Pale Ravine 2:16	05 The Chauffeur (Blue Silver) Duran Duran Rio 5:56	06 Deep In The Horchada Death Vessel Stay Close 3:31	07 Victim Of The Crime Phoenix Alphabetical 4:02	08 Devil You Know Pinback Autumn Of The Seraphs 3:55	09 28 Theme John Murphy 28 Weeks Later 3:58
10 Out Of Time Man Mick Harvey Two of Diamonds 2:57	11 The Passion Of Lovers The Shroud The Passion of Covers 4:25	12 Betray Son Lux At War With Walls And Mazes 5:04	13 Blunted Sonar Base Sonar Bases 4-10 7:27	14 Lum Solarium Olari 4:50	15 I'm Not OK Telephone Jim Jesus A Point Too Far To Astronaut... 0:59	16 Sorrow (Acoustic) Bad Religion New Maps Of Hell 3:18	17 Word Up Willis Rewind!, Vol. 4 Version) 4:40	18 The Mercy Seat (Acoustic Version) Nick Cave & The Bad Seeds B-Sides And Rarities 3:47

Alignment



Repetition

HIGH PRIORITY
JUNE 27-JULY 11

ART
RUDOLF STINGEL
AT THE WHITNEY

MOVIES
THE "MOMA LAFFS" SERIES BEGINS

MUSIC & DANCE
THE NEW YORK PHILHARMONIC'S CONCERTS IN THE PARKS BEGIN

NIGHTLIFE
MORRISSEY
AT THE THEATER AT MADISON SQUARE GARDEN

THE WORD
GÜNTER GRASS AND NORMAN MAILER
AT THE NEW YORK PUBLIC LIBRARY

reality check | a lighthearted take on everyday life |

my week in charts and graphs

WRITTEN BY KRISTIN APPENBERG | CHARTS AND GRAPHS BY NICHOLAS FELTON

What I Spent My Last \$100 On

\$47	\$34	\$19
BUY-ALONGS (PARTS FOR THE CLEVER GUY) AND A BATHING MACHINE	MOVIE TICKET AND SNACKS	LUNCH WITH FRIENDS AT A NEIGHBOR RESTAURANT

What I Wish I Had Spent My Last \$100 On

\$52	\$31
MANICURE AND SPA	LUNCH WITH FRIENDS AT A NEIGHBOR RESTAURANT

E-mails Received

WORK-RELATED	230
FROM FAMILY AND FRIENDS	21
NEWSLETTERS I OPTED TO RECEIVE	5
NEWSLETTERS I DON'T WANT TO GET BUT I CAN'T SEEM TO UNSUBSCRIBE FROM	16
FORWARDED CHAIN E-MAILS	27
FORWARDED CHAIN E-MAILS WORTH READING	0

How My Sleep Affects My Stress Level

Servings of Fruit I Ate This Week

ORANGE	2
BANANA	5
APPLE	11
GRAPE	12
GRAPE IN THE FORM OF JUICE	10

Artists Listened to in My Car (in Minutes)

58	14	7	21	4
HIGH SCHOOL MUSICAL SOUNDTRACK	EMMY CHASE	THE BROTHERS	DAVID BYZANT'S PRINCESS TEA PARTY	THE BROTHERS

Speech Inventory

THINGS I SAID WHAT I WANTED TO SAY	68
THINGS I SAID WHAT I DIDN'T WANT TO SAY	12
THINGS I SAID WHAT I DIDN'T WANT TO HEAR	37
THINGS I FORGOT WHAT I WANTED TO SAY	89

Time Spent Exercising (in Minutes)

