PUBLIC IMPRESSIONS
ON GRAPHIC
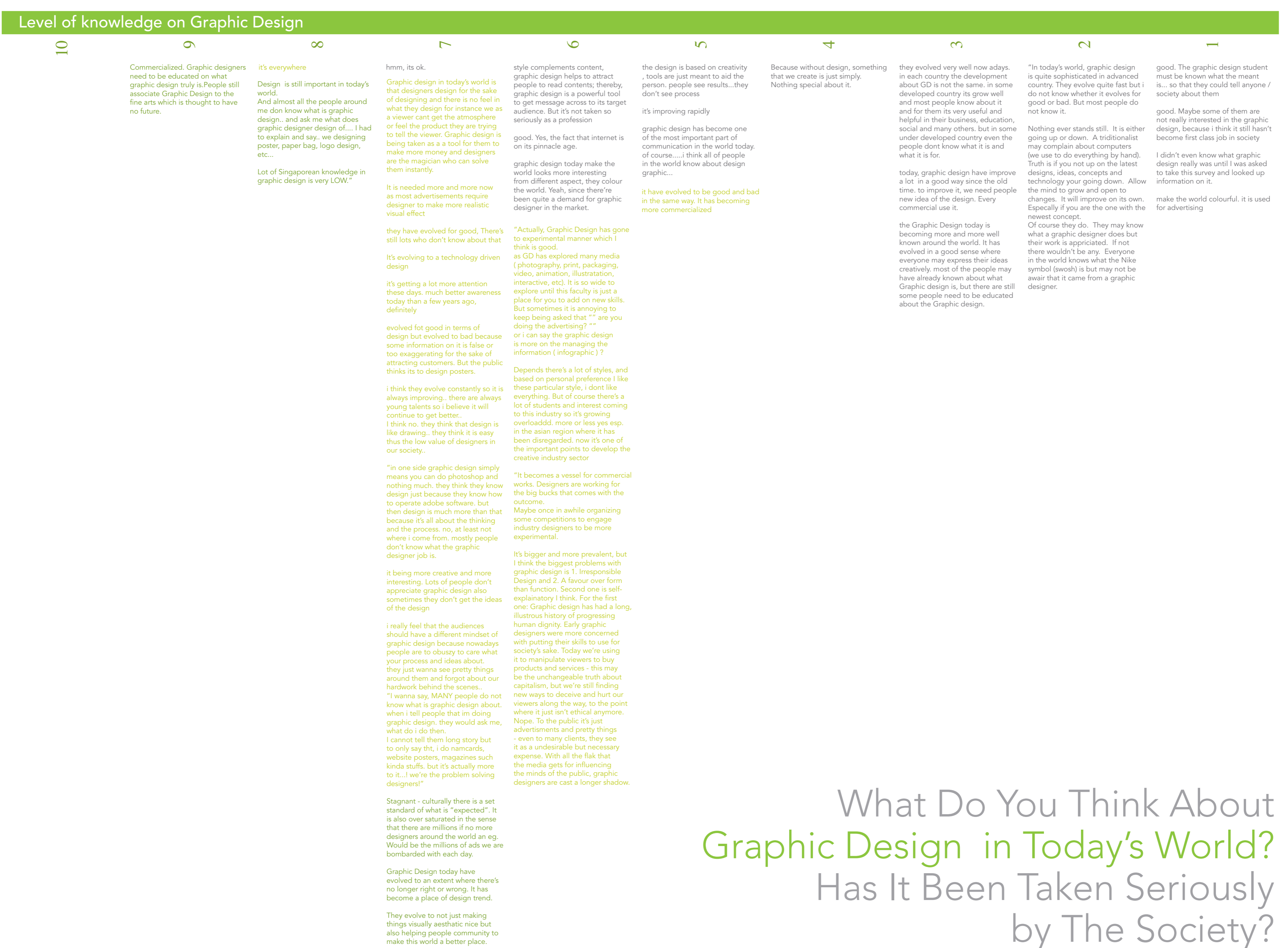## DESIGN

Professional designers

Design students

Other industries

Number of Respondents

Level of knowledge on Graphic Design

10   9   8   7   6   5   4   3   2   1
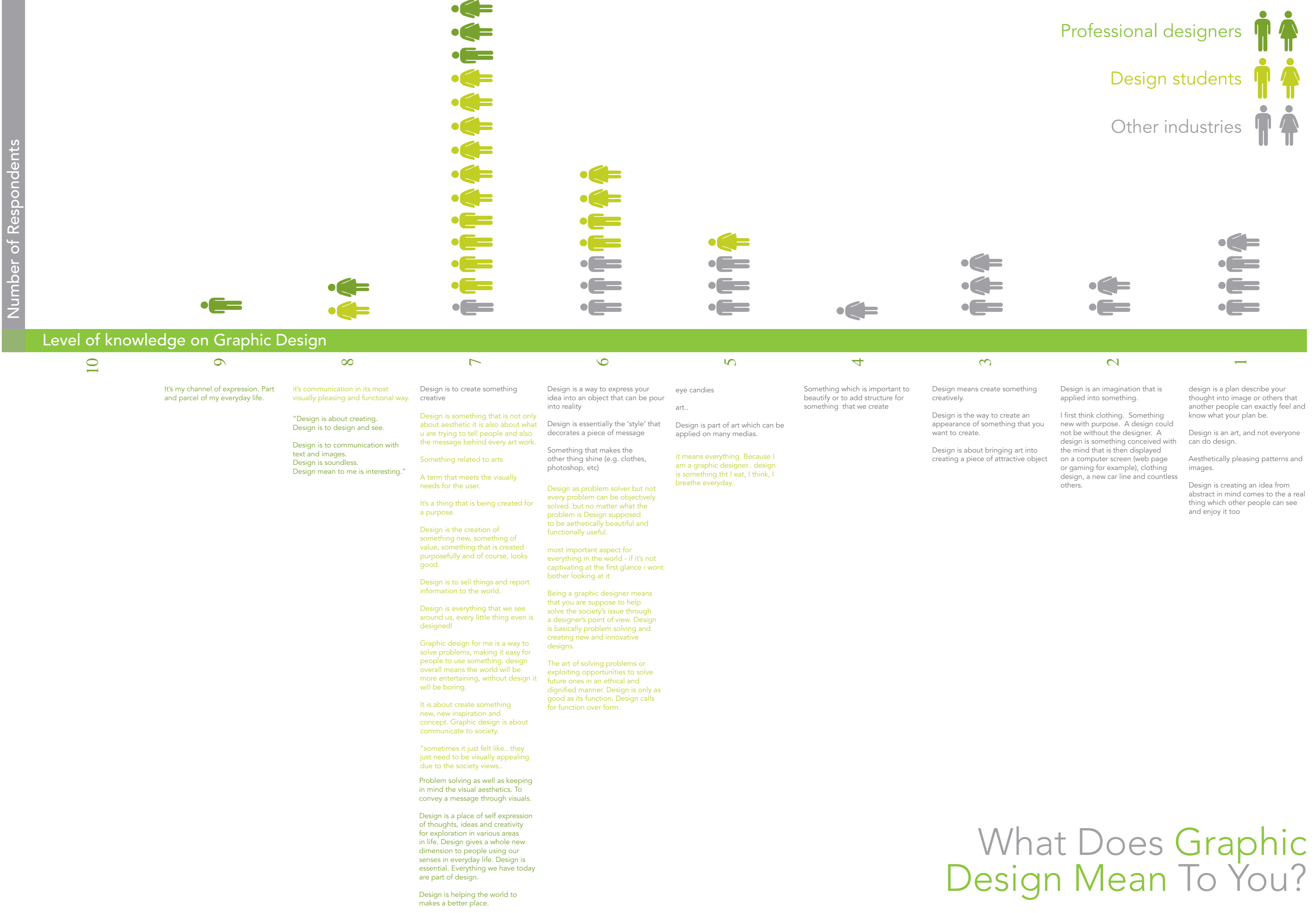
What Does Graphic Design Mean To You?

(9) It's my channel of expression. Part and parcel of my everyday life.

(8) it's communication in its most visually pleasing and functional way.

"Design is about creating. Design is to design and see.

Design is to communication with text and images.
Design is soundless.
Design mean to me is interesting."

(7) Design is to create something creative

Design is something that is not only about aesthetic it is also about what u are trying to tell people and also the message behind every art work.

Something related to arts

A term that meets the visually needs for the user.

