

Typeface Design and Development – João Symington Year – 2017

Marnie



Marnie™

Styles

Marnie[™] Thin Marnie[™] Light Marnie[™] Regular Marnie[™] Medium Marnie[™] Bold Marnie[™] ExtraBold Marnie™, 26pt

Marnie[™] Thin Italic Marnie[™] Light Italic Marnie[™] Regular Italic Marnie[™] Medium Italic Marnie[™] Bold Italic Marnie[™] ExtraBold Italic

Graphic Design Definition

Marnie[™] Regular, 28pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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

Marnie[™] Thin, 64pt

Marnie[™] Thin Italic, 64pt

ABCDFFGHLIKI MN OPORST(JV/XYZ abcdefghijklmn opgrstuvvxvz

0123456789

Marnie[™] Light, 64pt

Marnie[™] Light Italic, 64pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz

0123456789

Marnie[™] Regular, 64pt

Marnie[™] Italic, 64pt

Marnie[™] Medium, 64pt

Marnie[™] Medium Italic, 64pt

Marnie[™] Bold, 64pt

Marnie[™] Bold Italic, 64pt

Marnie[™] ExtraBold, 64pt

Marnie[™] ExtraBold Italic, 64pt

Diacritics

Marnie[™] Regular, 27pt

ÁĂÂÄÀĀĄÅÃÆĆČÇĊÐĎÐÉĚÊËĖÈĒĘĞĢĠĦĺÎÏİÌĪ ĮĶĹĽĻŁŃŇŅŊÑÓÔÖÒŐŌØÕŒÞŔŘŖŚŠŞ\$ßŦŤŢ ŢÚÛÜÙŰŪŲŮŴŴŴŴÝŶŸŶŹŽŻ

Marnie[™] Regular, 27pt

áăâäàāąåãœćčçċðďđéěêëėèēęğģġħíîïìīįķĺľļł ńňņŋñóôöòőōøõœþŕřŗśšşşßŧťţţúûüùűūųůŵŵ wwýŷÿỳźžż

Symbols & Numerals

Marnie[™] Regular, 64pt

$\begin{aligned} & \varphi \\ &$

Marnie[™] Regular, 64pt

0123456789 1/₂ 1/₄ 3/₄ 1/₈ 3/₈ 5/₈ 7/₈

Punctuation

Marnie™ Regular, 64pt

Marnie[™] Thin

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustra-

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create

10pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Thin Italic

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustra-

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual

10pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Light

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to

10pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Light Italic

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to

10pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Regular

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Italic

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Medium

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Medium Italic

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] Bold

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

The term graphic design was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the Rosetta Stone. "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men". The Egyptians also invented papyrus, paper

Marnie[™] Bold Italic

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

Marnie[™] ExtraBold

Graphic design is the process of visual communication and problem-solving through the use of typography, photography,

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions.

8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental desian, advertising, web design, communication design, product packaging, and signage.

The term graphic design was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the Rosetta Stone. "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men". The Egyptians also invented papyrus,

Marnie[™] ExtraBold Italic

22pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography,

12pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use

10pt

Graphic design is the process of visual communication and problemsolving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. 8pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging, and signage.

6pt

Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered 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. They use typography, visual arts, and page layout techniques to create visual compositions. Common applications of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental desian, advertisina, web desian, communication desian, product packaging, and signage.

The term graphic design was coined by William Addison Dwiggins in 1922. However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the neon lights of Ginza, Tokyo. In "Babylon, artisans pressed cuneiform inscriptions into clay bricks or tablets which were used for construction. The bricks gave information such as the name of the reigning monarch, the builder, or some other dignitary". This was the first known road sign announcing the name of the governor of a state or mayor of the city. The Egyptians developed communication by hieroglyphics that used picture symbols dating as far back as 136 B.C. found on the Rosetta Stone. "The Rosetta stone, found by one of Napoleon's engineers was an advertisement for the Egyptian ruler, Ptolemy as the "true Son of the Sun, the Father of the Moon, and the Keeper of the Happiness of Men". The Egyptians also invented papyrus,

Thanks

For more information, please contact us: +971 (0)50 774 7901 hello@jamtype.com

jamtype.com