MON	TUE	WED	THU	FRI	SAT	SUN
37	41	55	30	3	0	0

Miles Driven During the Week

65	27	18
TO/FROM WORK	TO/FROM THE GROCERY STORE	TO/FROM THE GROCERY STORE

Shopping Day Forgotten
BOOKS, GYM SHOES, AND PERMISSION SLIPS

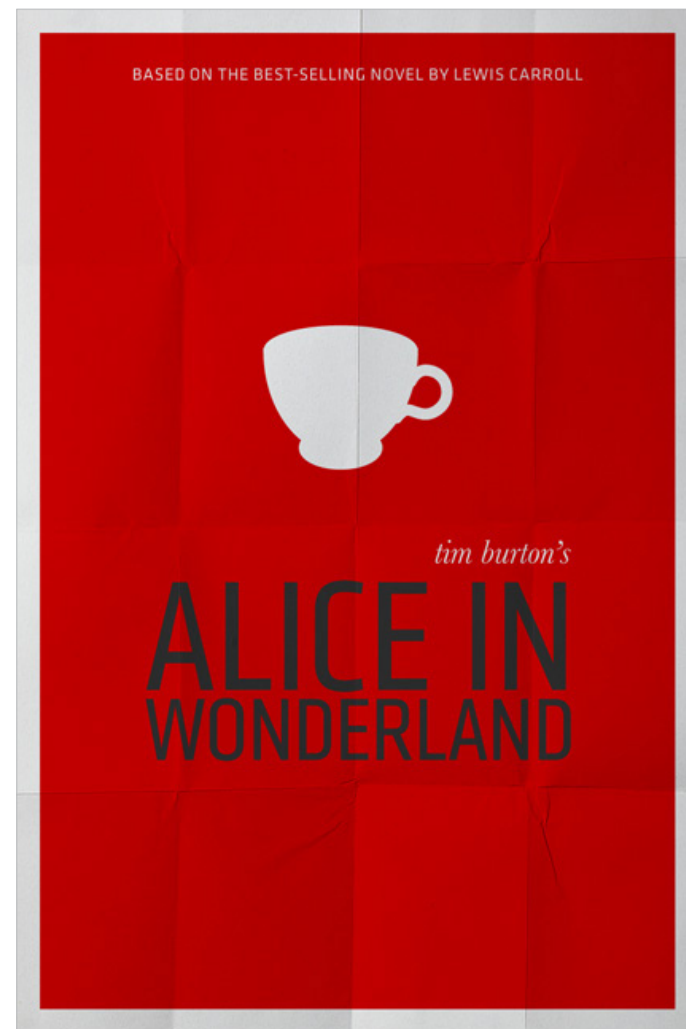
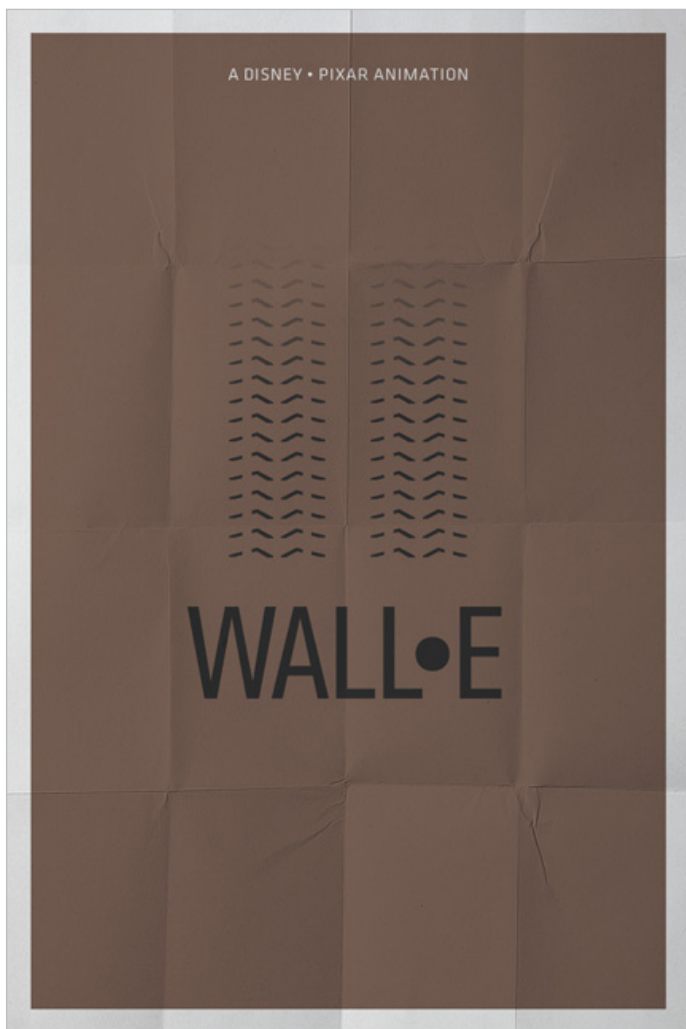
Driving Out of My Way
BECAUSE I MISSED MY EXIT WHILE TRYING TO PROGRAM THE GPS

