ADVERTISING DESIGN

The designer who must help sell a product must be half artist and half psychologist; he must know how to attract the attention of a casual observer and then to be able to hold it long enough for the selling message to be digested. He must be able to make the product appear desirable and to be able to create a need for it.

A basic knowledge of the parts of a design and of the materials used in creating the design makes it possible to invent new and compelling selling ideas. Color, space, line, lettering and symbols, all these have to be used for their attention getting qualities. A fresh viewpoint comes only when the artist understands how space is treated to attract visual attention.