

What is Graphic Design and How Can It Help My Business?

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What is Graphic Design and How Can It Help My Business?

By John Lewis

Graphic design is an art and for professional results you should be utilising the skills of someone

that can demonstrate relevant experience in the field of design, advertising, typography, print and the use of colour. Desktop publishing is not graphic design.

It is important that your advertising materials should be well designed to create the initial visual impact before the user reads the information or explores the website.

As the number of companies, products and services increase, an effective eye catching design is a critical element for marketing your business. An innovative design will help differentiate your company from the competition

A professional qualified graphic designer should take an individual approach to graphic design and with each clients project should produce strong creative designs appropriate for that business or service.

Graphic design done for print can be adapted for use on the web and CD ROM which means you can have strong corporate branding throughout your range of advertising materials.

High quality graphics for print should be processed by a highly regarded professional printer, one who has demonstrated that they can consistently produce high quality printed materials. Don't cut corners and for the sake of saving a few pounds use a printer that will not do the graphics justice.

Do you need to consider branding & image for your companies materials? Brands are not just for big companies, they can also make smaller businesses stand out from the crowd and can play a significant part in helping your business or services become the first choice for customers.

In increasingly competitive markets, it is important to establish a strong company (corporate) image or brand which will give potential new customers a true idea of what they are buying before they buy it which should make that decision easier to make for them. Existing customers trust strong brands because they know exactly what to expect and they will keep coming back to you.

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If you want to build and manage a strong company brand or image you will need to convey a consistent message to your customers in all ways that you communicate with them.

Strong branding is achieved by a consistency in your marketing tools of which the following are examples:

Web site, Business name, Names of products or services, Company slogan, Company logo, Style and quality of your business stationery including brochures, business cards, letterheads, flyers, folders, Product packaging.

It is important that you commission a professional designer to obtain good quality visual images – photographs and graphics, which will ensure that your marketing materials have maximum impact.

A professional graphic design service will provide high quality graphics which can be adapted for use

on your website as well as in all your printed materials such as business stationery, letterheads, business cards, brochures and flyers. High quality graphic designs can also be used on your large conference boards and to build interfaces for an interactive CD Rom which is becoming a more popular way of distributing information about a companies products or services.

John Lewis is a multimedia designer who specialises in producing interactive CD Rom, original

graphic

design

and

web design Scotland

What Comprises a Good Graphic Design?

By Carla San Gaspar

More often than not, when the topic is about application of graphic design, businesses loose interest and just tend to tune out. They often mistakenly imply the true essence of having a good graphic design. For some, they may think it expensive, time consuming and costly; while other business sees them as an effective means of gaining recognition.

Graphic design is one of the most widely preferred means used at present. This is because it encompasses a beneficial aspect that helps every business to gain recognition from the market. This design service holds on to achieve a branding identity that marks every business to have a good name. Graphic design Orange County can indeed supply immense services that will help you work out with a good graphic design.

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Features of a Good Graphic Design

With the stiff competition in the present industry, gaining recognition is somewhat hard to attain. So in order for you to be known and stand out among your competitors you must come up with an excellent design and as well as informative content. Mainly the features of a good graphic design entail to encompass:

- Readability - a good presentation depends on the consistent ideas given. A well expressed design need not to puzzle customers mind but rather make them understand what is given. Having a readable text content can manage to drive more visitors to be keen on what is being provided.
- Visual organization - the image, designs and illustrations used must be appropriate to your purpose and target audience. The designs applied are based on the specifications given by you. Mainly with the aid of a good graphic designer you will be able to achieve the desired design you want for your material.
- Relevance - the importance a good graphic designs holds to make a web site more popular and visitor friendly site.

In addition with the development of a good graphic design, graphic design Orange County can provide you with explicit design services that will help you develop a good branding image for your company. Focusing on the features and elements good graphic design is comprised with — colors, lines, shape, mass and texture. To add up with the features of a good graphic design it should also entail an effective presentation, easily understood message and faster conveyance for specific audience.

With the graphic design companies that sprout up nowadays, not all of them can give what you are looking for. So if you want to have an effective and valuable design you have to look for the right company suited for your jobs and can truly able to answer your needs. And yet graphic design Orange County can help you decide to choose for the right companies that will be good for you. Primarily being familiar with the elements and features of a good graphic design will help you establish a good name.

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