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# WHAT IS A PLACE OF DESIGN IN THE WORLD OF BUSINESS?

- *Do designers create only pictures?*
- *Do those pictures mean anything or they are as they are?*
- *Who can better sell creative project?*
- *What do we mean by design creatures in the world of Advertising?*

# WHAT'S THIS?





# COMMUNICATION DESIGN

Advertisement of Victoria's Secret. Advertisement is a type of communication design.

**Communication design** is a mixed discipline between design and information-development, which is concerned with how media intermission such as printed, crafted, electronic media or presentations communicate with people.



A **communication design** approach is not only concerned with developing the message aside from the aesthetics in media, but also with creating new media channels to ensure the message reaches the target audience.

**Communication design** seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favorable impact to the bottom line of the commissioning body, which can be either to build a brand, move sales, or for humanitarian purposes.

This process involves strategic business thinking, utilizing market research, creativity, and problem-solving.





The term **communication design** is often used interchangeably with visual communication and more specifically graphic design, but has an alternate broader meaning that includes audience, vocal, touch, smell and visual communication.

Examples of Communication Design include informative architecture, editing, typography, illustration, web design, animation, advertising, ambient media, visual identity design, performing arts, copywriting and professional writing skills applied in the creative industries.







**YOU ALWAYS HAVE  
SOMETHING TO SAY TO THE  
AUDIENCE!**

**Do it with the help of  
Communication Design!**