



## Graphic design – A reading form

### Step 1: How to proceed when you are in front of a graphic design.

- Identify the type: brand, logo, advertisement, packaging, book, magazine, newspaper, films and videos, etc.
- Say what image has been used: photo, design, drawing, silhouette, trailer.
- Say what the purpose of the design is: business, advertising, film and animation, education, politics; if it is functional or artistic.
- Find out (if possible) the name of the author or graphic design studio and the year of realization.

### Step 2: Look at the designs more closely fixing your attention on the following points.

- Subject: what the image represent (an atmosphere, figures, actions, symbols, etc.).
- Balance: if there is a symmetrical distribution of the visual weight, of colours, lines and space.
- Harmony: if words and messages are clear and in tune with the image or if they distract from it.
- Viewpoint: if the message represents a specific cultural or social attitude (alienation, racism, stereotypes, etc.).

### Step 3: Proceed with the analysis of the following elements.

- Language: does the language provide the information immediately? Are there allusions, metaphors, wordplays, etc.?
- Technique: what are the typefaces used? Serif, sans serif, bold, etc.
- Colours: does colour help to create forms and attract the eye?
- Lines: do lines define forms and create rhythmic patterns?
- Space: is space well balanced?

### Step 4: Now you can express your personal opinion.

- Interpretation: do you think the graphic design is relevant, believable, eye-catching? Does the design fit with its goals?
- Evaluation: what do you find most convincing in this design? Image, words, message, colours, etc. Do you like it?

*In pairs produce a graphic design to launch one of your creations; for example an evening dress, a bathing suit, a coffee machine, a battery fan. In order to design it, complete the form below.*

Identification	
Type	
Media	
Purpose	
Author/s	
Observation	
Subject	
Balance	
Harmony	
Viewpoint	
Stylistic analysis	
Language	
Technique	
Colour	
Lines	
Space	
Your opinion	
Interpretation	
Evaluation	

