КУЛЬТУРА І МИСТЕЦТВО

IS GRAPHIC DESIGN ART OR SCIENCE?

Puhachova Anna

Student at the Kyiv National University of Technologies and Design

Roienko Liudmyla

Senior Lecturer at the Kyiv National University of Technologies and Design

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered to be a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. Graphic design is not just a creative process that includes art and technology to convey thoughts. It is the procedure for conveying visually using typography and pictures to present information, typically used when visual sophistication and ingenuity are needed to present text and image. It may even be applied to the layout and format of informative material to make the info more available and easier for comprehension. Designing a masterpiece graphically is the artwork of combining text and graphics to convey an efficient message. It is primarily applied in the design of logos, pamphlets, newsletters, posters, signs, along with other type of visual communication.   [1]

Graphic design is the usage of words and pictures to pass on information or to make a specific visual effect. This art form may also be referred to as commercial art due to its application to marketing and its essential contribution to company function. Graphic design practice incorporates a wide scope of subjective capacities, feel and

Сучасні виклики і актуальні проблеми науки,
освіти та виробництва: міжгалузеві диспути
Культура і мистецтво   *www.openscilab.org*

specialties, including typography, visual expressions and page format. Visual architects have a distinctive capacity to sell a thing or thought through incredible visual interchanges, and are solicited to embrace the difficult activity from being inventive every day. Consolidating visual talk capacities with the worldwide talk capacities of client association and on-line marking, visual creators devote a lot of time to work with website specialists to make both the vibe and look of a web webpage and improve the on-line understanding of site guests. Shading is likewise another solid method to assist clients with finding their way around a site, and shading coding segments of the site enables clients to figure out where they're. Visual communication includes a visual and mental setting to the carefully learned content on the site. The fundamental device for this workmanship type is an inventive personality. With the appearance of PCs and programming applications, the assignment of the fashioner turned into somewhat simpler, as these technologies have given more proficient creation apparatuses than customary techniques. Visual depiction of an innovative calling and things which were once just considered in mind are enlivened through capacities and creative mind. There's a detriment to the expansion of visual communication on destinations. Numerous designers have attempted to constrain the Web to be what it isn't, making wasteful and here and there unusable sites. There's a penchant to consider that words, and not pictures, are the structure hinders for most of sites. People are plainly outwardly orientated, and their response to the site appearance and visual structure has a solid impact on their way they communicate with it in general. Visual communication meets science, making the abstract tangible. While science is intriguing, it's not in every case straightforward. These planners take up representation, making revelations progressively available. Structure and science have a unique association that goes route back. Realistic representation can be a useful asset in rearranging complex and regularly dynamic thoughts, and planning techniques used by researchers to express what the have on their mind is a story as old as time. Italian stargazer Galileo Galilei, for instance, recorded his numerous nighttime perceptions of the moon in a progression of drawings, flaunting both delightful line work and amazingly precise logical

© Puhachova Anna, Roienko Liudmyla

discoveries about the moon's geology. Individuals who exceed expectations in both expressions of the human experience and sciences, as in the times of Galileo Galilei or Leonardo Da Vinci, have become an uncommon product during a time wherein even magnifying lens have got advanced and can take their own photographs. Most researchers today have essential ability in the field of plan, assuming any, and similar remains constant with regards to originators' information on technical studies.

Visual experimentation. Amanda Phingbodhipakkiya is an imaginative chief and visual originator, with an interdisciplinary expert way. Her long stretches of moving as a ballet performer were trailed by a neuroscience qualification from Columbia. As she was directing Alzheimer's examination at Columbia Medical Center, she was discouraged by how little consideration her lab's significant research was getting. Energized by an energy to all the more likely impart logical information to other people, Amanda went to visual communication. "Fashioners can sparkle a light on science by helping make science progressively visual," she lets us know. "Configuration disentangles, amuses, imparts and urges – if effective, and leaves the crowd brimming with interest and with another chunk of information. I likewise believe that when science and configuration meet up, they can understand probably the most squeezing difficulties within recent memory." [2] Guided by this solid conviction, Amanda has propelled a few tasks with the aim to assist science with contacting more extensive crowds. One such task is The Leading Strand, uniting specialists and creatives from various fields to team up in making an interpretation of logical discoveries into visual works. Her groups thought of a wide scope of items, running from a machine that speaks to neuronal action, to a PC game about anti-infection agents. Another activity drove by Amanda is Beyond Curie, a task of banners celebrating "boss ladies in science, innovation, designing + arithmetic" with free, downloadable banners, just as an AR experience that breathes life into the printed pictures. She is as of now dealing with 'Molecule 17', a task which valiantly goes up against a theme as mind boggling and incomprehensible as quantum material science and subatomic particles. "I'm still from the get-go in the improvement of the venture.

Сучасні виклики і актуальні проблеми науки,
освіти та виробництва: міжгалузеві диспути
Культура і мистецтво
www.openscilab.org

The idea of quantum field hypothesis is hard to envision and clashes with the constraints of our creative mind," she imparts to us. "It says that as opposed to considering particles to be physical articles, similar to a seat or a marble, it's smarter to consider them excitations of a three-dimensional field. What's more, every one of the 17 fields are layered right close to the next, now and then communicating with one another." It's an idea Amanda suitably marks as "awesome", yet she's resolved to locate a visual portrayal that will make it understandable. Amanda imagines 'Molecule 17' as an intuitive, vivid establishment that includes computerized AR, activity and huge scope physical congregations. Her purpose is to make a piece that is outwardly convincing just as smart, an encounter that both teaches and wonders. Valid, Amanda's experience in science may make it simpler for her to move toward a point as bewildering as quantum material science. However, on the off chance that you ask this researcher turned-planner, the two fields share more practically speaking than you may might suspect. Furthermore, be it banner plan or subatomic particles that you take a shot at, it's Amanda's recommendation to simply play around with it. "The fact of the matter is to play," she notes joyfully, "everybody needs a greater amount of that."[2]

References:

1.   Graphic design [Електронний ресурс] – Режим доступу до ресурсу: https://en.wikipedia.org/wiki/Graphic_design

2.   Spivak E. Graphic Design Meets Science: Making the Abstract Tangible [Електронний ресурс] – Режим доступу до ресурсу: https://www.edenspivak.com/writing