218

Repetition

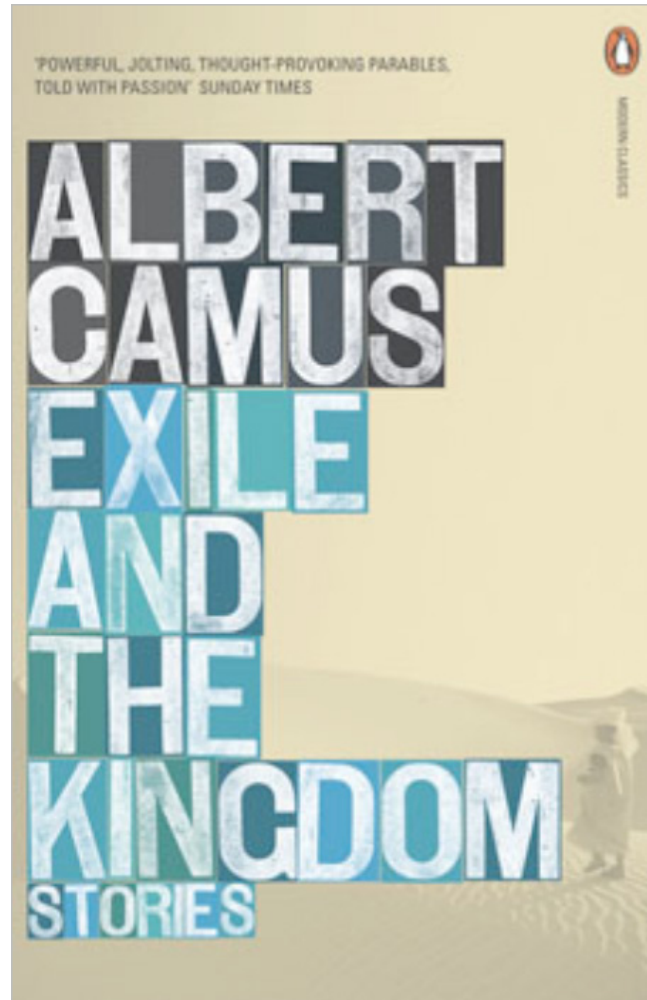


Repetition

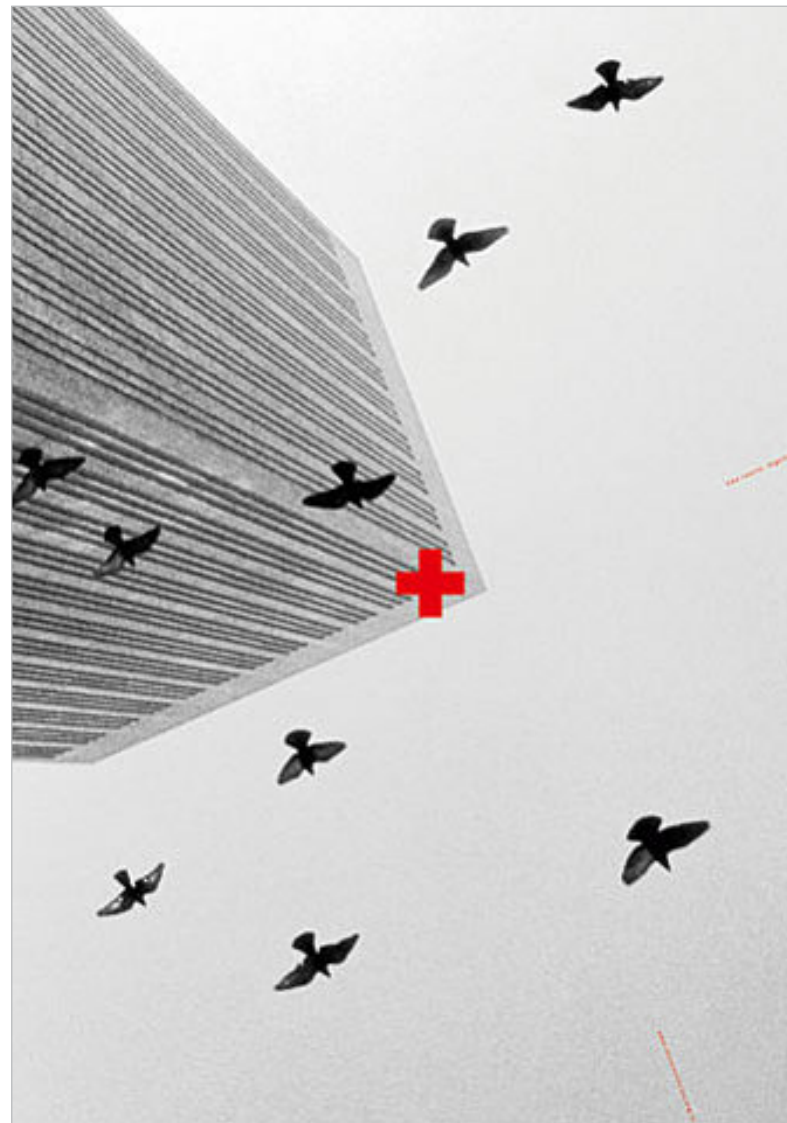


Hierarchy

<p>DESSERTS</p> <p>VANILLA AND WHITE CHOCOLATE MOUSSE 8. <i>fresh local berries, wild berry sorbet, berry tuille</i></p> <p>FRESH FRUIT SOUP 9. <i>bing cherries, peaches & passion fruit sorbet</i></p> <p>WHITE CHOCOLATE CAKE 8. <i>noilly-pratt caramel & tarragon sorbet</i></p> <p>LEMON TART 8. <i>citrus terrine, citrus sorbet & almonds</i></p> <p>CRUNCHY PEANUT BUTTER TART 7. <i>celery sorbet</i></p> <p>CHOCOLATE BUNUELO 7. <i>chocolate sorbet, vanilla ice cream & chocolate fudge</i></p> <p>STRAWBERRY PAVLOVA 8. <i>caramelized banana cream, passion fruit & pickled kiwi sorbet</i></p> <p>SELECTION OF SORBETS 6.</p>
<p>AFTER DINNER DRINKS</p> <p>DESSERT WINES</p> <p>BANYULS BLANC, <i>Domaine la Tour Vieille, France 1999</i> 8.</p> <p>BANYULS RIMAGE, <i>Les Clos de Paulilles, France 2000</i> 9.</p> <p>MUSCAT DE RIVESALTES, <i>Chateau de Jau, France 1999</i> 8.</p> <p>LE PASSULE, PASSITO, LIBRANDI, <i>Calabria, Italy 1997</i> 10.</p> <p>I CAPITELLI, PASSITO, ANSELMINI, <i>Veneto, Italy 1999</i> 9.</p>



