

THE PLACE OF GRAPHIC DESIGN

IN NATIONAL DEVELOPMENT

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A thesis submitted to the Board of
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for the Master of Arts Degree (Art Education).

By

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ABSTRACT

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In developing Countries, national development has been the subject of concern over the years. In Ghana, this phenomenon has resulted in the organisation of seminars and conferences, the embarkation on various development programmes such as "Self Reliance", "Operation Feed Yourself", Health for All By The Year 2,000", Clean up Campaigns and National Mobilisation Programmes. It has also resulted in the making of new policies such as the quite recent one concerning the education reform in Ghana.

✓ For these programmes to be very successful, the communication gap between the policy makers and

organisers and the general public needs to be bridged for understanding and motivation to occur.

✓ At this juncture, it is expedient for people to know that graphic design products serve as one of the best tools, if not the best, for successful communication so that good use can be made of them in the bid to realise growth in all areas of development in the nation.

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✓ In Ghana, the major areas of development have been identified as Education, Agriculture, Health, Industry, Science and Technology.

✓ This thesis, therefore, seeks to bring to the awareness of the general public the role that graphic design plays in these various areas of national development.

It is divided into seven chapters. The first one is the introduction which deals with the problem and its setting. The second is a review of related literature. The third chapter discusses the scope of graphic design. The fourth chapter examines the place of graphic design in school education while the fifth studies the place of graphic design in public education. Chapter six also discusses the role of graphic design in industrial development and chapter seven outlines some recommendations and the conclusion of the thesis.

This study was conducted through library

studies, critical observation, personal experience and interviews and by visiting various shops, chapels and places of work.

It is hoped that this study would be used to enlighten people all over the world.

CHAPTER ONE

INTRODUCTION

THE PROBLEM AND ITS SETTING

The Problem Statement

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Quite a number of Ghanaians, are not aware of what graphic design entails and the role it plays in national development.

This major problem accounts for other problems, one of them being that some individuals and industries in Ghana are not making maximum use of graphic designers in whose training a lot of money has been pumped by the government and especially by the graphic designers themselves. This accounts for some of the shoddy packages and labels we find on products, some of the poor layouts we see in newspapers and the poorly written inscriptions on monuments as shown in Fig.1.



Fig.1. A Poorly Written Inscription on a Monument of an Institution.

Many people seem not to be aware that there are graphic designers who have been trained to take care of such problems.

Also some parents who are ignorant concerning graphic design and art, for that matter, stop their children from offering art as a subject while in school even when they have the flair for it.

In Ghana, this lack of knowledge leads to the poor presentation of some goods which makes it impossible for them to compete on the international market eventhough the products themselves have the potential of accruing foreign exchange for the country.

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Objective

The objective of this thesis is to highlight the importance of graphic design in national development so that people will make maximum use of its products and services in various areas of national development and also so that proper attention would be focussed on it when there is the need to put in some input to have it well done.

Hypothesis

The hypothesis for this study is that graphic design is an important tool in national development.

Assumptions

The researcher assumes that many people in high positions do not fully appreciate graphic design with regards to national development.

It is also assumed that expert graphic designers are not consulted when their services are needed. For instance, when a label is needed for a new product, one would rather contact a typist who can just print out some information about the product - a job which the graphic designer should do.

Importance of Study

The result of this study will focus the public's attention on the importance of graphic design and thereby help them to utilise graphic designers in disseminating information more effectively.

It would also make art students and graphic design students in particular aware of the role they can play in national development and therefore serve as a source of inspiration for them to pursue the course with all diligence.

Besides the afore mentioned points, this study would serve as a pointer to the fact that art is functional - a fact that many people are ignorant of.

Research Methodology

- Related literature was reviewed.
- Individuals, a number of whom are in private production business were interviewed.
- Visit was payed to hospitals, shops offices, schools and the school of medical sciences, U.S.T, to find out the extent to which graphic design is being used.
- Designs related to this study were photographed.
- These facts were analysed to do the write up.

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Delimitation

1. In this tudy, the areas of national development have been limited to School education, Public education and Industrial development.
2. The discussion on printing processes, in this study, is limited to the three major ones - Letterpress, Planography and Intaglio. Their subsidiary processes have not been discussed.

