



CREATE FOREVER

graphic design●

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Close Your Eyes.

Imagine...

sitting on a beach somewhere. All of a sudden something drastic happens; Colour starts to fade away, then slowly, the trees vanish, the sand get dark and hard, the sky gets dark because the sun “has gone to sleep” and finally the sea turns mirky and dark.

Scary, Right?

what will be the first thingy, you will bring back into the darkness.

And Why?



WELCOME TO THE WORLD OF
VISUAL
COMMUNICATION
— graphic design •

Visual communication is
all around us, it is ubiquitous.

Statistics show that:

10% of what we hear is retained in our memories

20% of what we read is retained in our memories

70%
of what we see is retained in our minds.

This goes to emphasize the saying that:



“A picture is worth a thousand words”

Definition:

Visual Communication is the transmission of information and ideas using symbols and imagery to tell a story which we can see.



**There are different forms of
Visual Communication**

Paintings



Photographs



Theatre Arts



Architecture



Graphic Design

**for our topic today,
we're going to focus on
Graphic Design which is
a form of visual communication**

WHAT IS graphic design

Graphic design is the process of visual communication and problem-solving using typography, photography, video and illustration to convey information.



WHY

**To make you
take an Action**



OVER 4 MILLION PEOPLE IN AFRICA WILL ACCESS ELECTRICITY FOR THE FIRST TIME AS A RESULT OF U.S.-LED PARTNERSHIPS IN CLEAN ENERGY SINCE 2013.

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What Do These Tell You?

Our Final Tip

HAVE FUN!!!



A white, hand-drawn style thought bubble sticker is centered on a corkboard background. The bubble has a small tail pointing downwards. Inside the bubble, the words "Thank you!!" are written in a bold, black, sans-serif font.

Thank
you!!

Questions?