

## GRAPHIC DESIGN

- A graphic designer reports to the
- Art director
- Creative director or
- Senior media creative

Graphic design is the process of visual communication, and problem-solving through the use of type, space, image and color. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used interchangeably with these due to overlapping skills involved.

## GRAPHIC DESIGN SERVICES

 IdeaSeat is a Chicago graphic design agency that understands the balance between aesthetic appeal and goal-oriented designs. Our graphic design experts strive to understand your goals within your industry.



GRAPHIC DESIGN IS A CORE ASPECT OF GRAPHIC MARKETING BECAUSE IT USES CREATIVITY TO GET POTENTIAL CUSTOMERS ENGAGED IN A COMPANY'S BRAND. THE RIGHT DESIGNS CAN IMPROVE A COMPANY'S IMAGE BY MOTIVATING ITS CUSTOMERS TO TAKE ACTION TOWARDS THE COMPANY'S DESIRED GOAL.

IDEASEAT DIGITAL MARKETING

## WHEN YOU WORK WITH OUR GRAPHIC DESIGN AGENCY, YOU CAN EXPECT:

- 1. Communication
- 2. Collaboration
- 3. Customization





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