

GRAPHIC TYPES & TECHNIQUES

Promotion: Creative layout techniques, Interactive screens, web sites.

CREATIVE LAYOUT TECHNIQUES

Applying a creative layout technique to graphic design work can:

- Enhance the user experience by creating predictable patterns for users to follow
- Lead to a more enjoyable audience experience
- Be used to appeal to a specific target audience
- Influence fashion trends in graphic design
- Be used to reflect or convey the brand identity of a company
- Convey an important message through use of elements and principles
- Can make a company stand out, motivate potential customers, cultivate brand recognition and influence public perception of a company/service/product

INTERACTIVE SCREENS

This refers to more than touchscreen smartphones or tablets, they can also be interactive kiosks used in retail or marketing.

General benefits include:

- They can make technology more intuitive to use
- Multiple languages can be added to the software, reaching out to a wider audience
- Can hold the attention of an audience due to dynamic effects (user experience relating to company/brand)

WEBSITES

General benefits of a website to an audience include:

- Accessible worldwide and in multiple languages
- Can be access on multiple devices (smartphones, tablet, smart TV, computer etc.)
- Can be accessed 24/7
- Audiences can look at more than one page at the one time by opening numerous windows
- Interactive media content can be displayed on a website. Can also include dynamic effects, videos/multimedia and links to social media

WEBSITES

Advantages to a company include:

- Websites can be easily updated
- Can link to other websites
- They are less expensive to promote/advertise a company compared to printed media, television advertising
- They are more environmentally friendly when it comes to advertising and marketing compared to printed media
- Increases the credibility of a company/brand