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Graphic design is the process of visual communication through the use of typography, photography, iconography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and  $\frac{Page}{Page}$  1/3

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## Graphic design - Wikipedia

It creates a visual representation of an idea and communicates the unsaid, establishing a relationship between the design and its audience. The five fundamental pillars of graphic design include Balance (for stability and structure), Alignment (for clarity and sharpness), Repetition (for unity and strength), Contrast (for impact and focus), and Hierarchy (for organization and direction).

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# Visual communication - Wikipedia

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very long time. While both artists and designers compose visuals and have a shared toolkit and knowledge base, there's a distinct difference between the two.

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