

all about
communication design

designed by Antonios Bouris 2014®

bouris.com

antonios@bouris.com

what is communication design?

is a
multidisciplinary approach

is between
design and information-development

concerns how
media communicate with people

printed
crafted
e-media
presentations

what communication design uses?

involves

strategic business thinking

uses

market research

creativity

problem-solving

how communication design works ?

approach

developing the message

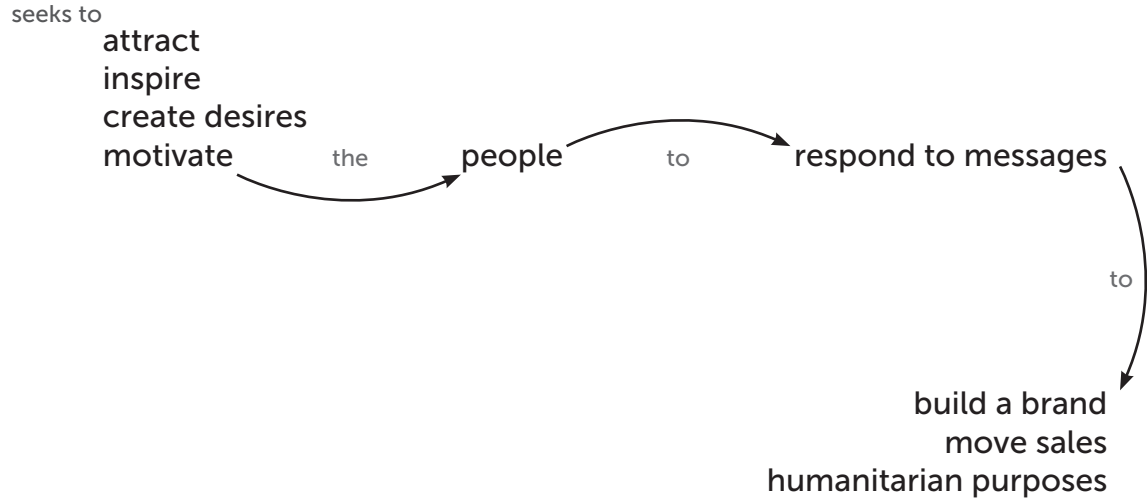
aesthetics in media

creating new media channels

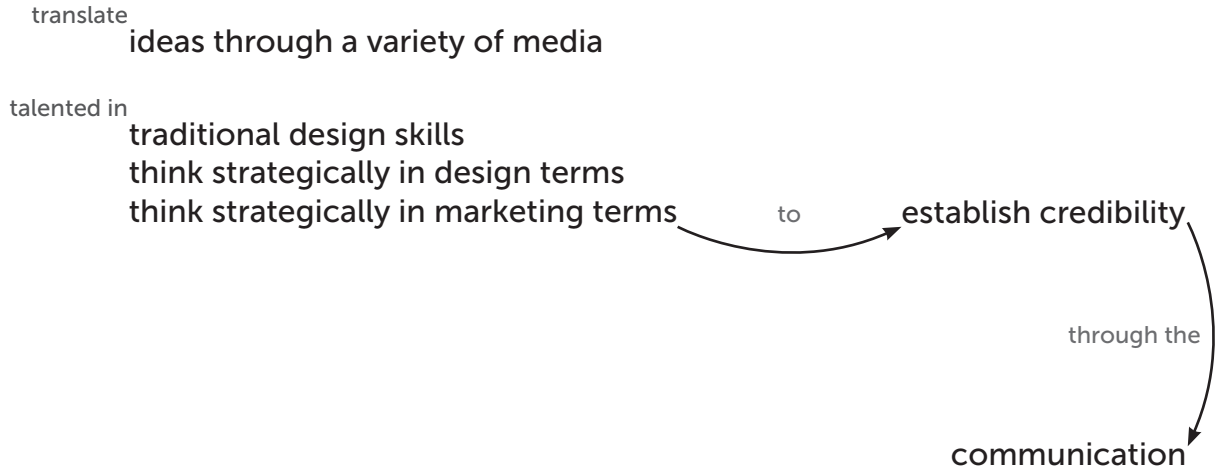
to

ensure the message reaches
the target audience

what communication design seeks ?



what communication designers do ?



what communication design achieves ? as a systems-based approach

within the organization

totality of media and messages are designed as a single integrated process
rather than a series of discrete efforts

done through

communication channels that aim to attract the attention of the focusing people

design skills

must be tailored to fit to different cultures of people
while maintaining pleasurable visual design

these are all

important pieces of information to add to a media communications kit
to get the best results

what are communication design forms?

communication

visual auditory vocal touch smell taste

examples

information architecture

editing

typography

illustration

web design

animation

advertising

ambient media

visual identity design

performing arts

copywriting

professional writing skills

why do I need communication design?

improve

branding
innovation
research
reputation
credibility
and expand clientele
internal communication
client communication
content design
social media use

create

new content
data information and analysis
communication channels
sharing channels, spread the word

use

design thinking processes
unified procedures

overall

to originate new ideas and bring the culture of design and innovation

communication design

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