



UNIVERSITY CAMPUS  
DONCASTER

BA (Hons) Graphic Design

Let your  
ideas flow



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# We'll help you to master the art of visualising ideas

Graphic design and the art of visualising and sketching are closely related disciplines that play significant roles in the creative process which we cover on our course. Visualising and sketching are fundamental skills for graphic designers as they allow them to ideate, explore concepts, and communicate ideas visually.

- 1 Visuals will help you to generate and develop ideas by quickly translating thoughts into sketched representations. It allows for experimentation and exploration of multiple design directions.
- 2 Visualising aids in refining design concepts and exploring various iterations. You'll be able to make adjustments and improvements before moving to digital tools.
- 3 Visualising will allow you to effectively convey ideas and concepts to clients and staff members. They serve as a visual language that facilitates communication and understanding.
- 4 Visualising is a fast and flexible method compared to digital design tools. It will enable you to capture ideas on the go and iterate rapidly.
- 5 Visualising is a fast and flexible method that will help you to visualise and solve design problems, such as layout compositions, typography, or visual hierarchies. It will allow for experimentation and evaluation of different solutions.
- 6 Designers often start with thumbnail sketches and visuals. Small and quick exploratory drawings help to define the basic structure, composition, and arrangement of elements in a design.
- 7 Visualising is commonly used in the early stages of designing websites, mobile apps, or user interfaces. Wireframes, which are basic representations of a digital product's layout and structure, are often sketched to plan the user experience.
- 8 In graphic design for multimedia or animation, storyboarding involves sketching out a sequence of visuals to outline the narrative or flow. This will help you to plan and organise the content visually.
- 9 Visualising is crucial for creating hand-drawn illustrations, character designs, or custom artwork. It will allow you to develop unique illustrations and add a personal touch to your work.
- 10 Visualising will allow you to explore various design solutions, such as logo concepts, branded items, packaging designs, or poster layouts. It will enable you to experiment with different ideas and iterate before finalising a design digitally.