Definition of Terms

1. Graphic Design is the creation, duplicating and transmission of words and illustrations in the form of printed images for the purpose of mass communication. (1980)¹

1. Field Janet: GRAPHIC ARTS MANUAL: Armo Press, Musarts Publishing Corporation, New York. 1980.

Graphic design products include greeting cards, billboards, cartoons, emblems, books or magazines, packages, logos, posters, signboards and labels for packages. The transmission of messages is also done through graphic design products such as wrappers, periodicals, catalogues, directories, business service publications and advertising materials including stickers, flags and key holders - just to mention a few.

2. National Development refers to the process where by positive growth is realised in areas such as the economy, education, health, agriculture, industry, politics, religion and socio-cultural activities of a nation.
3. Graphic Designer : One who has received formal training as one.
4. Advertising Houses : A place where adverts in the form of graphic design products are made.
5. Design Elements : Things that are put together to form a design. These include photographs, illustrations and texts.
6. Substrate : Any surface, including paper, on which printing is done.

7. Text: A composition of words or lettering on a format.
8. Offset: To transfer unto.
9. Type Setting: Arrangement of type (the metal block that carries the character or letter) for printing.
10. Press: Machines on which printing is done.
11. Consumer: One who uses a product.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The topic "The Place of Graphic Design in national development sounds quite popular and one would immediately expect to find a lot of literature on the subject.

This is, however, not the case. Many books deal with the graphic design processes. Very few touch on the way the graphic design industry has helped the economy of the United States of America but majority of books deal with the role that art in general plays in certain aspects of national development. A look would first be taken at those that deal with art in general and those that deal with graphic design would be discussed afterwards.

One of such books is Zaidee Lindsay's book titled "Art and The Handicapped Child" (1972)¹. In this book, he identifies the types of handicaps as Visual handicaps, auditory handicaps, autism, brain damage and mental retardation. He says that these are areas in which various aspects of art are used as stimuli to induce response. He reveals puppets as having been proved effective in play therapy. Puppetry, he says, can also be a community activity when the aim is for pupils

(1) Zaidee Lindsay: ART AND THE HANDICAPPED CHILD.
Studio Vista, London. 1972.

to entertain others with the puppets they make. He says that creative activity can be used to encourage the fullest development of the reduced potentialities in those who are handicapped. It, therefore, a fundamental part of their education through which they are able to experience not only a fuller physical awareness but also a mental awakening. Art and craft are also used to heal and open the heart of the handicapped. Through art and craft, impaired or handicapped persons are helped to reach their optimum mentally, socially, physically psychologically, logically, economically, and physiologically to facilitate social adjustments or readjustments.

The 1966 edition of the "Encyclopedia of Art" (1966)² says that art is an essential, inseparable and fundamental basis of science. Leonardo da Vinci's treatise on painting is cited as an example of theories of art in which art is conceived as an instrument of scientific research where pictorial art is conceived and studied as an instrument for the scientific study of nature.

This Encyclopedia goes on to say that the supremacy of art over science is seen whenever the practical processes and results of scientific research are carried over into the artistic process and used as instruments within it.

(2) McGraw-Hill Book Company: ENCYCLOPEDIA OF ART.
McGraw-Hill Book
Company, New York. 1966

It also says that illustrations are used in science for the representation of objects as well as of ideas and concepts. For historical purposes, illustrations are needed to make subjects understood and this shows how important art is.

A journal titled "African Arts" (1992)³ emphasises the fact that art serves as a means of communication. It says that a cloth with a proverb name can be a public voice as well as a risk-free way to communicate. An example of such a cloth is one with the name "Homage to Sankara" which merchants later extended to the local language "Sankara Kooma, Ka-no mami." This means "The death of Sankara does not please us". This journal reiterates the role of art through textiles by saying that anyone can insult, warn, complain, ridicule, console or editorialize by putting on designed fabrics. This journal also goes on to say that art pieces keep record of current events when they are designed to portray what is happening at a particular time. It also says that people buy them for what they mean while others put them on to speak out their minds about unfortunate situations.

It says that art pieces serve as a means through which one's opinion can be conveyed with satisfying impunity. It also says that communication

(3) AFRICAN ARTS (JOURNAL). Vol. XXV, No.3. July, 1992.

through artifacts is more lasting than drumming and singing which are limited in duration. As long as they are seen, the messages they carry are reinforced and repeated. The journal also says that some artifacts reveal wealth, high social status, religious piety or political authority.

