

# Development of Graphic Designs for Painting

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## Abstract

Graphic design is an applied art whose activity consists in projecting visual communications intended to transmit specific messages to social groups. Its practice involves creativity, innovation and lateral thinking using manual or digital tools. Digital marketing is currently taking over the world; print still maintains its own relevance and is an excellent way to connect with consumers on a more personal level. Graphic design can be incorporated into paintings to add visual structure, enhance communication, and create unique aesthetic effects. This can involve using graphic design principles like typography, color palettes, layout, and imagery within the painting itself, or by using graphic design software to create images that are then incorporated into the painting. To fulfill the objective thirty designs were collected from secondary sources. Out of collected designs the fifteen highest preferred designs of each category were screened by experts and they were used to develop designs for painting. To develop suitable designs for paintings the designs were developed by using geometrical, graphic designs and self clicked photos. The preference for suitable designs will be sought from the experts to get the aesthetic products.

**Keywords:** Graphic- the production of drawings, Visual- something such as a picture, photograph, or piece of film used to give a particular effect or to explain something, Applied art- refers to the creation of objects or images that are beautiful and have a practical purpose, like decorating everyday items

## INTRODUCTION

Graphic design has, as a field of application, different areas of knowledge focused on any visual communication system. For example, it can be applied in advertising strategies, or it can also be applied in the aviation world or space exploration. In this sense, in some countries graphic design is related as only associated with the production of sketches and drawings, this is incorrect, since visual communication is a small part of a huge range of types and classes where it can be applied.

In the 15th century graphic design as applied art was initially linked to the boom of rise of printing in Europe and the growth of consumer culture in the Industrial Revolution. From there it emerged as a distinct profession in the West. Given the rapid and massive growth in information exchange today, the demand for experienced designers is greater than ever, particularly because of the development of new technologies and the need to pay attention to human factors beyond the competence of the engineers who develop them. A graphic design project may involve the creative presentation of existing text, ornament, and images.

Print design is a type of graphic design that is specifically created for print media. It involves designing graphics, images, and text that can be printed on physical materials such as paper, vinyl, and fabric. Print design includes business cards, brochures, flyers, posters, banners, apparels and other printed materials. Self clicked photos are also incorporated for the development of designs because it's in trend and enhance the surface value of design.

One of the essential aspects of print design is that the final output is static. That means that once the design is printed, it cannot be changed. Hence, it is crucial to pay close attention to details during the design process.

Examples –

- **Art Nouveau Posters:** Artists like Alphonse Mucha and Gustav Klimt utilized graphic design principles in their poster designs, using strong typography, imagery, and color palettes to create striking and memorable artwork.
- **Pop Art:** Artists like Andy Warhol and Roy Lichtenstein drew inspiration from graphic design principles, using bold colors, graphic imagery, and typography in their paintings to create a pop-art aesthetic.
- **Modern Painting:** Many contemporary painters use graphic design principles to create visually engaging and impactful works of art. These principles can be used to enhance the composition, color palette, and overall message of a painting.

## METHODOLOGY:

Out of 60 collected designs from different sources for printing, the fifteen highest preferred designs of each category i.e. geometrical and graphic designs were screened by experts and they were used to develop designs for painting. To develop suitable designs for paintings using geometrical, graphic designs and self clicked photos 30 designs were developed. The preference for suitable designs was sought from the experts to get the aesthetic products.

## REVIEWS:

**Gupta and Joseph, 2015** developed designs for table cloth using Auto CAD software. Forty Greek motifs in eight different categories i.e. animal, human figure, pottery, foliage, stylized, architectural, geometrical and stylized floral fauna were used to develop 50 fifty designs. The developed designs were shown to the respondents for their preferences with reference to different parameters i.e. innovation, DESIGN of motifs and overall appearance.

**Seivewright, S. (2007) The book Research and Design, Bloomsbury** The book Research and Design by Simon Seivewright (2007) is a practical guide that explains the meaning of research, the compilation of research, design development, and communication. In this book too, there is an emphasis on research and how to be original in one's own research. "From in-depth and broad-ranging research, the designer can begin to interpret a series of garments or a collection. Silhouettes, textures, colors, details, print, and embellishment will have all their place in the process of design and will be found in the research created." (2007, p. 7).