It's a thing that is being created for a purpose.

Design is the creation of something new, something of value, something that is created purposefully and of course, looks good.

Design is to sell things and report information to the world.

Design is everything that we see around us, every little thing even is designed!

Graphic design for me is a way to solve problems, making it easy for people to use something. design overall means the world will be more entertaining, without design it will be boring.

It is about create something new, new inspiration and concept. Graphic design is about communicate to society.

"sometimes it just felt like.. they just need to be visually appealing due to the society views..

Problem solving as well as keeping in mind the visual aesthetics. To convey a message through visuals.

Design is a place of self expression of thoughts, ideas and creativity for exploration in various areas in life. Design gives a whole new dimension to people using our senses in everyday life. Design is essential. Everything we have today are part of design.

Design is helping the world to makes a better place.

(6) Design is a way to express your idea into an object that can be pour into reality

Design is essentially the 'style' that decorates a piece of message

Something that makes the other thing shine (e.g. clothes, photoshop, etc)

Design as problem solver but not every problem can be objectively solved. but no matter what the problem is Design supposed to be aethenically beautiful and functionally useful.

most important aspect for everything in the world - if it's not captivating at the first glance i wont bother looking at it

Being a graphic designer means that you are suppose to help solve the society's issue through a designer's point of view. Design is basically problem solving and creating new and innovative designs.

The art of solving problems or exploring opportunities to solve future ones in an ethical and dignified manner. Design is only as good as its function. Design calls for function over form.

(5) eye candies

art..

Design is part of art which can be applied on many medias.

it means everything. Because I am a graphic designer. design is something tht I eat, I think, I breathe everyday.

(4) Something which is important to beautify or to add structure for something that we create

(3) Design means create something creatively.

Design is the way to create an appearance of something that you want to create.

Design is about bringing art into creating a piece of attractive object

(2) Design is an imagination that is applied into something.

I first think clothing. Something new with purpose. A design could not be without the designer. A design is something conceived with the mind that is then displayed on a computer screen (web page or gaming for example), clothing design, a new car line and countless others.

(1) design is a plan describe your thought into image or others that another people can exactly feel and know what your plan be.

Design is an art, and not everyone can do design.

Aesthetically pleasing patterns and images.

Design is creating an idea from abstract in mind comes to the a real thing which other people can see and enjoy it too

Level of knowledge on Graphic Design

10   9   8   7   6   5   4   3   2   1

(9) Commercialized. Graphic designers need to be educated on what graphic design truly is.People still associate Graphic Design to the fine arts which is thought to have no future.

(8) it's everywhere

Design is still important in today's world.
And almost all the people around me don know what is graphic design.. and ask me what does graphic designer design of... I had to explain and say.. we designing poster, paper bag, logo design, etc..

Lot of Singaporean knowledge in graphic design is very LOW.

(7) hmm, its ok.

Graphic design in today's world is that designers design for the sake of designing and there is no feel in what they design for instance we as a viewer cant get the atmosphere or feel the product they are trying to tell the viewer. Graphic design is being taken as a a tool for them to make more money and designers are the magician who can solve them instantly.

It is needed more and more now as most advertisements require designer to make more realistic visual effect

they have evolved for good, There's still lots who don't know about that

It's evolving to a technology driven design

it's getting a lot more attention these days. much better awareness today than a few years ago, definitely

evolved for good in terms of design but evolved to bad because some information on it is false or too exaggerating for the sake of attracting customers. But the public thinks its to design posters.

i think they evolve constantly so it is always improving.. there are always young talents so i believe it will continue to get better..
I think no. they think that design is like drawing.. they think it is easy thus the low value of designers in our society.

"in one side graphic design simply means you can do photoshop and nothing much. they think they know design just because they know how to operate adobe software. but then design is much more than that because it's all about the thinking and the process. no, at least not where i come from. mostly people don't know what the graphic designer job is.

it being more creative and more interesting. Lots of people don't appreciate graphic design also sometimes they don't get the ideas of the design

i really feel that the audiences should have a different mindset of graphic design because nowadays people are to obusay to care what your process and ideas about. they just wanna see pretty things around them and forget about our hardwork behind the scenes.
"I wanna say, MANY people do not know what is graphic design about. when i tell people that im doing graphic design. they would ask me, what do i do then.
I cannot tell them long story but to only say tht, i do namcards, website posters, magazines such kinda stuffs. but it's actually more to it...I we're the problem solving designers!"

