

**Visual Communication Design for Digital Media**  
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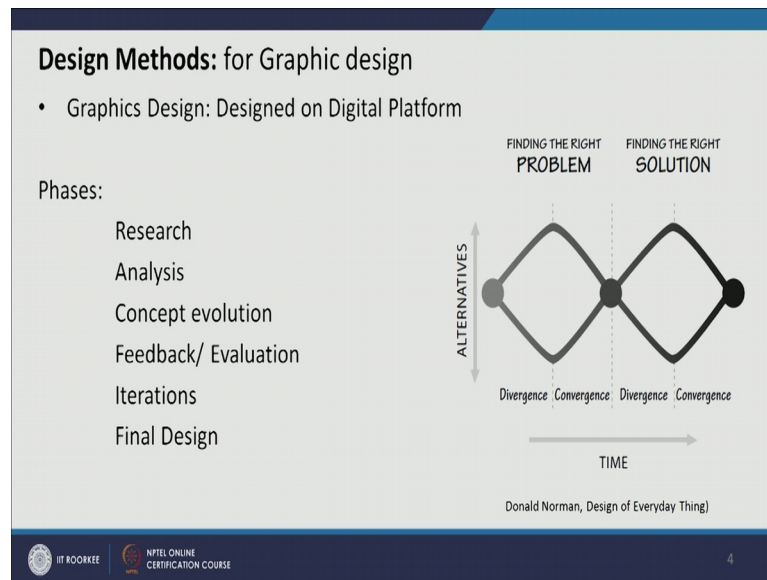
**Lecture - 19**  
**Visual Design Methodology Part-V**

Welcome students to the online NPTEL course visual communication design for digital media. In the previous few lectures, we were discussing about the; we have given a brief idea about the generic design methodology in digital platform. After that we moved on towards the detail detailed discussion on the methodology on animation and game design and we all we mainly focus on the 2D animation, because 3D animation also has some other software constraints and then we also discussed the interaction design or the u i u x design; you can say on which is which deals with web design and web application design it can be on for the desktop and laptop or it can be for tab and mobile.

So, that we discussed and in the last module of the visual communication design methodology, we will discuss about the graphic design methodology. So, in the graphic design methodology, if you think about the graphic design; graphic design can also be a tangible media. So, as it; we are discussing of on the discussing on digital media platform, but we need to know that graphic design also has a tangible media platform. For example, if somebody is painting by hand. So, they are using; they can use the paintbrush on canvas, for example, it can be a canvas painting, it can even be a vernacular; Indian vernacular paintings like Pattachitram; the scroll paintings or if you think about the print media; the traditional print media which existed far before the development of contemporary art style; even before the Gutenberg have developed the place print media.

For example, serigraphy, linography, lithography, these were there. So, they use to make the master print copy and then they used to use the copy with the different colours, they used to print several copies of the similar thing. So, it was also existing in far eastern countries like Japan and also there was in there was a centre in Europe, but we will discuss more about the digital media platform; the methodology of graphic design and digital media platform using some softwares.

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So, if we discuss about the broad phases; there are the similar to the generic design methodology and the way we were discussed earlier in the; we have seen in the animation and web application design. So, first we have to do our research and mostly we know that this is the process of design is mostly bottom up and inductive wings. So, we do start with the research and ethnography and do analyze that and see a pattern. And then understand the coherence and coherent link and what has to be designed and or the need statement has to be developed that what is the need of the design. And based on the client, based on the user, based on the product, based on the what kind of communication we want and then we have to make a conceptual model and after this analysis which we get from research and the conceptual model cannot be directly translated in the final design.

