

# VISUAL COMMUNICATION VS GRAPHIC DESIGN

Aspect	Visual Communication	Graphic Design
Definition	The practice of conveying messages and ideas through visual elements.	Focuses on creating visual content that communicates a specific message.
Scope	Encompasses a wide range of visual elements, including photography, video, and digital media.	Primarily involves creating graphics, logos, and layouts.
Purpose	Aims to convey information effectively through visuals.	Focuses on aesthetic appeal and branding.
Tools Used	Utilizes a broad spectrum of Visual Communication Tools like video editing software and digital cameras.	Often relies on Graphic Design Software such as Adobe Photoshop and Illustrator.
Skills Required	Requires a diverse set of visual communication skills, including an understanding of visual storytelling and media production.	Demands strong artistic skills, creativity, and an understanding of design principles.

# Graphic Design As Communication

**Camilla Rothe**



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