Sample Problem Statement for CoE in IT Applications in Graphic Design

Graphic design creations are all around us, in the form of corporate design (logos and branding), editorial design (magazines, newspapers and books), way finding or environmental design, advertising, web design, communication design, product packaging and signage. Graphic designers create and combine elements of typography, photography and illustration to form visual representations of ideas and messages which helps to communicate ideas and information in a faster and simpler manner

With the advent of the web, graphic designers with experience in interactive tools are increasingly used to illustrate the background to news stories. Information design can include data visualization, which involves using programs to interpret and form data into a visually compelling presentation, and can be tied in with information graphics.

Some of the sample problem statements where Graphic Design can make a difference are given below.

1. Photo Restoration and Correction

Special days gone by form fond memories, which live on as photographs. We turn to them every now and then to relive those moments. But most prized photographs get blemished, torn, or tattered over time. Graphic design can be a useful tool to rescue and/or resurrect them to their former state. Photo restoration and correction can go a long way to undo the damage and as well as store them for future.

2. Design, detailing, estimating and architectural view

Development of programs and software pertaining to various disciplines of applied science has changed the perspective of design, estimation and marketing of end products. One such area is development of various software for design, detailing, estimating and architectural view of buildings and other important structures. The ease and convenience as well as the time saved by using software has revolutionized the Construction industry.

3. Brand building

Investing in branding with a professional graphic design will strike the right imagery for the company. Letting a graphic artist design the logo, website and marketing materials will avoid problems in graphic design that one may run into.

4. Lead conversion

Lead conversion is one of the most recurring problems faced by many organizations. Using elements like colors, images, type and space, Graphic design can convey information in a easier manner, which in turn can help in lead conversion. The CoE can help start-ups build IT Applications to increase lead conversions through Graphic Designs.

5. Visualization and story-telling

One of the focus areas to explore is the Graphic design application in education sector. Graphic Design helps in visualizing things and concepts. This can somewhat solve the shortage of quality teachers by designing educational content through Graphic design and other IT Applications.

6. Local market potential for CoE

With rapid changes in recent context of technological advancement, the role of creative graphic design has become much more important than ever before. The communication/graphic design as a creative profession has been the backbone of several of these industries: print and publishing, advertising, media packaging exhibition, web and signage industry. They also take care of several of these functions; Identity, branding, retail strategy, advertising, promotion through the use of typography, photography, illustrations, representations and animation.