**Lawson, B. (2005) how designers think: the design process demystified, fourth Edition, Elsevier, Routledge.** In the article “Design Thinking” by Tim Brown (2008), it is underlined the importance of the end-user and the understanding of his needs: "Many of the world's most successful brands create breakthrough ideas that are inspired by a deep understanding of consumers' lives and use the principles of design to innovate and build value." (2008, p. 90) The view that makes the user involved in the design process is exposed in the book of Bryan Lawson (2005): How designers think: the design process demystified. Lawson explains the research of Markus about the three possible roles of designers in the future. Two of these roles include the user: "The opposite to this conservative approach is actively to seek different structural changes in society but which also would result at the end of the professionalism as we know it. Such a revolutionary approach would lead the designer to associate directly with user groups." (2005, p. 29) The third role of the designer will be an intermediary role, in which the designer remains professional but involves the user in the process. This is the approach that this thesis will privilege.

**Aynsley, 2005** pointed out those roots of modern graphic design, which are practiced worldwide, especially in the context of publication design. As though the term ‘Graphic Design’ is very recent but its existence can be traced out since very long time. The cocept was used in cave paintings of France since c15,000–10,000 BC. Romans also used it for advertising. (Aynsley, 2005)




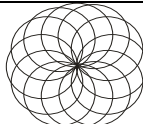
**According to Vyas 2000**, a senior Indian design academician, the modern awareness of design has originated from the transformation of one concept into the other; that is, the change of design as an ability to show design as a process (Vyas, Design The Indian Context, 2000, p. 25)






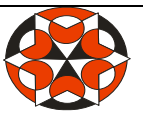

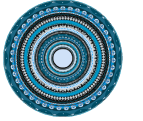






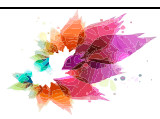
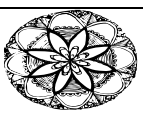




## RESULTS:



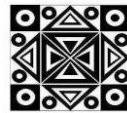

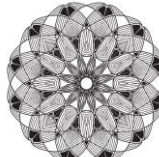


The results have been explained with reference to the collected designs and development of different designs by using the collected designs and self clicked photographs .

**TABLE I; Representation of graphic and geometrical designs:**

n=30







GRAPHIC DESIGNS					GEOMETRICAL DESIGNS			
S.N O.	DESIGN NO.	DESIGN	RAN K	WMS	DESIG N NO.	DESIGN	RAN K	WMS
1	15		I	2.96	18		I	2.96
2	16		II	2.94	27		II	2.93

3	23		III	2.93	28		III	2.90
4	18		IV	2.90	29		IV	2.86
5	19		V	2.86	14		V	2.83
6	26		VI	2.83	15		VI	2.80
7	27		VII	2.80	7		VII	2.76
8	25		VIII	2.10	12		VIII	2.70
9	21		IX	2.06	1		IX	2.63
10	24		X	2.03	5		X	2.50
11	13		XI	2.00	30		XI	2.10
12	14		XII	1.96	22		XII	2.00