It has to be validated with the user because there is a user communication we are talking about users experience we are talking about users mental model and how will they perceive and then their semiotic behaviour and so that concept has to be shown to the user and the feedback and evaluation by the user has to be there that is the process of user testing that we also have been discussing earlier and then our heuristic analysis or the process well thought methodical analysis of. All these things has to be done to find out where are the flaws in the design, if there are any if users are stuck and the proper communication from the designed object designed our graphic design to the user is not happening or hampered or not in the desired way then we need to find out where the

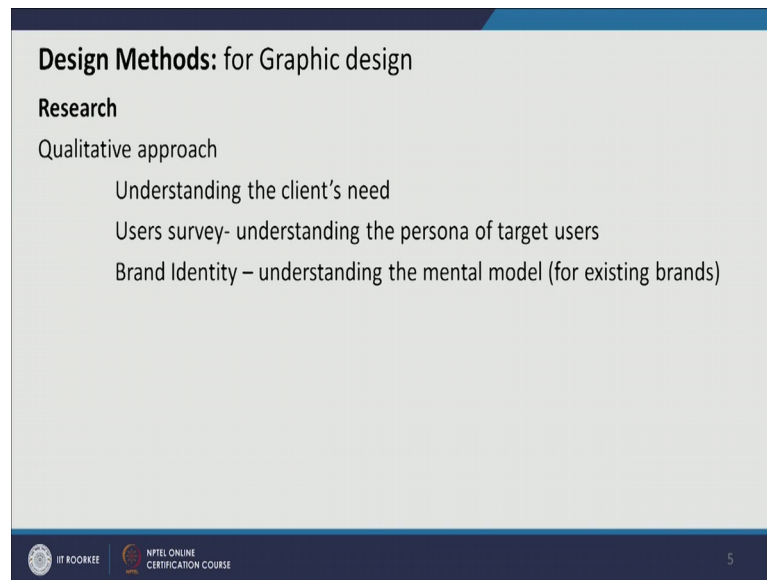
problems and identify those animals or those non desired things and then eliminate that or it might happen the complete design process we are thinking might be in going towards the different direction, then we can also skip the design and then start from a scratch.

And then iterations or complete transformation is the next step and then again it can be in an iterative process; as we were discussing earlier which can from iteration, it can go to the conceptual evaluation, if there are major changes or it can again go to a small change and feedback of the user and evaluation and then iterations and then if the designers are satisfied with the user feedback, then it can lead to towards the final design. So, again the double diamond method of design of which we were discussing in the generate design methodology is there. So, problem identification and solution there are first we have to diverge.

So, we have to make multivariate options and here. So, first we have to understand the problems; we have to think about all these options; what kind of problems use your face and then, we have to diverge towards the exact need; what specified need is there, some of the problems might be redundant and based on some different scenarios, those will exclude and actual problem we need to focus on pinpoint and then we have to again diverge and make multivariate or design options and then a proper communicative designs we have to lead towards one single solution of proper communicative design for better user experience.

So, first if we think about the research; so, research is essentially here is qualitative in design process the; it can be quantitative.

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If we think about eye tracker; so, which can be most eye trackers hit map is also qualitative, but if we think about the raw data files of eye tracker and do a statistical analysis of those; all these data of focal point what is the distance of; in which direction people's eye are moving and what is the time frame on a particular area of interest people are focusing on. So, those can be quantitative and numerical analysis can be possible, but mostly; most of the design is done through a qualitative research. So, here there can be 3 main things; there can be others as well. understanding the client's need, if there is a one to one client need and client wants some design for their own thing own use, for example, if somebody is a wanting or interior design and some graphics has to be done on the interior wallpaper. So, that should be based on the clients need and client himself is the user over here.

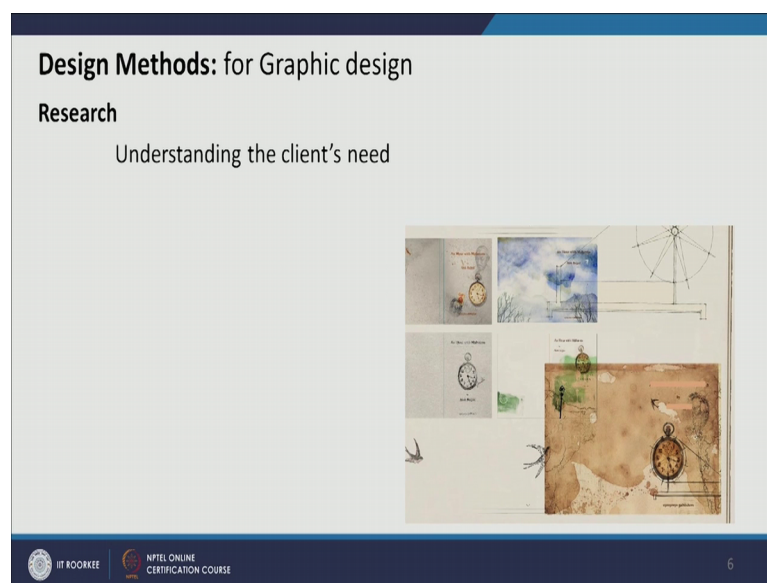
So, next is the user survey where client might be different from the user for example, in case of brand, when client is different. Client will be the brands owner or the CEO or the person who owns the brand and the user will be somebody different; who is the user or the buyer of the brand. So, here the user and client is different. So, here we need to understand the user who is the real user. For example, of a packaging design, the packaging of our particular brand will be the; client will be from the particular brand, but the packaging use user will be the people who purchase those products.