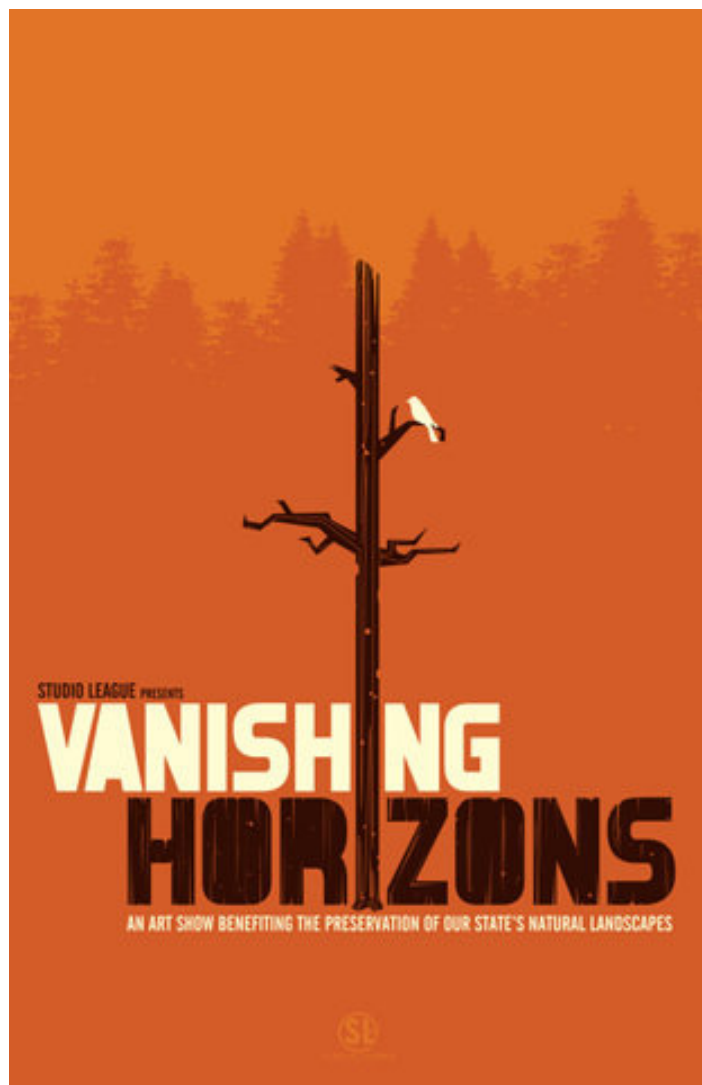
Balance