13	22		XIII	1.93	16,26	 	XIII	1.93
14	17		XIV	1.90	4		XIV	1.92
15	30		XV	1.43	9		X	





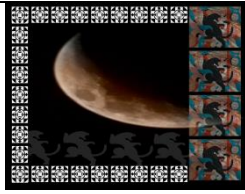

The data regarding preferences of experts is presented in Table 1 which reveals that in geometrical designs category, design number 18 ranked I scoring highest weighted mean score (WMS 2.96), followed by design number 27 (WMS 2.93) ranked II, design number 28 (WMS 2.90) ranked III, design number 29 (WMS 2.86) ranked IV and design number 14 (WMS 2.83) ranked 5 and for graphic designs category, design number 15 ranked I scoring highest weighted mean score (WMS 2.96), followed by design number 16 (WMS 2.94) ranked II, design number 23 (WMS 2.93) ranked III, design number 18 (WMS 2.9) ranked IV and design number 19 (WMS 2.86) ranked 5. The preferences of experts for rest of the geometrical and graphic designs in descending order were design number 15 (WMS 2.8), 7 (WMS 2.76), 12 (WMS 2.7), 1 (WMS 2.63), 5 (WMS 2.5), 30 (WMS 2.1), 22 (WMS 2), 16 (WMS 1.93), 26 (WMS 1.93), 4 (WMS 1.92), 9 (WMS 1.91), 11 (WMS 1.9), 8 (WMS 1.56), 23 (WMS 1.46), 13 (WMS 1.4), 25 (WMS 1.36), 24 (WMS 1.33), 6 (WMS 1.31), 20 (WMS 1.3), 3 (WMS 1.26), 21 (WMS 1.23), 17 (WMS 1.2), 19 (WMS 1.16), 10 (WMS 1.13) and 2 (WMS 1.1). The design number 2 was the least preferred geometrical design ranked XXIX with weighted mean score 1.1. Design numbers for graphic designs were 26 (WMS 2.83), 27 (WMS 2.8), 25 (WMS 2.1), 21 (WMS 2.06), 24 (WMS 2.03), 13 (WMS 2), 14 (WMS 1.96), 22 (WMS 1.93), 17 (WMS 1.9), 30 (WMS 1.43), 20 (WMS 1.4), 12 (WMS 1.36), 29 (WMS 1.33), 9 (WMS 1.3), 7 (WMS 1.26), 6 (WMS 1.23), 11 (WMS 1.2), 2 (WMS 1.16), 1 (WMS 1.13), 5 (WMS 1.1), 3 (WMS 1.06), 8 (WMS 1.04), 4 (WMS 1.03), 10 (WMS 1) and 28 (WMS 1). The design number 10 and 28 were the least preferred graphic design ranked XXIX with weighted mean score 1.0.

**TABLE II; Presentation of developed designs out of graphic, geometrical and self clicked Photographs for various end uses**

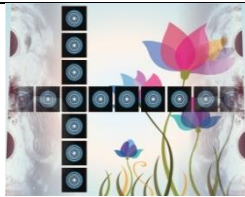





DESIGN NO.	DESIGN NO. USED	DEVELOPED DESIGN	DESIGN NO.	DESIGN NO. USED	DEVELOPED DESIGN
<b>I</b>	GRAPHIC-15,27  GEOMETRICAL-12  and  self clicked photo		<b>II</b>	GRAPHIC-22,16  GEOMETRICAL-14  and  self clicked photo	
<b>III</b>	GRAPHIC-23,24  GEOMETRICAL-09  and  self clicked photo		<b>IV</b>	GRAPHIC-18,30  GEOMETRICAL-01  and  self clicked photo	
<b>V</b>	GRAPHIC-19  GEOMETRICAL-27  and  self clicked photo		<b>VI</b>	GRAPHIC-26  GEOMETRICAL-18  and  self clicked photo	









<b>VII</b>	GRAPHIC-15  GEOMETRICAL-27  and  self clicked photo		<b>VIII</b>	GRAPHIC-14  GEOMETRICAL-28  and  self clicked photo	
<b>IX</b>	GRAPHIC-17  GEOMETRICAL-29  and  self clicked photo		<b>X</b>	GRAPHIC-13  GEOMETRICAL-14  and  self clicked photo	
<b>XI</b>	GRAPHIC-24  GEOMETRICAL-12  and  self clicked photo		<b>XII</b>	GRAPHIC-21  GEOMETRICAL-15  and  self clicked photo	

<b>XIII</b>	<p>GRAPHIC-23</p> <p>GEOMETRICAL-27</p> <p>and</p> <p>self clicked photo</p>		<b>XIV</b>	<p>GRAPHIC-18</p> <p>GEOMETRICAL-07</p> <p>and</p> <p>self clicked photo</p>	
<b>XV</b>	<p>GRAPHIC-26</p> <p>GEOMETRICAL-5</p> <p>and</p> <p>self clicked photo</p>		<b>XVI</b>	<p>GRAPHIC-15</p> <p>GEOMETRICAL-30</p> <p>and</p> <p>self clicked photo</p>	
<b>XVII</b>	<p>GRAPHIC-19</p> <p>GEOMETRICAL-16</p> <p>and</p> <p>self clicked photo</p>		<b>XVIII</b>	<p>GRAPHIC-30</p> <p>GEOMETRICAL-7</p> <p>and</p> <p>self clicked photo</p>	



<b>XIX</b>	GRAPHIC-25  GEOMETRICAL-15  and self clicked photo		<b>XX</b>	GRAPHIC-17  GEOMETRICAL-9  and self clicked photo	
<b>XXI</b>	GRAPHIC-17,23  GEOMETRICAL-26  and self clicked photo		<b>XXII</b>	GRAPHIC-18,19  GEOMETRICAL-15  and self clicked photo	
<b>XXIII</b>	GRAPHIC-21  GEOMETRICAL-4  and self clicked photo		<b>XXIV</b>	GRAPHIC-24,25  GEOMETRICAL-01  and self clicked photo	

