

questions

Main question

What are the similarities and differences between graphic design and communication design?

Additional questions

How are these similarities and differences represented in curriculum design?

What are the convergent and divergent design research agendas in these disciplines?

What are the direct consequences of the ambiguity for design researchers?

Where and who are the respective design practice communities?

what am I studying?

Communication Design

Visual Communication Design

Graphic Design

Advertising Design

Current undergraduate competencies for NSAD Accredited Professional Design Degree Programmes (2016-17)

artefacts

Graphic Design
(list)

Communication Design
(list)

Artefact here is used as a general term for 'product', 'service' or 'system'

after Crilly, N. (2010). The roles that artefacts play: technical, social and aesthetic functions. *Design Studies*, 31(4), 311–344. doi:10.1016/j.destud.2010.04.002)

DESIGN RESEARCH SOCIETY INTERNATIONAL CONFERENCE 2018

practises 1

... identity design; editorial and book design; typography, information design; advertising; illustration; photography, calligraphy; signage and pictogram systems; packaging; animation design; broadcast graphics and film titles; product, web and game interface design; interaction, environmental and exhibition graphics; data visualisation; and any other activity of online and offline shaping of visual form.

Icograda Design Education Manifesto Taipei 2011

Graphic Design or Communication Design?

practises 2

Objects: logotypes · stationery · book and magazine layout · advertisements and campaigns · posters · packages (labels) · exhibitions · displays · corporate identity systems · signage systems · interface design for computer programs · design of "information bodies" (texts in both a metaphorical and broad sense) for formation, instruction, and entertainment · design of audio-visual means

Know how: theories (psychology) of perception · theory of language (in particular of speech acts) · semiotics · visual rhetoric · cultural history (including art, literature, design, science, technology, and industry) · history of visual communication · anthropology of everyday life · theories of communication and information · philosophy of science · applied mathematics (analytical and descriptive apparatus for describing shapes) · basic concepts of programming and computer science · basic concepts of management · design theory and criticism · other

Bonsiepe, G. (1994). "A Step Towards the Reinvention of Graphic Design." *Design Issues*, 10(1), 47–52.

Graphic Design or Communication Design?

functions

Technical-use functions (for artefacts that perform physical function that are exploited by users but were not necessarily intended by designer)

Social-service functions (for artefacts that express some social value even though that need not have been intended by the artefact's designers or users); and

Aesthetic-proper functions (for artefacts that embody or sustain aesthetic principles and have been selected and reproduced for their capacity to perform that role).

Crilly, N. (2010). The roles that artefacts play: technical, social and aesthetic functions. *Design Studies*, 31(4), 311–344. doi:10.1016/j.destud.2010.04.002)

Graphic Design
(comment)

Communication Design
(comment)

Information : impart new knowledge or intelligence | **Persuasion** : persuade, convince, or affect change in thought or behaviour | **Decoration** : fun, entertaining, ornamental, enjoyment, pleasurable | **Magic** : symbolic, sacred, transformative | **Metalinguistic** : codes or frames that explain, clarify or qualify | **Phatic** : initiation, continuity or conclusion | **Social / Cultural / Economic**

Barnard, M. (2005). *Graphic Design as Communication*, London: Routledge.

Artifacts and services ... may **interpret, inform, instruct, persuade, or entertain.**

Current undergraduate competencies for NSAD Accredited Professional Design Degree Programmes (2016-17)

competency 1

A *competency* is a set of skills, abilities and knowledge needed to perform a specific task

Graphic Design
(list)

Communication Design
(list)

A *competency* is a set of skills, abilities and knowledge needed to perform a specific task
(U.S. Department of Education)

competency 2

A *competency* is a set of skills, abilities and knowledge needed to perform a specific task

(U.S. Department of Education)

