

WHAT IS A GRAPHIC DESIGNER?

Graphic designers are artistic geniuses, taking words, photos and illustrations and turning them into content marketing gold.



WHAT DOES A GRAPHIC DESIGNER DO?

Graphic designers are visual communicators, using color, imagery, fonts and other elements to attract, inform and convert consumers.

WHY DO I NEED ONE?

Designers take your content to the next level, elevating it from readable to visual. There's no way to keep up with your competition without one.



WHAT MAKES A GOOD GRAPHIC DESIGNER?



A great designer has a well-rounded portfolio with a variety of styles and content types.



They're also very familiar with the primary design software and can talk Adobe Illustrator in their sleep.



Finally, they know what questions to ask. If a designer promises you the moon but doesn't know basic industry terms, run far away.



HOW DO I WORK WITH A DESIGNER?



Know what you need. One of the biggest delays in graphics content production is when marketing teams aren't aligned on the asset's style or goals.



Know what they need. Designers require your branding specifications (think preferred fonts and colors), logos and any high-resolution photos you want to include.

A graphic designer's skills can make or break your content, so choose your designer with care.



What Designers Know

Anthony S. Fauci



What Designers Know:

What Designers Know Bryan Lawson,2012-08-06 Each chapter deals with a different technique from which we can best represent and make explicit the forms of knowledge used by designers The book explores whether design knowledge is special and attempts to get to the root of where design knowledge comes from Crucially it focuses on how designers use drawings in communicating their ideas and how they converse with them as their designs develop It also shows how experienced designers use knowledge differently to novices suggesting that design expertise can be developed Overall this book builds a layout of the kinds of skill knowledge and understanding that make up what we call designing What

Designers Know Bryan Lawson,2012-08-06 Each chapter deals with a different technique from which we can best represent and make explicit the forms of knowledge used by designers The book explores whether design knowledge is special and attempts to get to the root of where design knowledge comes from Crucially it focuses on how designers use drawings in communicating their ideas and how they converse with them as their designs develop It also shows how experienced designers use knowledge differently to novices suggesting that design expertise can be developed Overall this book builds a layout of the kinds of skill knowledge and understanding that make up what we call designing How Designers Think

Bryan Lawson,2005 **How Designers Think** is based on Bryan Lawson s many observations of designers at work interviews with designers and their clients and collaborators This extended work is the culmination of forty years research and shows the belief that we all can and do design and that we can learn to design better The creative mind continues to have the power to surprise and this book aims to nurture and extend this creativity Neither the earlier editions nor this book are intended as authoritative prescriptions of how designers should think but provide helpful advice on how to develop an understanding of design In this fourth edition Bryan Lawson continues to try and understand how designers think to explore how they might be better educated and to develop techniques to assist them in their task Some chapters have been revised and three completely new chapters added The book is now intended to be read in conjunction with **What Designers Know** which is a companion volume Some of the ideas previously discussed in the third edition of **How Designers Think** are now explored more thoroughly in **What Designers Know** For the first time this fourth edition works towards a model of designing and the skills that collectively constitute the design process *Wrought Iron in Architecture* Gerald Kenneth Geerlings,1929

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