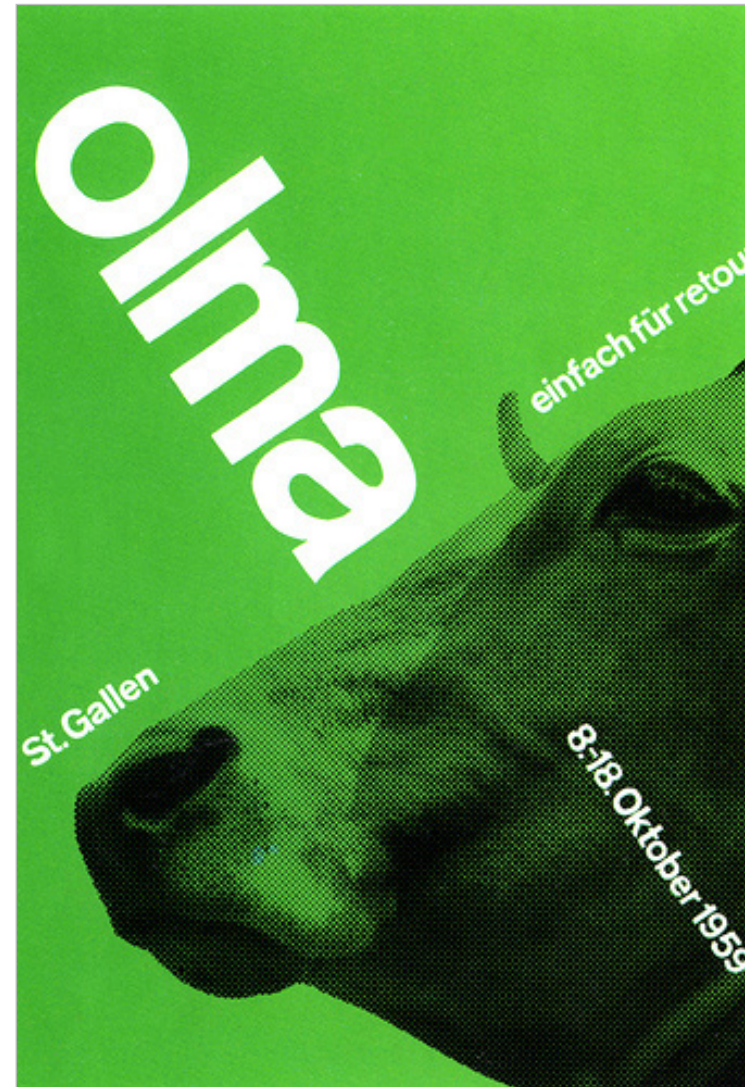
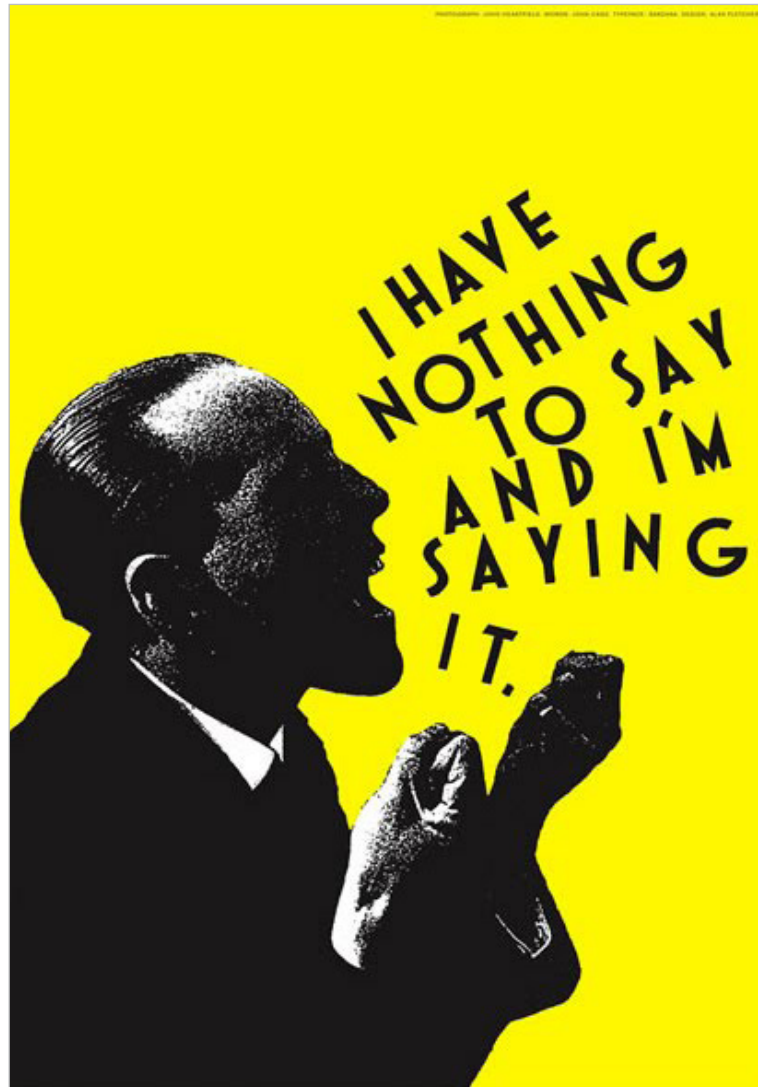
Balance



