



## AN ANALYSIS OF GROWTH IN THE FIELD OF GRAPHIC DESIGN AND ITS CAREER PROSPECTS

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### ABSTRACT

**In the world of animation and multimedia, graphic design plays an important role. Graphic design combines elements such as typography, geometry, and imagery to unlock unlimited creative potential in the multimedia field. Many large international firms in the field of graphic design are successful, but they might use the help of academics who undertake research and test and implement innovative methods. In the academic world, expertise with both established and developing graphic design techniques is essential. This study will examine the varied studies that have been conducted in graphic design over the past few years, as well as the current expansion of related employment opportunities. At this paper's end, the findings and potential future applications are discussed.**

**KEYWORDS: Animation, Career in Animation, Graphic Design, Multimedia.**

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### 1. INTRODUCTION

Graphic designers use a wide variety of characters, vectors, illustrations, abstracts, photographs, forms, and geometry in place of traditional images, texts, and geometries. The graphic designers utilised these resources and their unique creativity to create a wide range of artwork and 3D characters. To make use of these and similar methods, one must have a firm grasp of the underlying theoretical principles. That's why it's crucial to learn the theory behind graphic design. In order to promote the development of research in graphic design and to assess the greatest work from the past to the present based on research-based theory, empirical research plays a crucial role. Many graphic artists and working professionals have verified that the theory consistently follows established laws and principles.

To prove that these ideas are intended to be sold in large quantities, James Souttar presented research undertaken by. Graphic designers must make crucial decisions based on cultural, social, economic, and literary perspectives. However, because the effort involved in graphic designing is primarily conceptual and intuitive, those that follow it have not followed in the footsteps of their forebears. Research is the starting point for most scientific and technological efforts, and this is also true for graphic designers. Those with practical experience in graphic design should be able to easily recall and apply the theoretical approaches that support their working principles and enable them to provide constructive feedback. However, since the work involved in graphic designing is entirely conceptual and intuitive, those that practice graphic design have not followed in the footsteps of their forefathers. Intuition, vision, design inquiry, and design culture are all examined as they relate to the field of graphic design in this article. For ease of reading, the paper is broken up into the following sections: It all starts with an introductory section.

## **2. LITERATURE REVIEW**

### **A. Creativity in Graphic designing**

The term "creativity" refers to the result of a combination of "experience," "imagination," and the creative tendencies of many professionals in the field of graphic design have resulted in a wide range of original graphic designs. In New York, the Type Directors Club and communication art have always been interested in graphic design's fortune and recognition. Because of this, information was shared in the form of designs and formal artwork, which aided in the development of the field of graphic design and the professional application of graphics in the design industry more generally. Most designers have the kind of brains and drive that have allowed them to improve their communication, imagination, analysis, and problem-solving abilities. They were quick to begin conducting comprehensive assessments of the problems associated with visual design. A new movement of such introspection was launched with the contentious "First Things First Manifesto" (1964). Since authors like Sheila have always placed a priority on humanist principles, postmodernism has affected cultural variety and knowledge of intercultural appreciation, proving to be a natural progression. Due to modern society, designers must now consider their target audience when creating anything.

One pressing issue that prompted designers and graphic artists to turn to research methods rather than pure intuition was the emergence of interactive media. A time when the church broke the rules and the King replaced them with democracy and reason, the Enlightenment Era of the 18th century was a time of similar reason.

## **B. Graphic design's vision**

"Visionary views of graphic design" contains all the theoretical positions needed to change graphic design. Jorge Frascara defined graphic design as an activity that organises visual communication in the community and requires designers to use social science to analyze their impact on society. The audience is also active because of their cultural ideas, which influence visual language interpretation. Thus, before understanding the audience's thoughts, a visual communicator must understand their mental process. Elizabeth Throop found that designers always connect with audiences through mockups. JudyD'AmmassoTarbox's psychology-based Activity theory concludes this section.

## **3. RESEARCH DESIGN**

User-design processes that encourage participation and conceptualisation are part of collaborative methods to graphic design. Every time people work together, it makes the audience a partner in the design of new, innovative information. The levelling system provides context for comprehending collaborative design. Working with the target audience throughout the visual design process allows for any issue to be addressed, including the most fundamental ones, so the first level argument goes. The second level of this argument implies that the credibility of the graphic designer can be improved by facilitating the group's structure throughout the graphic design process. The third level is that globalisation the graphic design process makes it easier for people to avoid being controlled by the media. This is because the graphic designer and the audience both have a say in what is shown and how it is shown.

It might be argued that the hierarchy of visual communication is also a representation of society as a whole. This small community gathers more data about itself and its state thanks to the efforts of its researchers, specialists, and understudies. However, like our own large-scale society, the field of visual portrayal needs to balance its meritocracy with a majority rule government that provides everyone, regardless of their background, with equal opportunities to participate in

gathering and contributing to the body of knowledge. Achievement is determined solely by the opinions of the first class, the infamous old young men's system, in the absence of a vote-based system. Methods that focus on the needs of the community promote a configuration process based on majority rule, which evaluates competing hypotheses and fosters participation from the crowd. In "Design Research," contributors discuss what may be one of the earliest instances of observational request in the history of visual depiction, when in 1923 Wassillie Kandinsky directed an examination to investigate the relationship of shading to shape in human recognition, and report the findings of the synergistic examination ventures they have directed.