<b>XXV</b>	GRAPHIC-22,30  GEOMETRICAL-18  and self clicked photo		<b>XXVI</b>	GRAPHIC-24  GEOMETRICAL-7  and self clicked photo	
<b>XXVI I</b>	GRAPHIC-14  GEOMETRICAL-22  and self clicked photo		<b>XXVII I</b>	GRAPHIC-16  GEOMETRICAL-28  and self clicked photo	
<b>XXIX</b>	GRAPHIC-23  GEOMETRICAL-29  and self clicked photo		<b>XXX</b>	GRAPHIC-14  GEOMETRICAL-9,12  and self clicked photo	

The data presented in TABLE II represent the development of designs for printing. Thirty designs suitable for printing have been developed by using collected designs viz graphic and geometrical. The aesthetic value of the designs has been enhanced by incorporating the photos clicked by the researcher. Design number 01 is developed by graphic design no.15, geometrical design no.12 and self clicked photo. Design number 02 is developed by using self clicked photos, graphic design no.16&22 and geometrical design no.14. Whereas design number 03 is developed by using graphic design no.23&24, geometrical design no.09 and self clicked photo. For the creation of design number 04 design no. 18&30 of graphic, geometrical design no.01 and self clicked photo are used. The design 05 is developed by

using graphic design no.19, geometrical design no.27 and self clicked photos. Design number 06 is developed by using graphic design no.26, geometrical design no.18 and self clicked photo. Creation of design 07 is done by graphic design no.15, geometrical design no.27 and self clicked photos. For the development of design number 08 self clicked photos, graphic design no.14 and geometrical design no.28 are used. To develop design number 09 graphic design no.17, geometrical design no.29 and self clicked photos are used. Design number 10 is developed by graphic design no.13, geometrical design no.14 and self clicked photo. The design number 11 is developed by using self clicked photo, graphic design no.24 and geometrical design no.12 whereas design number 12 is developed by graphic design no.21, geometrical design no.15 and self clicked photo. To give aesthetic look to design number 13 graphic design no.23, geometrical design no.27 and self clicked photo are used. Design number 14 is designed by self clicked photo, graphic design no.18 and geometrical design no.07. Creation of design number 15 is done by using graphic design no.26, geometrical design no.05 and self clicked photo. For design number 16 graphic design no.15, geometrical design no.30 and self clicked photo are used. Development of design number 17 is designed by self clicked photo, graphic design no.19 and geometrical design no.16. For the development of design 18 graphic design no.30, geometrical design no.07 and self clicked photo are used .To give aesthetic look to design no.19 graphic design no.25, geometrical design no.15 and self clicked photo are used. Development of design no.20 is done by graphic design no.17, geometrical design no.09 and self clicked photo. Creation of design no.21 is done by self clicked photo, graphic design no.17&23 and geometrical design no.26. Development of design no.22 is done by graphic design no.18&19, geometrical design no.15 and self clicked photo. The aesthetic look to design no.23 is given by using self clicked photo, graphic design no.21 and geometrical design no.04. Development of design no.24 is done by graphic design no.24&25, geometrical design no.01 and self clicked photo. For creation of design no.25 graphic design no.22&30, geometrical design no.18 and self clicked photo are used whereas design no.26 is developed by self clicked photo, graphic design no.24 and geometrical design no.07. Development of design no.27 is done by graphic design no.14, geometrical design no.22 and self clicked photo. Creation of design no.28 is done by self clicked photo, graphic design no.16 and geometrical design no.28. The aesthetic look to design no.29 is given by graphic design no.23, geometrical design no.29 and self clicked photo. For the development of design no.30 graphic design no.14, geometrical design no.9&12 and self clicked photo is used.

The above thirty designs have been developed by using collected graphic, geometrical and self clicked photographs. The preference of the experts for most suitable developed designs for printing will be sought for further work.

## CONCLUSION:

It is concluded that collected geometric, graphic designs are used for the development of designs suitable for printing. The aesthetic value of these developed designs is done by incorporating self clicked photos. These developed designs will be used by consumers as well as by the developers in the industry for entrepreneurship and in the area of print media. These designs will be boon to the intellectual thinking and development in this area.

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