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THE ROLE OF GRAPHIC DESIGN IN MODERN WORLD

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Design has always played an important role in the society and in the world in general. Graphic design has pervaded all spheres of life and a lot of people don't even suspect it. Others just do not draw their attention to this subject or even sometimes underestimate the role played by graphic design.

One can not deny that there is a great need of graphic designers today because of the constantly evolving and developing industry. Design affects social structures, cultural identity, economies, environments and cultural development. That is why the question 'why graphic design is so important nowadays' is of current interest today.

The aim of the thesis is to explain the role of graphic design in modern world.

The tasks are to study the functions of graphic design, overview the spheres the graphic design covers, to clarify how exactly design affects our life.

The study object is graphic design and its role.

Among **the methods** used there methods of comparison, analyzation, generalization and description. We have given various examples to different points.

The scientific novelty of the presented work is that we have improved the general understanding of people of this topic.

There a lot of branches of design industry. They are: industrial, transport, interaction, web, architecture, interior, future, clothing, accessories, sound, eco, image, art, deco and graphic design. All of these forms of design (and graphic one mostly) have become an integral part of modern life. If you ask the head of any enterprise what benefit brings the graphic design to their company, the answer will certainly be the company (form) style, logo, commercials and packaging. However, can the design increase the labor productivity? Or even change, for example, the thoughts and opinions of people on different subjects? The answer is definitely 'yes'.

Graphic design is actually able to solve a lot of problems and issues. It has a lot of functions. The main three of them are: 1) distinction, 2) informative function, 3) emotional impact.



Design emphasizes the individuality, sorts and differentiates everything. Thus, it makes the similar objects differ from each other. For instance, we have many various companies and enterprises that are different and we can easily recognize them with the help of their style, logo and image.

The second function is that graphic design gives and puts the information in order. Instructions with illustrations, boards, road signs are made to give the viewer the necessary or important information. So all this helps to decrease the accident rate, injuries, the pollution of environment, the consumption of energy, petrol, make the city a lot more attractive to visitors with the help of information (orientation) boards. For instance, the system of visual communication in underground makes it more comfortable and understandable in use.

The last but not least function of graphic design is that it impacts our emotions. With the help of colours and symbols the designer can convey his idea to the beholder, recall certain memories and associations, form the behavior, character and opinion of the society somehow.

There are other aspects of graphic design which influence the modern life and should be mentioned. And first of all it is advertising. We can't imagine the modern economy, companies, brands and everything like that without commercials. Just imagine the world without the commercials and advertising. What would it be? Yes, the advertising can be really annoying sometimes. It would be really hard to find the needed product, company, brand, service, accommodation and just everything without it being advertised, though. The properly made advertising catches someone's eye so that the product can be sold finally. All this is possible with the help of graphic design.

With the help of small fonts a lot of paper can be spared. The people's health can be saved thanks to the large and structural graphics on medicines. The special fonts can also be a good instrument of giving the information. Graphic design also develops the person's outlook esthetically and forms the tastes. It makes the world a lot more beautiful. It forms the culture of the nations and different societies.

The results and discussion. The question of the significance of graphic design in modern world is very topical nowadays. A lot of young people who want to enter the university sometimes doubt if their future profession is important and will always be in demand.

As we can see, graphic designers will always be in demand and especially in the era of technologies. That is why the role of graphic design is very fundamental.

Conclusion. Summarizing, we can say that graphic design has interfered into all spheres of our life. Everything around us has its own design and we choose or buy the things not only because of their quality but also judging by their appearance. Without an attractive design the world would be dull and pale. Because most of the information we receive with our eyes. That is why, design plays a very significant role in modern world.

Key words: *graphic design, visual communication, industry, advertising, information.*

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