So, here we need to understand the people here again the persona and scenario and

understanding the target user has to be there which has been discussed earlier in the web designer methodology. So, I am not going into detail and then brand identities for some cases or there can be existing brand identity which is very strong in users mental model. So, user already has a perception of a brand so that we the designers cannot go against the brands lot of visual identity.

So, if for example, you must have seen the Yahoo's logo has also changed, there the logo that typefaces and the way it has been written. So, Yahoo had a brand of and there is a colour aspiration of purple with a Yahoo. So, they did not change the colour and the font; the way it has been written Yahoo and with a note of exclamation that is also written. So, a lot of preconceived ideas of you user mental model has to be matched with the new band; otherwise people will not associate that with the previous band and a lot of the brand might lose its identity.

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So, for example, our understanding the client in case of a particular client when we are dealing with a particular client multiple variations of design can be given and there can be a single thing from that a colour palette and all these images can be evolved for example, here the theme was peace and Gandhiji.


So, here the charkha and the bird is symbolizing peace and some elements has been taken from that theme and multiple variants of design has been generated. And then the client which has been discussed with the client then understanding the user.

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**Design Methods:** for Graphic design

**Research**

Users survey- understanding the persona of target users



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So, under for whom we are designing that will give you the understanding of what kind of colour scheme; what kind of colour palette and what kind of the complete mood of the design complete ambience complete a visual language of the design health will be for example, first in the first cluster, we can see there is a product for kids you can read that in a small pond, it is written; these are the products for kids, so kids in general consideration; them like vibrant colours. They like animals and abstract forms and this vibrant colours and colours are more associated with kids. So, these kind of abstract animals and fruits were depicted with vibrant colours and symbolizes thus and easily perceptible that this is the brand the colours and everything is designed for the kid.

And even if you can look at the typography they are bold and they are eye catchy and they has sharp contrast. So, which attracts kid's attention towards the sharp contrast of colour sharp contrast of value and these kinds of things then we can look at some products which is for the female target user target audience. So, here we can look at the colour palettes and the forms which has some feminine forms and colours which are associated with the more with the female brand a brand additive entity for a female product is used over here and in a sharp contrast to the product range for the male. We can see the packaging design of visual graphics here are used out are of more bold colour and there are more has a rustic look. And there are some neutral colour palettes are also used over here and here we can look at the if we can compare the shape of this with the Channel and Jimmy Choo's perfume bottle with the Diesel's perfume bottle for the male.

Here a lot of angular sharp edges are there a lot of tactile textures are have been used, grunge; it gives us a grunge colour palette and with a blue and gray colour tone and brown colour to which are more associated with the product range for the main and here versus here the pink and glossy colour tones which are associated with the female products range.

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**Design Methods: for Graphic design**

**Research**

Users survey- understanding the persona of target users

KFC outlet

Delhi airport rest-rooms

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And again I am talking about the user survey, it should also go with the mood of the you know what kind of users are using that for example, if we look at a; if we go to a KFC outlet; these are mostly targeted to also teenage people and go there and have KFC buckets. So, here a lot of photographs with vibrant colours and this kind of the similar kind of mood is depicted over here and it also tells about; talks about the brand identity. The brand's colour palette has been also used and it also has a retro look.

