

Literacy commonly signifies interpretation of a written or printed text.

Visual literacy in the form of Graphic Design is the ability to interpret, negotiate, and make meaning from information presented in the form of an image, *extending the meaning of literacy*.

Early Graphic Design

In its early years graphic designing was merely concerned with communicating the ideas and thoughts in a more aesthetic fashion. During first and second world war, several of graphic artists protested against the cruelty of war by designing posters depicting their anguish. Over the decades, graphic designers were being commissioned either by government or big corporations to design posters or create an artwork that would propagate certain ideology.

This led to the emergence of professional graphic design industry. In the recent years graphic design is came to known as a creative process that fuses art and technology together to convey ideas.

There are multiple types of graphic design based on the requirement of the project, such as **image-based, type-based, symbols, logos and logotypes** based designs.

Designs such as these would originate as symbols, develop as Typography, which would then appear as illustration in books, posters, on products purchased, for manuals, brochures, flyers, in advertising, in arts & crafts, textiles, clothing, furniture, and now the web as personal brands, interactive design, motion graphics, game design to name a few.

Image based



Type-based



Logo



Target audience

What is the target audience for the following?

What is being advertised? (product, service, political ideas, etc.)

What is the color scheme of the ad? How many colors are used?

How does the color scheme support the product to make it attractive for the audience?

How does the color scheme appeal to the target audience?

Is there an emphasis in the ad? What is it?

Image and type-based



THE IMPROVED
Boston
Garter

**KNOWN AND
WORN ALL OVER
THE WORLD**

The NAME is Stamped
ON EVERY LOOP—

The
Velvet Grip
CUSHION
BUTTON
CLASP

Lies flat to the leg—never
slips, tears, nor unfastens

EVERY PAIR WARRANTED

Read
Size for Feet,
Size for Color,
Sample Pair

GEO. FROST CO., Makers
Boston, Mass., U.S.A.

ALWAYS EASY



Rexall
"93" HAIR TONIC

The Great, Safe and Sure

Invigorates the Scalp—Nourishes the Hair Root
Your Money Back if it Doesn't

Sold and guaranteed by your own Druggist. He gives the name. Look for the Rexall name.

Price 25c. Brought to you for 10c. in 10c. packages. Look for the Rexall name and trade.

MADE IN U.S.A.

SEPTEMBER, 1911

PRICE 25 Cents

The SMART SET

*A Magazine of
Cleverness*



LONDON

JOHN ADAMS THAYER CORPORATION
400 FIFTH AVENUE, NEW YORK

PARIS

MOULIN ROUGE BAL

TOUS LES SOIRS
LA GOULUE





THE DUMMI[®]



David Carson



Paula Scher



SAMSUNG

Be unconfined

dream



MARRIOTT MARQUIS





Surf's

FOREVER

UP

On an artificial lake in California, Kelly Slater has realized his sports fondest dream-and maybe its commercial future.

by josh dean

Target audience is a specific group of people at which a product or the marketing message of a product is aimed at.

Find four ads that would fit each of the categories:

Children

High school students

Parents of high school students.

Elderly people