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## **THE IMPORTANCE OF GRAPHIC DESIGN IN MODERN LIFE, BUSINESS AND WHAT THINGS MAKE IT SUSCEPTIBLE TO TARGET AUDIENCE**

Since ancient times, one of the methods of conveying people's thoughts was graphics. Scientists have proved that 86% of communication we perceive with our eyes. To this day, graphics are relevant, constantly surrounds us, it carries a considerable amount of information, is easy to read and remember. So nowadays, the concept of design has expanded its boundaries so much that it is already difficult for us to imagine a world without it.

(Graphic Design is something which drives advertising and attracts us to brands.)  
(It)Design has penetrated almost all spheres of human activity. It is that what is bringing customers and business together. And it's not just about the name and the logo that you choose, but rather an entire image or a feeling that a customer gets when dealing with the company.

**The purpose** of my work is proving that sphere of design is mandatory part of the company and business, how effect it on target audience and how to achieve a success in design.

### **Objectives of the study:**

- to analyze The meaning and importance of graphic design in marketing and in modern business;
- to evaluate ho how design effects on product sales or product choices;
- to decide which things that make a real design.

In a modern society, many companies compete with each other. So it is necessary to create something what will set you apart from your competition and help you get the desired emotion or feeling from customers.

Kyle Keppie, owner and creative engine at Total Effex said:” Graphic Design gives your company a Face and Visual Presentation. He is convinced As the global market shrinks with the ever growing reach of technology the need for that eye-catching graphic becomes more and more valuable to a business.

A creative and Strong Brand will make sure that your clients remember you – A large percentage of people remember what they see far better than what they hear or read [1].

But inexperienced specialists who have only recently joined this field of activity may underestimate this and miss it.

Clancy Clarke, the Organic Search manager at DesignCrowd, thinks that not all perceive it seriously and put it on a secondary plan: ”As a business owner, you may have hundreds of concerns to address during your day-to-day workplace activities, so you might be tempted to ignore the need for expertly crafted graphic designs. However, utilizing professional graphic designs can be an integral step in the process of establishing and maintaining a successful business”. In her article she noticed that any company’s total brand image starts with a great logo and expands to every aspect of any business. The design needs to target. And brand should provide an instant connection to the outstanding products and services that company offer, and this company need an excellent graphic design to forge that kind of connection [2].

“Thoughtfully created graphic design pieces can help boost up sales. People are attracted to any uniquely designed thing. They get a message from a quality design. People get such messages indirectly in their minds when they see a unique logo design, business card and other such designs. This helps bring people closer to the businesses time and again. Once the gamut of graphic designs have successfully made a positive impact on viewers, many of them become loyal customers. This is because

graphic design marketing items help in projecting a company as a trustworthy brand. Surely, graphic designs have a lot to do with a steady growth of a company” -Campbell Jof said [4].

I am convinced that if the design of any product looks attractive, then it will be more popular among users. We always evaluate any product by sight. Even standing in the store and choosing some kind of product, we first pay attention to the beautiful packaging. Therefore, uniquely well-chosen colors, design, arrangement of details can effect the sale and choice of a given product and because it satisfied our tastes and preferences. Even experiments prove it. The Japanese researchers, Kurosu and Kashimura developed two ATM machines identical in function, identical in the number of buttons, and in how they worked. Identical. Only one difference: one had the buttons and screens arranged beautifully and the other was unattractively. And they put it both to test. The results were a surprise. The Japanese found that the attractive ones were easier to use. So even the ways of detailing can effect on the visual and aesthetic preferences of users which may influence on their decision [5].

Graphic design has many features. In the modern world of business people are wondering how to make a brand recognizable and had an informative function. Thanks to signs, logos, etc., we easily remember and distinguish one company, organization, and even an entire industry from another. We must not forget about the informative function - many design solutions are designed to convey to the consumer answers to a variety of questions. Also an emotional impact. Design causes us certain associations, feelings, forming a certain opinion. Therefore, in order to achieve such an effect and result, a correct solution to the given problem is needed.

“Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated”— Paul Rand, who was an American art director and graphic designer [3]. He is convinced that design doesn't need to be difficult, but contain local and simple things that make it unique and complicated at the same time. So when the design of your business's brand is being considered, you should remember to keep

things simple. And when you create the same feeling in people about your business, then you have a brand that truly represents you, and what you offer. With a smart design, you will create a feeling, a true excitement surrounding your business or brand. What this means is that a good design is essential and truly important when it comes to your business success.

In conclusion, we come across thousands of brands and companies in our day to day life. But we remember only a few. A good design is obligatory for every business for its growth. Researchers and marketing and advertising professionals have long proven that product packaging directly effects sales success. This is why it is crucial that you work with a professional design team that is able to offer you with an effective, relevant and quality design that represents the brand of the company well.

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