Graphic Design	<i>Knowledge and skills</i>	Communication Design
Yes/No	Process management skills Client relationship · Interpersonal (teamwork) · Presentation and communication · Project planning and administration · Team management	Yes/No
Yes/No	Conceptual design skills Briefing · Business orientation · Design research · idea generation and concept development · Problem solving · Process understanding	Yes/No
Yes/No	Technical design skills 3D modelling · Coding and platform management · Detailing and production · Digital photo manipulation · Illustration · Layout and composition · Motion design · Photography · Typography · Visual coordination	Yes/No
Yes/No	Software Skills 2D software · 3D software · Animation/video software · Office software · Web development software	Yes/No
Yes/No	Personal characteristics Acumen · Aesthetic and creative sensitivity · Design passion · Self-driven	Yes/No

Dziobczenski, P. R. N., and Person, O. (2017). "Graphic Designer Wanted: A Document Analysis of the Described Skill Set of Graphic Designers in Job Advertisements from the United Kingdom." *International Journal of Design*, 11(2).

competency 3

A *competency* is a set of skills, abilities and knowledge needed to perform a specific task

(U.S. Department of Education)

Graphic Design	<i>Abilities</i>	Communication Design
Yes/No	Conceive and design objects and systems	Yes/No
Yes/No	Understand and use theories, principles, and processes, including ... 1. Develop and use strategies for planning, producing and dissemination	Yes/No
Yes/No	2. Make appropriate, purpose-based choices and identify opportunities and generate alternative solutions	Yes/No
Yes/No	3. Plan the design process and construct narratives and scenarios for describing user-experiences	Yes/No
Yes/No	4. Fluency in the use of formal vocabulary and concepts in design – content, elements, structure, style, technology	Yes/No
Yes/No	5. Study critical theory and semiotics	Yes/No
Yes/No	6. Consider and apply spatial, temporal, kinaesthetic relationships among form, meaning and behaviour	Yes/No
Yes/No	7. Use typography, images, diagrams, motion, sequencing, colour, and other such elements	Yes/No

competency 4

A *competency* is a set of skills, abilities and knowledge needed to perform a specific task
(U.S. Department of Education)

Graphic Design	<i>Deliverables</i>	Communication Design
Yes/No	Brand visual identity logos, corporate identity programmes, and communications, as well as brand/style guidelines.	Yes/No
Yes/No	Digital design online, mobile, and/or virtual environments including references to design for web pages, email marketing, digital presentations, etc.	Yes/No
Yes/No	Film and animation static and animated web banners, animations and tutorial videos, sports video edits and animation	Yes/No
Yes/No	Packaging and point of sale packaging material, merchandising, displays and other sales material.	Yes/No
Yes/No	Print and advertising posters, books, brochures, advertising, etc.	Yes/No
Yes/No	Retail and environmental design spatial arrangement and communication of spaces e.g. signage, retail and exhibition designs	Yes/No

Dziobczenski, P. R. N., and Person, O. (2017). "Graphic Designer Wanted: A Document Analysis of the Described Skill Set of Graphic Designers in Job Advertisements from the United Kingdom." *International Journal of Design*, 11(2).

opinion 1

It is necessary to recognize that the term “graphic designer” has contributed to the obscure profile of the profession. Although better than “graphic artist” and better than “artist,” the term still places too much emphasis on the graphic, physical element and omits more essential aspects of the profession—the main aim of which is not the creation of graphic forms but the creation of effective communications. Although the most widely accepted term is indeed “graphic designer,” it is more descriptive and appropriate to say “visual communication designer,” because this definition includes three essential elements of the profession: a method (design); an objective (communication); and a medium (vision).

Frascara, J. (2004). *Communication Design: Principles, Methods, and Practices*, New York: Allworth Press.

True or false?

opinion 2

... the term 'communication design' is synonymous with 'graphic design'.

Sue Walker (2017) Research in Graphic Design, *The Design Journal*, 20:5,
549-559, DOI: 10.1080/14606925.2017.1347416

True or false?

opinion 3

Graphics of all kinds have become the predominant mode of constructing and presenting information and experience.

Drucker, J. (2014). *Graphesis: Visual Forms of Knowledge Production*, Harvard University Press: London, England and Cambridge, Massachusetts.

True or false?