He had students and teachers at the Bauhaus colour what he considered to be the three most fundamental shapes (triangle, square, and circle) with the three most fundamental colours (yellow, red, and blue) and explain their reasoning behind their colouring choices. Kandinsky hoped to use this analysis to determine the universal relationship between form and tone in the viewer's mind. His findings contributed to the growing body of evidence supporting the fundamental concept that visual language translation is universal across cultures. Kandinsky's mental exercise was refocused in 1990 by Ellen Lupton and J. Abbott Miller, who used it to examine educators, critics, and industry insiders in the fashion industry. This is an example from their publication detailing their findings within a modern system. Next, Zoe Strickler and Patricia Neafsey present the results of a client-focused investigation into designing an educational programme for the elderly, a population that is often overlooked in design studies. Using the data they collected, they were able to create a user interface that was both attractive and functional. In his paper "Honing One's Ax," Paul Nini outlines an evaluation process for the plan procedure that is based on participatory standards of plan, and in "Structure Methodologies," British creator based in the U.S. Matt Cooke lays out his own methodical approach to directing client-focused exploration. In his article "The Utility of Design Vision and the Crisis of the Artificial," Australian visual computerization analyst Mark Roxburgh adapts a method for visual correspondence research from visual human studies and visual human science.

Peter Storkerson then argues that experimentally evaluating the efficacy of correspondence structures can be aided by understanding how individuals think. Audrey Bennett and her interdisciplinary team report on a visual computing research initiative in which they employed a participatory approach to plan an HIV/AIDS banner battle for and with individual Kenyans. They argue that the members will have a better understanding of the visual language needed to effect

change among the anticipated large throng of varied Kenyans. The majority of the presentations here confirm the feasibility and importance of visual computerization research.

## 4. EVALUTION

There has been an unstoppable expansion of cutting-edge tools and techniques in graphic design. The graphic design sector has spared no effort to ensure its steady expansion. Wages, industries served, and professions in graphic design are described in light of a literature analysis and supporting statistics.

### A. Graphics industry growth

- The value of the graphic design market is \$43.4 billion worldwide.
- The market in the US for graphic design is worth \$13.3 billion.
- Each year, 23,900 vacancies appear in the field of design.
- Freelance graphic designers make between \$20 and \$150 an hour.

### B. In terms of business

- In 2020, there were 400,258 businesses that worked in the field of graphic design. In 2020, the median salary was \$53,380 per year, or \$25.66 per hour. Ten percent of the highest earners make about \$77,000, while ten percent of the lowest earners make less than \$27,000. Facts about the graphic design industry show that freelance graphic designers make between \$20 and \$150 per hour.
- From 2004 to 2014, the Design Management Institute (DMI) looked at how design-driven businesses consistently beat the S&P by a huge 219%.
- Graphic design statistics show that the US graphic design market is worth \$13.3 billion right now and is expected to grow by 1.9% by 2022. From 2017 to 2022, the average growth rate will be 1.2%, which is slower than most other industries but better than the global designer market.
- One thing that can't be argued about graphic design is how quickly things change. The turnover rate for this job is 24% in the first year, 30% in the first one to two years, 12%

in three to four years, 15% in five to seven years, and only 7% between eight and ten years. But 12 percent of designers have been working there for more than 11 years.

### **C. Statistics on Web and Graphic Design**

Professional graphic design includes a wide range of tasks. Branding, commercial branding, and print manufacturing are three of the most visible aspects of graphic design. It's a handy tool for giving a website a touch of class. The aesthetic quality of the website is improved, which is another important function. The following numbers demonstrate how viewers' impressions of your website are affected by your graphic style.

### **D. Statistics on Web Design**

- In addition, over 46% of customers associate website design with company/brand reliability.
- Also, 80% of small business owners think that graphic design is either very important or somewhat important to the success of their business.
- It takes 50 microseconds for a website visitor to notice a visual impact.

### **E. Statistics on Logo Design**

Since the average human brain analyses images at a rate 60,000 times quicker than words, many organizations prefer to include a visual or graphic in their logo. In the first ten seconds a visitor spends on your website, they establish an opinion of your logo. On the other hand, it may take up to seven exposures for the logo to become easily recognizable. 18% of small businesses are willing to spend up to \$1000 on a logo design. However, a stunning 67% of SMBs are willing to shell out up to \$500 for a logo.

### **F. Graphics as a Marketing Tool**

Visuals have the same role in advertising as a vehicle's engine does in transportation. Customers are exposed to more than 5,000 advertising and brands daily, giving you plenty of competition for their attention. However, only 12 ads make a truly lasting impression. The data presented below speaks for itself. Marketing with Visual Graphics data:

- It's interesting to learn that 88% of marketers use images in 50% of their articles.

- Stock photography is the most often used graphic asset, used in 40% of cases. Charts and data visualization (13%), video and presentations (7%), Gifs and Memes (4%), and original graphics (37%).
- Out of 86% of marketers, 81% had some sort of image in their blog posts.
- Using photos in social media messages has been shown to increase engagement by 650% compared to using text only.
- Shares on social media platforms for blog posts that include photographs far outnumber those for posts that don't.
- Eighty percent of digital marketers, according to a graphic design research, said they make use of visual assets in social media marketing.

## 5. CONCLUSION

The need for skilled graphic designers is rising rapidly across all sectors. Until recently, few people knew about the improvements being made in the field of graphic design because the majority of the work in this area was done privately for businesses. Studies in the field of graphic design have opened up fresh paths for research, shedding light on a field that can help advance our knowledge of technologies with far-reaching industrial uses. It is important that different types of people including freelancers, academics, and professionals research this area so that huge numbers of new jobs can be created in the next years.

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