

GRAPHICS

and You

EXPLORE

KEITH HAMMOND

Design

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JUST WHAT ARE GRAPHICS ANYWAY?

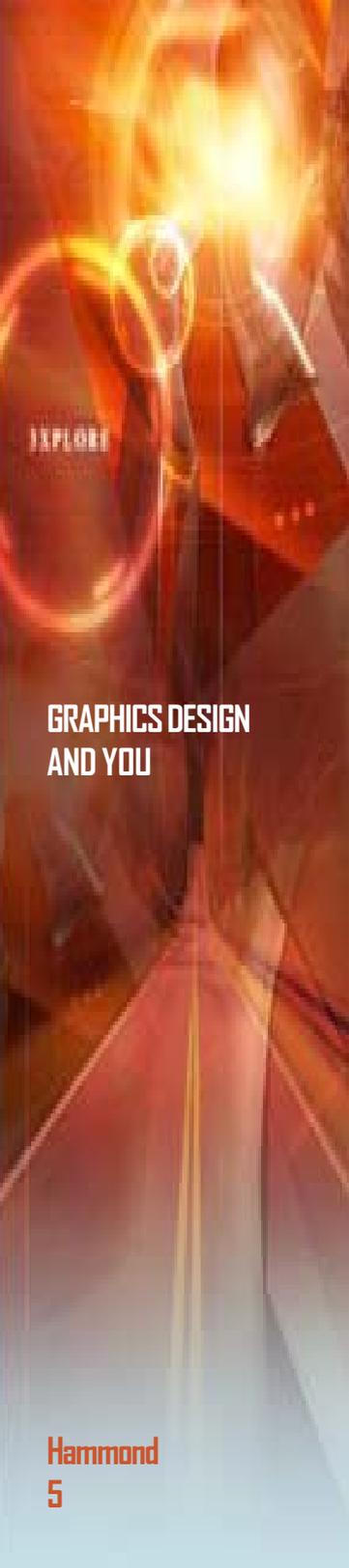
Graphics are everywhere. Just about anything you look at has graphics in it somewhere. From food labels to packaging products to advertising to envelopes and letters, even airplanes, cars, buses and trains, graphics are a part of our daily life.

Individuals use graphics to promote their work, companies use graphics to promote their products and services, and it's all created somewhere by someone. Graphics can be clipart, drawings, paintings, 3d computer generated renderings, or any type of material that provides a medium for the user to project an image into our visual range of sight hoping that it will have an impact.

Even churches and ministries use graphics. The government uses graphics. Graphics are used in flyers, banners, programs, tickets, bulletins, websites, cards, business cards, brochures, book covers, tapestry, calendars, billboards, television, cell phones, letterhead, mousepads, furniture, photos, ink pens, hats, clothing and clothing labels, signs, counters, store racks, point-of-purchase displays, and many other uses. Virtually nothing exists without using some type of graphics to promote it.

Graphics are used in books, magazines, print ads, TV commercials. Graphics are black and white, transparent, from one-color to 16 million colors, and polka-dot, striped, checkered, you name it, graphics plays some part in it. There is almost nothing that exists on the planet that does not have graphics in it or attached to it somewhere.

GRAPHICS DESIGN AND YOU



GRAPHICS DESIGN AND YOU

Graphics are responsible for helping to show you, visually, what a product or service, or other promotional item is. Graphics play a big part in the lives of people all over the world. Without graphics, we would live in a bland, greyscale society.

Graphics capture our attention when we're buying gas, riding the bus, traveling down the highway, flying on an airplane, watching television, reading a book, sitting by the water, and even while we're sleeping.

There's no getting away from graphics. They are designed to grab our focus toward whatever it is that someone has put together for us to see. The better the graphics, the easier it is for us to be drawn to it. And, the more we see a certain graphic, the easier it is for us to trust it, become accustomed to it, and become familiar with it.

I'm sure in this list I missed some things that graphics are attached to, but saying that graphics are used for just about everything, covers anything I may have missed.

In this book, I'm going to show you, using just a couple of applications, how you can create some exciting and truly dynamically creative graphics that can be used for just about anything.

So kick back, clean your eyeglasses or contacts. And let's learn about things that most people never think about when it comes to what work went into putting something on the screen, or in a magazine, that got their attention enough to remember it.



Brother Keith Hammond

ABOUT THE AUTHOR:

Brother Keith is a born again Christian. He is a Spirit-led man of God, teacher and author. His life has been transformed from things such as pride and prison to passion and purpose.

God is the author of the Bible. It is meant to be our instruction manual, our roadmap home. Without it, we are lost. Use the information in these books to help you and others.

God destroys the darkness behind us, to direct us toward our destiny ahead. So whatever you do on your journey, never turn back. God bless you in your walk with Christ. Amen.

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