"Impulse" (1993)⁴, a magazine of the Art Society (UST) contains an article written by Dr. Kodwo Edusei on the "Role of Art In National Development".

He says that art permeates all aspects of national life and plays a great role in the development of a nation.

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Under education, Dr. Edusei says that art is a means of acquiring teaching and learning aids to facilitate the teaching and learning process. Also through the study of art, the individual develops a sense of appreciation of the environment. He also says that through the study of art, one's sense of creativity is largely enhanced.

As to the question of the role art plays in science, technology and industry, the writer makes it clear that after the scientist comes out with a product, the artist makes it attractive to the consumer.

He says ;

"Often times an attractively designed but shoddy good, infact, can attract considerable patronage

(4) Kodwo Edusei: "The Role of Art In National Development", IMPULSE, Vol.3, Art Society, U.S.T, 1993.

to the amazement of all through the 'magic of art' (p.3)".

He also says that the production of art serves as industry to artists because this helps them to earn their living.

Upon citing the socio-cultural life of a nation as a dynamic aspect of national development, Dr. Edusei says that Art records the trend of civilization.

He goes on to say that many countries have earned a lot of foreign exchange for national development by exporting their national art and crafts. To conclude, he reiterates the fact that every individual depends on art, one way or the other, everyday.

Another person who writes about the importance of art is Clive Bell. In his book titled Art (1914)⁵, he says that the starting point for all systems of aesthetics must be the personal experience of a peculiar emotion and the objects that provoke this emotion is what is called art. Therefore, visual art helps us react emotionally. He says, in addition, art helps the artist to express his or her emotions. It also helps the artist to convey his feelings by materialising them. Through this means the artist develops his personality and this is an important factor in national developments.

(5) Clive Bell: ART. Chatto and Windus, London. 1914.

In connection with spiritual development, Clive Bell says that since religion is an expression of the individual's sense of emotional significance of the universe, art does affect the lives of men. It moves to ecstasy, thus giving colour and moment to what might be otherwise a rather grey and trivial affair. He says that art, for some, makes life worth living.

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Having examined what various books say about the role art in general plays in life, attention would now be turned to what books say about the role graphic design plays in various aspects of life.

A textbook titled "General Knowledge In Art" (1991)⁶ which is written for Senior Secondary Schools says that graphic design products serve as a means of disseminating policies and other messages to people. They also serve as ways of revealing our cultural identity.

The "Graphic Arts Manual" (1980)⁷ written by Janet N. Field et al also portrays what graphic design is about and the role it is playing in the economic development of the United States of America. It says that the graphic arts industry is a vast field of

(6) Amenuke S.K. et al: GENERAL KNOWLEDGE IN ART
(For Senior Secondary Schools)
Ministry of Education, Accra.
1991.

(7) Field Janet N.: GRAPHIC ARTS MANUAL. Muarts
Publishing Corporation, New
York. 1980.

diversified cultural and economic activity - which is actually a widespread community of industries based on printing and associated technology delicately interlaced and highly co-ordinated to produce an incredible array of modern communications media.

The packaging industry, it says, uses a great deal of printing in the production of boxes, cans, bottles and other containers. Such packaging activities are estimated to have produced shipment worth about thirty-eight billion dollars in 1977 and this was expected to increase to sixty-seven billion dollars by 1983.

The "Graphic Arts Manual" goes on to say that stencil and screen processes are used to make printed circuits for electronics or to decorate ceramics, textiles and other materials. It says that the graphic arts industries form a unique kind of marketplace in which customers can choose or have made just the kind of printed product they desire.

"Working With Graphic Designers" (1989)⁸ by James Craig is another book that discusses graphic design and its importance.

It says that establishments need graphic design to play key roles in implementing a variety of projects, annual reports, feature articles, advertorials, news-

(8) Craig James: WORKING WITH GRAPHIC DESIGNERS.
Watson-Guptill Publications,
New York. 1989.

letters, corporate magazines or literature.

Another book that reveals the importance of graphic design is the "Graphis Annual" for 1972 and 1973.⁹ It is an international annual of advertising and editorial graphics.

It says that apart from the primary functions of advertising, which are to sell goods, services or ideas, advertising is a part of the machinery by which individuals understand and absorb the values and attitudes of society. It provides evidence about contemporary social values and attitudes. It also fosters and communicates them and it can reach down into individuals' lives and affect people's most intimate dreamsy ideas and desires. It further says that adverts reflect what is happening at a time. Therefore it is one of the most vivid media through which the ideas and attitudes of industrial societies can be viewed and studied. It is important in the modern communications industry and it binds the industry to the public.

