

ESSAY

Communication design is a very vast field of design which is directly or indirectly common to every other field of design be it product design, interior design or fashion design. People usually confuse graphic design with communication design which is a combination of layouts, texts, images, etc. which are used to transmit messages. But this is just one part of communication design. Hence, one can say that graphic design is one of the elements in communication design. Communication design is the process of communicating/conveying information/messages through different mediums. Effective communication is the key to a successful design. Every field of design needs an effective communication design intervention.

There are certain elements that are common to all categories of communication design and they are: color harmony, gestalt, symmetry, balance, scale, proportions, history, design contrast, design hues, textures, values, form, color theory (terminology and associations) and most important **ASTHETICS**.

The different aspects/categories that one can explore and practice in communication design are theory of behaviours, strategic use of technology and soft wares, interactive design, typography, branding and packaging, writing and editing, advertising and marketing, art and illustrations, user interface/user experience (UI/UX), visual communication, etc. However these categories can be further broken down to various elements.

-Behavioural design is the kind of design which is concerned with how design shape, form, colour, proportions can be used to influence human behaviour.

- Strategic use of technology and soft wares include learning different soft wares and transmitting information and messages in a more effective way. The various soft wares one learns about in communication design are adobe illustrator, adobe photoshop, adobe indesign, procreate, adobe premiere pro, adobe after effects, coral draw, dreamweaver, lightroom, etc. All these soft wares can be used to create, draw, edit and manipulate visuals as well and texts.

- Interactive design is a user-oriented field of study that focuses on meaningful communication of media through collaborative processes between people and technology. Successful interactive designs have simple, clearly defined goals, a strong purpose and intuitive screen interface. Interaction design is the practice of designing interactive digital products, environments, systems, and services. Beyond the digital aspect, interaction design is also useful when creating physical products, exploring how a user might interact with it.

-Typography is used to communicate tone of voice, personality, age, gender and mood, and it can be easily manipulated. Typography includes the usage and exploration of different typefaces, lettering, kerning, tracking, leading, sizing, overshooting, balancing, contrasting, spacing, ligatures, etc. Typefaces can further be divided into old script, serifs, sans serifs, slab serifs, decorative, black letters, calligraphy, etc. Typography also includes the study of colour theories. Form and structure, etc.

-Branding and packaging include using colours, typography, logos, taglines, logomarks, visual marks, logo creation and creating an identity/trademark and language for a brand. Packaging includes visual mapping, sketching, prototyping, material exploration, photography and creates a personality for the brand.

- Writing and editing includes documentations, copy writing, content creation, journalism and creating articles, blogs, novels, brochures and informational documents.

-Advertising and marketing include designing/creating posters, brochures, visiting cards, business cards, pamphlets, flyers, newspapers, presentations, info-graphics, advertising, campaigns, billboards, tv commercials.

-Art and illustrations are more towards the making physical pieces of posters, doodles, drawings, concept art, GIFs, technical illustrations, icons, signages, graphs, mind maps, books, magazines, novels, comics, pictography, emoticons. While making any kind of books; layouts, compositions, colour schemes, cover design and soft wares are also taken into consideration.

-Visual/graphic communication includes making all of the above in a digital form (film making, zines, booklets, app design, soft wares, digital media)

-UI/UX is a very wide element in the field of communication design. UI specifically focuses on the visual design of interactive elements, and as a field it lives almost exclusively in digital media. Interactive elements such as drop-down menus, form fields, clickable elements, animations, button styling, and more are all critical tools in UI. UX design is designing for use rather than aesthetics. UX designers are focused on users and how they interact with the product. The main elements in UI/UX are 3d animation, VFX, AI, web design, interaction design, CGI.

This is the huge spectrum of choices that a communication designer can make.