Contrast

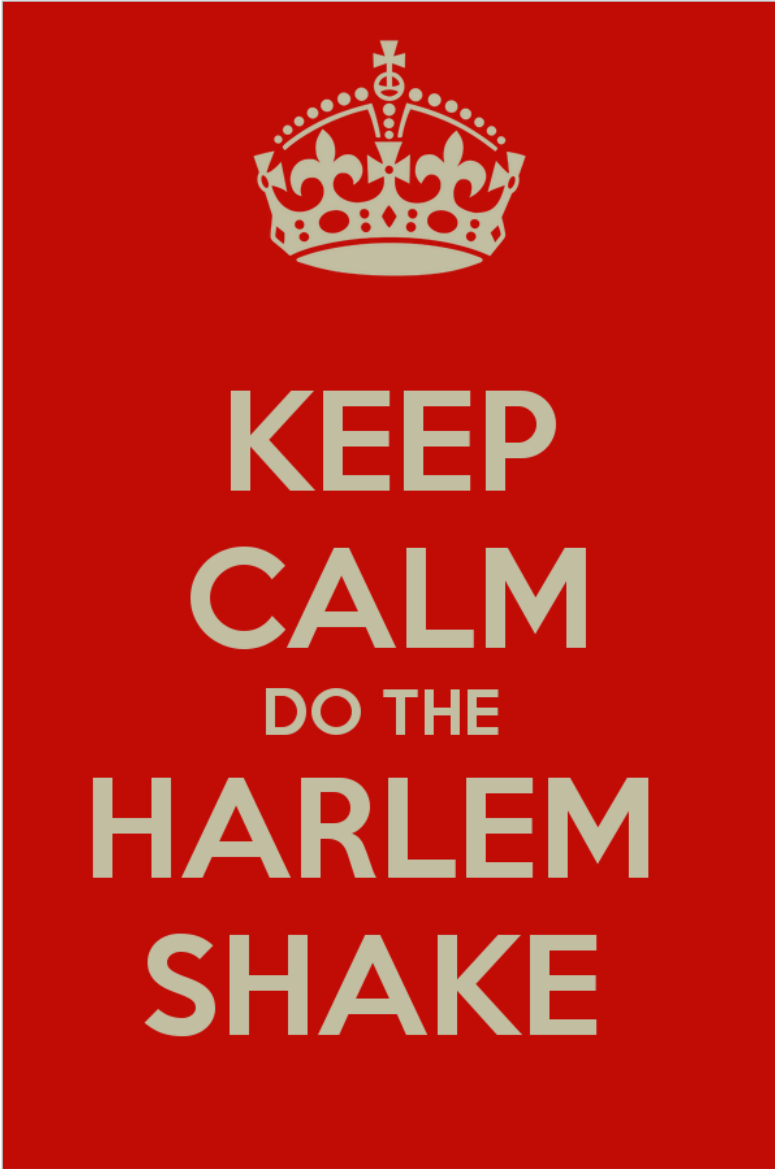


Contrast



**What is a
‘Design Trend’?**
(and why should I care?)





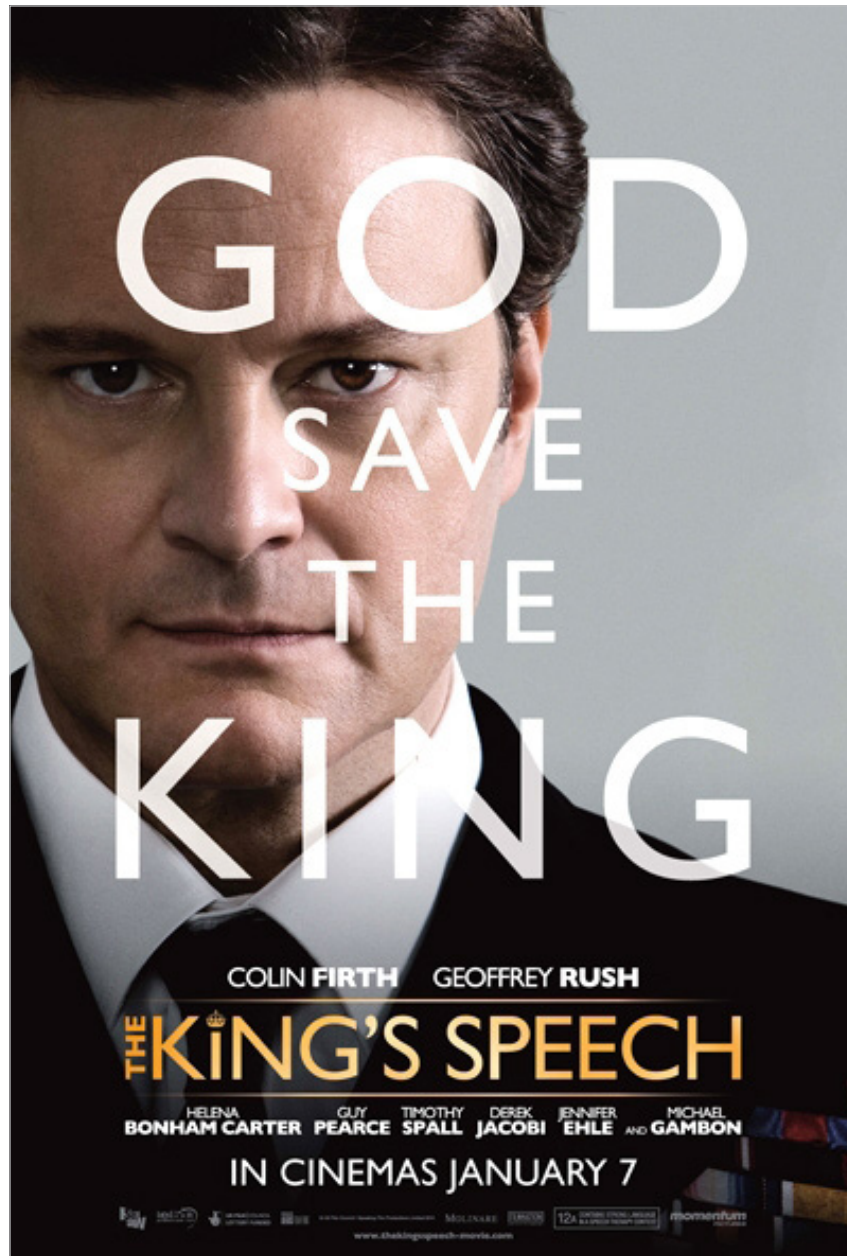




RUN OUT
OF IDEAS
AND
MAKE A
PARODY



BLAH
BLAH
BLAH
BLAH
BLAH



What are the
problems with 'trends'?

Can cause complacency

Can cause copycats

Can hinder creativity

Can be less effective

What are the
benefits of 'trends'?

It can be a pre-existing
visual language the audience
is already fluent in.

Some problems have
already been solved by
designers better than you.

**So how do you make
people take notice?**

There are many ways

**Keep it
Simple**

or

**The ‘How Many Things
Are On The Page’ Rule**

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

THE AUSTRALIAN



arTour Presents

THE MAN WHO COULDN'T KEEP HIS HANDS STILL

By Sean Dowling


16 - 17 MAR | BOOK NOW TICKTETS.COM.AU

SEAN DOWLING
design. banner

ARTOUR



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"Dear god, it's like his hands are possessed by sea anemones."
THE COURIER-MAIL

"It's terrifying the way he waves those things about!"
THE AUSTRALIAN

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AR TOUR
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Supporting text

Hero Image

Title Lockup

The Business

There are four
basic parts of
this design.



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THE COURIER-MAIL

"It's terrifying the way he waves those things about!"
THE AUSTRALIAN

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AT THE AWESOME THEATRE. 123 AWESOME STREET, AWESOME TOWN

SEAN DOWLING
Image: Bunker ARTOUR arTour is supported by the Queensland Government through
Arts Queensland, part of the Department of the Premier and Cabinet.