So, these kind of; this gives an association of the; it is KFCs long and the brand which is established from long period. So, that kind of; so, the colour evolved from all these things are based on the target audience and the brand identity and here we can also see photographs of Delhi airport rest rooms; here the users, if you think about of an airport the users who because it is an international airport. So, lot of the people will be from abroad and this airport is the first gate way of entering our country.

So, the country's airport in most of the cases show case what kind of the culture we have and India being rich in diverse cultural forms in Delhi airport it has; they are trying to

depict that there are different kind of culture in different provinces. And in the toilet restrooms generally what happen we were discussing in the semiotics part there will be iconographic logos of male and female people, but here instead of using those logos, they have used real photographs.

Even we are discussing that semiotics can happen from realistic image towards and also can happen from a iconic image. So, here instead of going towards following; the conventional icons of restrooms; they have just used a realistic photograph of people from different provinces; male and female people from different provinces wearing different of their traditional indigenous ethnic clothes.

So, that also gives another layer of information that these are the culture and these are the culture of India and educating or informing the people; who are coming to India for the first time. So, here this kind of thinking about the target audience who wants to know about India because they mostly will be the traveller. And will be inquisitive about doing the Indian culture more so that was the decision taken by a designer even in Mumbai airport.

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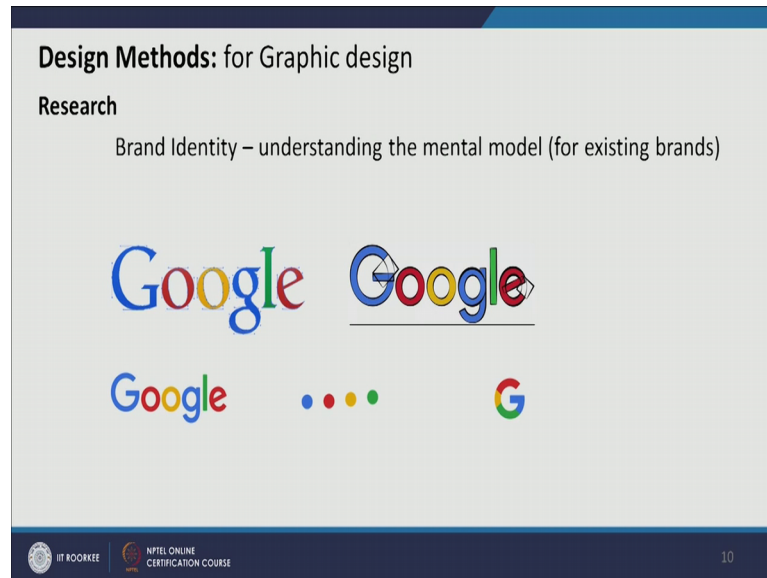
The slide is titled "Design Methods: for Graphic design" and is part of a "Research" section. It discusses "Users survey- understanding the persona of target users". It features three images: a collage of people at a "KFC outlet", a traditional Indian painting, and "Mumbai airport interior graphics" which shows a modern airport interior with traditional Indian art integrated into the design. The slide footer includes logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the number 9.

You can see some kind of installations. They are mostly done in a traditional media, but some of them are also printed and done in digital media. So, there are a lot of collage of traditional Indian craft forms and Indian art form. So, here we can see the Tamil Nadu's (Refer Time: 16:43) painting has been transformed into a contemporary form and here



the lot of miniature paintings and as well as the north Indian wood curving is gesture posed and to give a experience of India's cultural identity.

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Then, it also should come from the brand identity if the brand is already established we should not go we should not oppose the identity of the brand.

So, understanding the user's mental model in this identity is who is using the existing band and has to be looked at. So, Google; we most of the users are aware about Google and one of the most mostly used search engines. So, Google have recently changed their logo, but without changing the colour of each and every letters if they change the colour of each and every later because they are changing the typefaces. So, if the change the colour of each and every later the identity of Google might be lost.

So, the need of changing the colour was need of changing the types was also even explained in Google doodle. So, they wanted to make the types more legible more geometric and. So, that the type logo is lighter and loads quickly in and takes later less data enough internet and this is also following towards for blending with the contemporary taste of minimalist logo design. So, initially, there were a lot of calls and a lot of the serif fonts were used with ends and that translated into the san serif fonts which is more contemporary with more geometric look in the Google.