The "Graphis Annual"⁽¹⁰⁾ for 1980 and 1981 is another book that discusses the importance of graphic design to an extent. It says that design enhances the quality of life and deepens appreciation of the familiar world. It provides means of clarifying, synthe-

(9) Herdeg Walter: GRAPHIS ANNUAL 72/73
The Graphis Press, Zurich.

(10) Herdeg Walter: GRAPHIS ANNUAL 80/81
The Graphis Press, Zurich.

sizing and dramatizing a word, a picture or an event. It also says that it gives creative ability, manual skill, technical knowledge and aesthetic, and psychological development to the individual who engages in graphic design.

Touching on the importance of graphic design, the 1970/71 edition of the "Graphis Annual"¹¹ mentions that due to adverts, there comes a common bond between people irrespective of class, race and age identified through the advertisement. Thus old people identify themselves with adverts intended for youth, once the advertisement is interesting. This, it says, creates a common bond among people and, therefore, results in a better market, faster sales and faster generation of income.

The "Graphis Annual"¹² for 1969 and 1970 also says that the main aim of graphic design is mainly to advertise. Without graphic design, therefore, there would be no advertising. It says that advertising provides information about a product or service in order to offer the purchasing consumer a choice. It goes on to say that graphic design serves as a means of educating the masses and creating, within them, a demand for products and services.

(11) Herdeg Walter: GRAPHIS ANNUAL 70/71
The Graphis Press, Zurich.

(12) Herdeg Walter: GRAPHIS ANNUAL 69/70
The Graphis Press, Zurich.

Outlining the importance of posters, Canaday (1968)¹³ states that the job of a poster is to catch one's eye, hold one's attention just for a moment while it jobs the message home. Posters are therefore helpful in disseminating information.

Boughner (1977)¹⁴ says that posters communicate pertinent information in a manner that attracts attention, emphasises the most important points and looks pleasing at the same time.

Rose Odamtten (1991)¹⁵ in her unpublished thesis emphasises the importance of graphic design products in enhancing health education programmes. She says that during such programmes, certain things that are too large, too small, too expensive, too dirty, too dangerous or too delicate to handle can be illustrated for use in educating the public. She also says that sometimes, things may not exist in an observable form and in such a case the graphic designer is needed to translate the idea into illustrations for education to be possible.

13. Canaday John: POSTERS. American Arts Posters, Vol.2, No.1, 1973, p.1. (Culled from the New York Times, Jan. 26, 1968).

14. Boughner Howard: POSTERS. Grosser and Dunlop, New York, 1977.

15. Odamtten Rose: AUDIO VISUALS IN THE ADULT LITERACY PROGRAMMES. U.S.T., Kumasi, 1991.

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CHAPTER THREE

GRAPHIC DESIGN PRODUCTS AND PROCESSES

A) Graphic Design Products

The transmission of messages through graphic design entails the production of banners, greeting cards, billboards, cartoons, emblems, books, or magazines, packages, logos, posters, signboards and labels. Messages are also transmitted through, wrappers, periodicals, business service publications and advertising materials like stickers, flags and key-holders.

In order to throw some light on some of the aforementioned graphic design products, the following would be discussed briefly.

Billboards

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A billboard is a large picture prepared and erected at vantage points, for example along roads, for the purpose of advertising products and services. It can be as large as approximately 2x4 metres.

An example is shown in figure two. Billboard designs are usually bold, simple, straight forward and catchy. This is to enable people in moving vehicles and pedestrians to see, at a glance, the message that is being communicated by the billboard. Billboards

are usually designed by graphic designers working in advertising houses. When one is to be made, the graphic designer determines the best way to do it. He takes charge of its planning and execution which involves the process of making roughs until the final design is acquired. The billboard design may either be printed onto a large sheet of paper and pasted on the board or painted directly onto the board. The painted ones are more durable but they are more difficult to change because they need to be cleaned. If the printed one has to be changed, another printed advert can be pasted on it. The disadvantage about this one, however, is that it fades and sometimes peels off due to its exposure to the vagaries of the weather.



