

## GRAPHIC DESIGN AS A MEAN OF VISUAL COMMUNICATION

Lutsenko S.K.

*National Aviation university, Kyiv  
Scientific supervisor - Loboda S.M., Doctor of Pedagogic Sciences, prof.,  
professor at KMMT Departament*

**Abstract.** *It was substantiated that at the stage of the development of society in the conditions of a large number of information flows, the unlimited possibilities of computer technologies brought graphic and "communicative design" to the level of an object of real social importance.*

**Keywords:** *graphic design, artist, applied art, graphics, website, advertising.*

The communicative function of graphic design as a way of addressing a mass audience involves active dialogue and interaction based on the professional intuition of an artist who experiments with symbolic means: words, signs, symbols, color, form, etc. Historically formed artistic practice recorded the pictorial nature of the method of information transmission as the most effective for human perception and memorization. This was preceded by experimental interdisciplinary creative developments on "information design" using artistic means: posters, print media, outdoor advertising, and others. The most successful of them, overcame the border of normal design, appeared as prototypes of modern bright works that revealed the aesthetic side of composing messages and became icons of style. At the stage of the development of society in the conditions of a large number of information flows, the unlimited possibilities of computer technologies brought graphic and "communicative design" to the level of an object of real social importance.

Against the background of strengthening the role of visualization as the most capacious and compact form of information transmission, the issues considered by designers are relevant. combination of aesthetics and accessibility of information presentation, selection of tools that provide information in a form, its structuring, arrangement of necessary accents, filling with additional meanings. Interactive "informational noise" that disorients a person, causing a feeling of fatigue and indifference became a prerequisite for the actualization of these issues. Overcoming the problem of information overload and capturing the attention of society is the main task of a professional aesthetically oriented designer, who provides visual adaptation using all stylistic directions of graphic design.

Applied graphic art in the context of communicative visualization, which creates by traditional design methods a beautiful, harmonious in all respects, compositionally organized object, replenished with new specific directions and professionals in the field of communicative design, solving the problem of minimizing text messages by replacing them with images, studying and analysis of aspects of perception, logic of construction and impact of informational messages on a person. As a result of democratic transformations in our country, this synthesis of elements of artistic and design creativity has become the most demanded in the creation of brand identity, advertising, packaging, websites, etc.

Graphic design objects are most vividly and effectively visualized in advertising, the main communicative functions of which are: direct transmission of information to the

consumer, influence of certain information on a potential consumer, regulation of consumer beliefs, attitudes and behavior. To a large extent, the successful solution to the task of implementing advertising functions depends on the use of key principles of graphic design: balance, contrast, emphasis, proportion, repetition and pattern, movement, space, variety and unity.

Considering the function of graphic design as a way of modeling visual messages to the consumer, which are distributed with the help of mass media, it should be noted that this branch of design and artistic creativity has now combined different information environments: printed static environment, uses material media, dynamic temporary media environment (teletechnology) and "digital", the intangible nature of which was noted by the British digital designer Neville Brody: "Digital design is like painting, only the paint never dries." Innovations and experiments of N. Brody in the field of magazine design, which offered the reader, contrary to traditional rules, a minimum of text on the background of bright abstract images, a combination of different typefaces and their location on the page, found a response in the mass audience and became a model to imitate a number of commercial publications that seek to strengthen communication with the audience of readers with the help of images, signs, images, typography, infographics.

Thus, the variety of methods and expressive means of graphic design as a communicative factor of active communication with a mass audience, the formation of an adequate impression and its involvement in the process of interaction, which makes it possible to argue that this branch of project creativity is a specific language of communication used for expansion of the spectrum of transmitted information, harmonization and aestheticization of the content.