And also that corresponds with the Google's material design that has been discussed

earlier; so, material design that has been discussed in the trains and of new media technology. So, material design is developed by Google and there they talk about the sharp edges and they also they talk about the more geometric things and minimalist approach contrasting the Skeuomorphic approach of apples platform. So, here this their logo should also go with their material design visual language. So, that is why they changed this old logo to the new logo and they also made an icon which also gives the similar colour palette.

So, you can think you can take the colour palette from this and they are also translated into the single letter the g this g which stands for Google and this can be used this they have used in as a logo and also while loading pages; there is these 4 different colours primary colours dot primary colours and the screen dot as a loading page and which also gives the identities. So, colour palette and the identity of Google is unchanged because of the mental model and the brand identity is already established.

If they were going for a new company or they were starting at if some company is start starting afresh then the previous consideration of peoples brand identity existence in the peoples users mind the item image of the brand should not be considered that much because then the company is launching their own brand identity first, but in case of Google it was not the case.

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**Design Methods: for Graphic design**

**Research**

Brand Identity – understanding the mental model (for existing brands)

Finnair and Marimekko

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Similarly, if we think about the Finnair's collaboration and branding visual branding and

collaboration with Marimekko which is again the Finland and Helsinki based furniture and textile design company. So, Finnair has Finland Finnair has a logo as identity of using the dark blue and green in their colour and then they collaborated with Marimekko which is also displayed in the Finnair's cargo, the air buses here ,the printer prints are there which is derived from the Marimekko textiles. So, this is actually Marimekko textile taken from Marimekko website and it is another Marimekko text textile and this is the Finnair other merchandisers and the way the other products they use in on flight

So, all these colours, they did not go away from the Finnair's brand identity because Finnair was associated with the dark blue and green colour. So, here they have you have Marimekko's; they use a different floral biomorphic up in. So, these kinds of flowers are also there, but these kinds of flowers comes in Marimekko with different vibrant colours and mostly pink and orange is also overly used in Marimekko textile, but pink and orange does not go with the pink Finnair's logo.

So, they have changed that into the blue and yellow combination and blue and yellow also gives a psychological connection with the green because if you mix blue and yellow. And if these patterns are very small and tiny then this dots and blue and yellow will appear as a dot. And then you will have a visual perception of green that is also the colour of Finnair. So, this blue and colour yellow transformation of Marimekko's pink and orange contrast combination was also a colour association and based on the brand identity of Finnair.

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**Design Methods:** for Graphic design

- Analysis

Visual Design Mood-board  
deriving colour palette and other design elements

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Then in visual analysis in terms of graphics; so, mostly it will be visual design mood board. So, from all this analysis; understanding the client understanding the brand understanding the user; so, in visual communication design, we need to arrive at a colour palette then also we have to colour palette. And other design elements what kind of design elements like line quality, what kind of shapes, whether it will be angular rectilinear curvilinear those things has to be achieved from the mood board or from the research we have done.

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**Design Methods:** for Graphic design

- Analysis

Visual Design Mood-board

A collage combining images, texts and objects to depict the desired visual language of a graphic design.

It helps to establish a design identity and design elements like colour palettes can be derived from them.



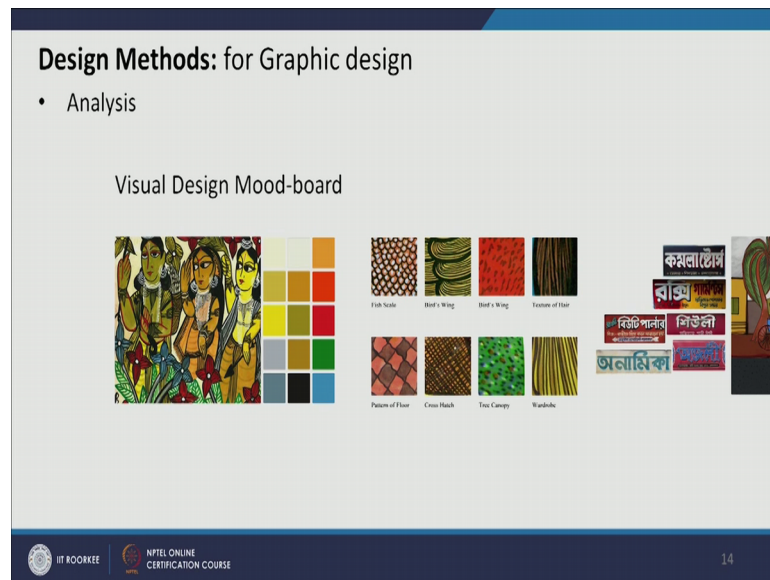
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So, a mood board is a collage of combining different images text and objects which we get from the research and which depicts the desired visual language of the final graphic design. So, what kind of visual language we want to promote what kind of experience what kind of visual communication will happen from the final design to the user that comes from these kind of image texts and collage and objects there can be also tangible objects and there in the mood board.