But what if we
want to add
more info?
(like where the
venue is)



"Dear god, it's like his hands are possessed by sea anemones."
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"It's terrifying the way he waves those things about!"
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**But we have a
great low price
we want to push!**
(well lets find
a spot for it too)



MUST CLOSE SATURDAY

"It's terrifying the way he waves those things about!"
THE AUSTRALIAN

"Dear god, it's like his hands are possessed by sea anemones."
THE COURIER-MAIL


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The show is in it's final days and we got to get those bums on seats! (nothing solves that like a splash banner right?)



MUST CLOSE SATURDAY

"It's terrifying the way he waves those things about!"
THE AUSTRALIAN

"Dear god, it's like his hands are possessed by sea anemones."
THE COURIER-MAIL

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*LIMITED SEATING

arTour Presents
THE MAN WHO COULDN'T KEEP HIS HANDS STILL

By Sean Dowling Directed by Matt James
Lighting Design by Daniel Anderson
Sound Design Steve Toulmin
Set & Costume Design by Renee Mulder

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**Crediting more
of the artists will
generate more
interest!**
(okay)

MUST CLOSE SATURDAY

"It's terrifying the way he waves those things about!"
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Splash Banner

Supporting text

Price Type

Hero Image

Title Lockup

More Show Info

More Venue Info

The Business

**Now there
are more than
four things...
(which am i supposed to
be looking at first?)**

What is Graphic Design?

“The dumbest mistake is viewing design as something you do at the end of the process to ‘tidy up’ the mess, as opposed to understanding it’s a ‘day one’ issue and part of everything.

TOM PETERS

Stop Shouting at Your Audience

or

The **'You only have 100%
to work with'** Rule

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

THE AUSTRALIAN



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SEAN DOWLING
design. banner

ARTOUR



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"Dear god, it's like his hands are possessed by sea anemones."
THE COURIER-MAIL

"It's terrifying the way he waves those things about!"
THE AUSTRALIAN

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HIS HANDS STILL**
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arTOUR
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Supporting text

Hero Image

Title Lockup

The Business

All add up to
make 100%
of your design

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

THE AUSTRALIAN



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SEAN DOWLING
Image: Rainer

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**But what if you want
something bigger?**
(because it's
'more important')

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

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SEAN DOWLING
Image: Rainer

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**Quotes about the
show are important!**
(because it makes it sound like
it's a really good show)

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

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SEAN DOWLING
Image: Banner

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**The title needs
to be BIGGER!**
(so the customer will
remember what it's called)

“Dear god, it’s like his hands are possessed by sea anemones.”

THE COURIER-MAIL

“It’s terrifying the way he waves those things about!”

THE AUSTRALIAN



arTour Presents
**THE MAN
WHO COULDN'T
KEEP HIS
HANDS STILL**

By Sean Dowling

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SEAN DOWLING
Image: Benzer

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**The presenter can't
be forgotten either!**
(they are the one putting
it on after all damnit)

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

THE AUSTRALIAN



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SEAN DOWLING
design banner

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Have to make the dates
and booking bigger so the
customer knows it's on
**RIGHT NOW AND THEY
NEED TO BUY A TICKET!!!**

(how are they expected to book
when they can't see the web
address from across the street!?!?)

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

THE AUSTRALIAN



arTour Presents
**THE MAN
WHO COULDN'T
KEEP HIS
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By Sean Dowling

**16 - 17 MAR
BOOK NOW
TICKTETS.COM.AU**

SEAN DOWLING
designer | illustrator

ARTOUR



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The logos are too small! How are people going to know who made this if they can't see the logos!?!?

(because having your logo on things is the only reason to be in this game, right?)

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

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SEAN DOWLING

designer | illustrator

ARTOUR



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**Now the image
is too small....
(just figure it out okay?)**

"Dear god, it's like his hands are possessed by sea anemones."

THE COURIER-MAIL

"It's terrifying the way he waves those things about!"

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What is Graphic Design?

“Good design is obvious.
Great design is transparent.”

JOE SPARANO

**Some simple
things you can do.**

No one piece of
collateral sells a show.

Sell the show, not
the great low price.

Just because it would
make YOU buy a
ticket doesn't mean it
is a 'good design'.

Stop putting 'www'
in web addresses.

Stop putting your
phone number on
your advertising.

“Don’t design for everyone.
It’s impossible. All you end up
doing is designing something that
makes everyone unhappy.”

LEISA REICHELT

**...and finally the most
important reason to care
about Graphic Design**

“Good design is all about making other designers feel like idiots because that idea wasn’t theirs.”

FRANK CHIMERO
