

Mercury-Seto

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?







COMMUNIC&TION DESIGN

Advertisement of <u>Victoria's Secret</u>. 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 <u>message</u> aside from the <u>aesthetics</u> 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.

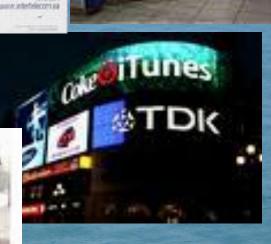
This process involves strategic **business** thinking, utilizing market research, creativity, and problem-solving.



Інтер-

ТВІЙ СОМА 563 обмежень

можливостей



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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 <u>informative architecture</u>, <u>editing</u>, <u>typography</u>, <u>illustration</u>, <u>web</u> <u>design</u>, <u>animation</u>, <u>advertising</u>, <u>ambient</u> <u>media</u>, <u>visual identity design</u>, <u>performing arts</u>, <u>copywriting and</u> <u>professional writing skills applied in</u> the <u>creative industries</u>.



YOU ALWAYS HAVE SOMETHING TO SAY TO THE AUDIENCE!

Do it with the help of Communication Design!