So, here in terms of the previous image, if you can think about this example in the mood board there will be Finnair's logo, the colours of Finnair's logo as well as the Marimekko's shape and the patterns of the textile patterns will be there in the mood board. So, from based on these and synthesizing these 2 things and I am amalgamating these 2 things the Finnair's new identity has been designed. Similarly in Google's design the mood board in the mood board the Google's identity has to be there Google's colour you has to be there. Even the contemporary test of their material design and users more liking towards the affinity towards the minimalist design has to be there in the mood for and some mood board can come from also abstract concepts like it can derive from nature.

It can derive from some elements of nature for phase for example the for example, bird and we can derive some metaphor from that like from feather we can think about some soft colour palette think about some soft curvilinear line quality and so, those will be deciphering those mood board into some kind of metaphorical explanations. And then doing a mind mapping of or quickly thinking some kind of words associated with those things in the mood board and translating that into the final visual design.

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Similar examples has been our examples of mood board has been also given in the while we were discussing animation. For example, Bengal Pattachitra; this has been shown earlier from the mood board the final animation has been designed. So, that is also nothing, but a graphic design, but then there was a timeline and all these images were moving in the time frame that grieves the animation. So, from the traditional art form the colour palette has been derived the text textures has been derived even though text which we were discussing the typefaces of the original typefaces has been taken in consideration, in the final design has been derived which has been showed earlier you can go and check go back and check that animation again to understand this better.


So, after this synthesis and analysis we go to the design process. So, there will be concept evolution and then feedback and evaluation by the user and then iterations and then if based on the iterations it can go back to the concept evaluation again or if there are major changes required or it can be again some iteration can be done and again you can go back for the user testing.

So, this has been discussed I was discussing earlier. So, this wing iterative process of design and then the final design will come if the design the user feedback is satisfactory.

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**Design Methods: for Graphic design**

- Iterative Model



Multivariate options and testing

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So, for example, again the while designing the Google's new logo. So, they also designed some multivariate. So, that is what we were discussing earlier multivariate options. So, again the double diamond method of diverging converging is applicable here. So, we have to converge in terms of finding the solution. So, we have to make multivariate means different options different prototypes.

So, alpha beta and we can name them as alpha prototype beta prototype based on different options. So, here there was first logo option which of Google's new logo; Google logo could have been like this as well the new logo and the next option was this where there was changing colours in a single d g later as well and the g and e they are little different from the existing current logo and it can also be this which gives material designs angle of similar kind of visual palette and there were a lot of options design derived by the Google's visual designer.

So, this is a multivariate option generating multivariate options. So, they are going to diverge and then they selected one particular design which suits their identity which they thought the user will respond and we the user will link with the brand identity more. So, finally, they have selected one, but before that they have created multiple options and have gone through discussions focus group discussions and user testing process. So, we have given our holistic and generic methodology on graphic design platform. So, how different corporate forms of graphic design corporate forms follow a method of graphic

design for example, generating a poster or creating brand identity or creating the logo of the brand and selecting the colour palette of a brand or some promotional posters and related things.

So, this is the last module, this was the last module of design methodology and we have covered animation and game design, web application design or interaction design, the visual part of the interaction design and the graphic design in the next module which is the last module, we will discuss, will take some case studies and mostly, we will take case studies of animation and user experience and interaction design because they have a lot of other things too and a lot of other aspects into it graphic design; we have covered a lot of with a lot of examples. So, in the last exam module will discuss some case studies.

Thank you.