Stagnant - culturally there is a set standard of what is "expected". It is also over saturated in the sense that there are millions if no more designers around the world an eg. Would be the millions of ads we are bombarded with each day.

Graphic Design today have evolved to an extent where there's no longer right or wrong. It has become a place of design trend.

They evolve to not just making things visually aesthetic nice but also helping people community to make this world a better place.

(6) style complements content, graphic design helps to attract people to read contents; thereby, graphic design is a powerful tool to get message across to its target audience. But it's not taken so seriously as a profession

good. Yes, the fact that internet is on its pinnacle age.

graphic design make the world looks more interesting from different aspect, they colour the world. Yeah, since there're been quite a demand for graphic designer in the market.

"Actually, Graphic Design has gone to experimental manner which I think is good.
as GD has explored many media (photography, print, packaging, video, animation, illustration, interactive, etc). It is so wide to explore until this faculty is just a place for you to add on new skills. But sometimes it is annoying to keep being asked that "" are you doing the advertising? ""
or i can say the graphic design is more on the managing the information (infographic) ?

Depends there's a lot of styles, and based on personal preference I like these particular style, i dont like everything. But of course there's a lot of students and interest coming to this industry so it's growing overloadld. more or less yes yep. in the asean region where it has been disregarded. now it's one of the important points to develop the creative industry sector

"It becomes a vessel for commercial works. Designers are working for the big bucks that comes with the outcome.
Maybe once in awhile organising some competitions to engage industry designers to be more experimental.

It's bigger and more prevalent, but I think the biggest problems with graphic design is 1. Irresponsible Design and 2. A favour over form than function. Second one is self-explanatory I think. For the first one: Graphic design has had a long, illustrious history of progressing human dignity. Early graphic designers were more concerned with putting their skills to use for society's sake. Today we're using it to manipulate viewers to buy products and services - this may be the unchangeable truth about capitalism, but we're still finding new ways to deceive and hurt our viewers along the way, to the point where it just ain't ethical anymore. Nope. To the public it's just advertisements and pretty things - even to many clients, they see it as a undesirable but necessary expense. With all the flak that the media gets for influencing the minds of the public, graphic designers are cast a longer shadow.

(5) the design is based on creativity , tools are just meant to aid the person. people see results...they don't see process

it's improving rapidly

graphic design has become one of the most important part of communication in the world today. of course.....i think all of people in the world know about design graphic...

it have evolved to be good and bad in the same way. It has becoming more commercialized

(4) Because without design, something that we create is just simply. Nothing special about it.

(3) they evolved very well now adays. in each country the development about GD is not the same. in some developed country its grow well and most people know about it and for them its very useful and helpful in their business, education, social and many others. but in some under developed country even the people dont know what it is and what it is for.

today, graphic design have improve a lot .in a good way since the old time. to improve it, we need people new idea of the design. Every commercial use it.

the graphic Design today is becoming more and more well known around the world. It has evolved in a good sense where everyone may express their ideas creatively. most of the people may have already known about what Graphic design is, but there are still some people need to be educated about the Graphic design.

(2) "In today's world, graphic design is quite sophisticated in advanced country. They evolve quite fast but i do not know whether it evolves for good or bad. But most people do not know it.

Nothing ever stands still. It is either going up or down. A tridiionalist may complain about computers (we use to do everything by hand). Truth is if you not up on the latest designs, ideas, concepts and technology your going down. Allow the mind to grow and open to changes. It will improve on its own. Especially if you are the one with the newest concept.
Of course they do. They may know what a graphic designer does but their work is appriciated. If not there wouldn't be any. Everyone in the world knows what the Nike symbol (swosh) is but may not be awair that it came from a graphic designer.

(1) good. The graphic design student must be known what the meant is... so that they could tell anyone / society about them

good. Maybe some of them are not really interested in the graphic design, because i think it still hasn't been first class job in society

I didn't even know what graphic design really was until I was asked to take this survey and looked up information on it.

make the world colourful. it is used for advertising

What Do You Think About
Graphic Design in Today's World?
Has It Been Taken Seriously
by The Society?