Fig.2 A Billboards

Today, there are electronic billboards which are made to play dual or tripple purposes by advertising two or three products or services within a short period. The graphic designer still does the design and it is transfered unto the blades which lie flat to form the surface of the billboard. A photograph of this type is shown in Figure 4. They look more attractive and are usually found in large commercial towns.

Banners

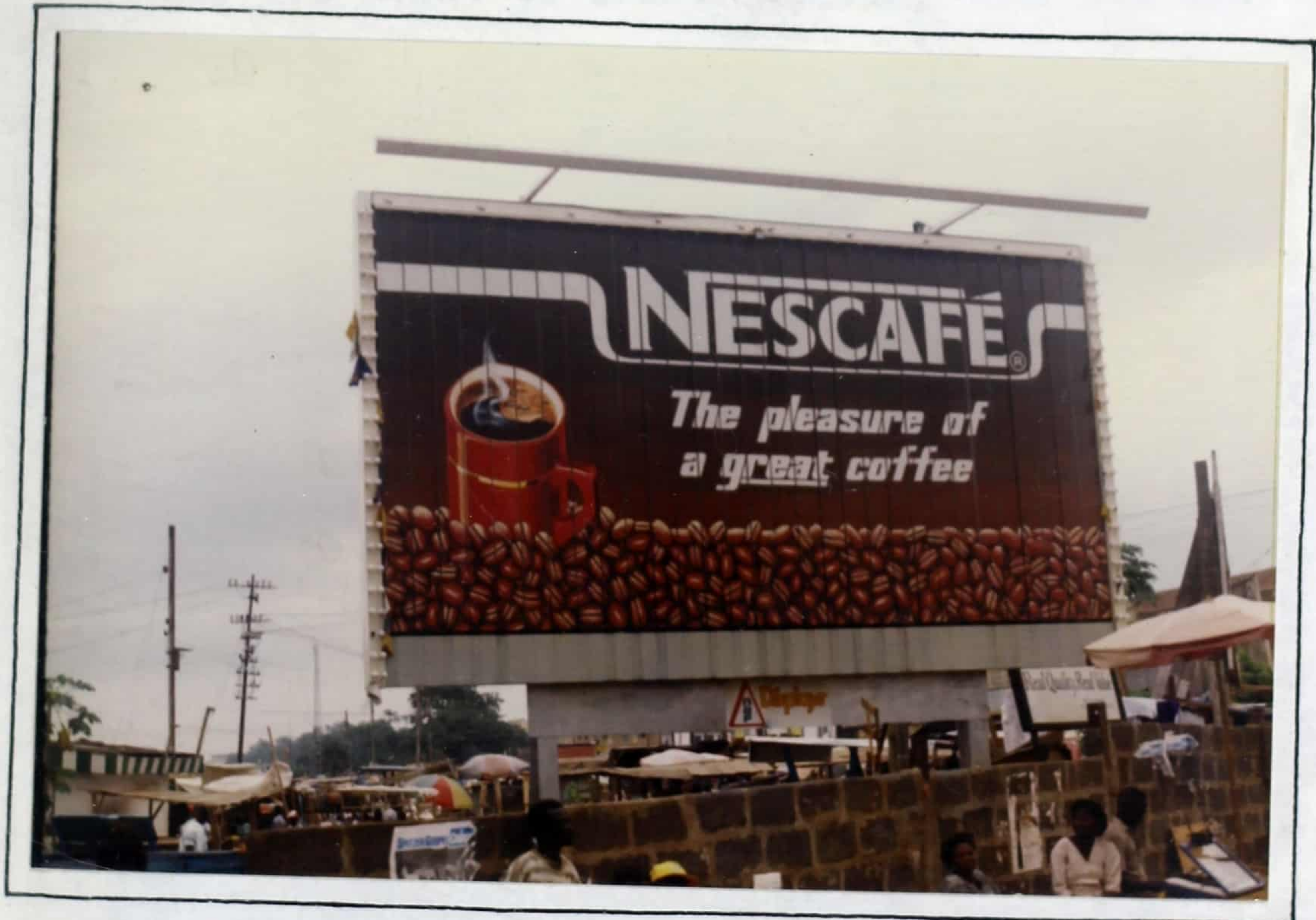
Banners, as shown in figure three, are fabrics which carry printed or painted messages and are supported at the corners with strings tied on props.



Fig. 13 A Banner.



Fig.4 An Electronic Billboard.



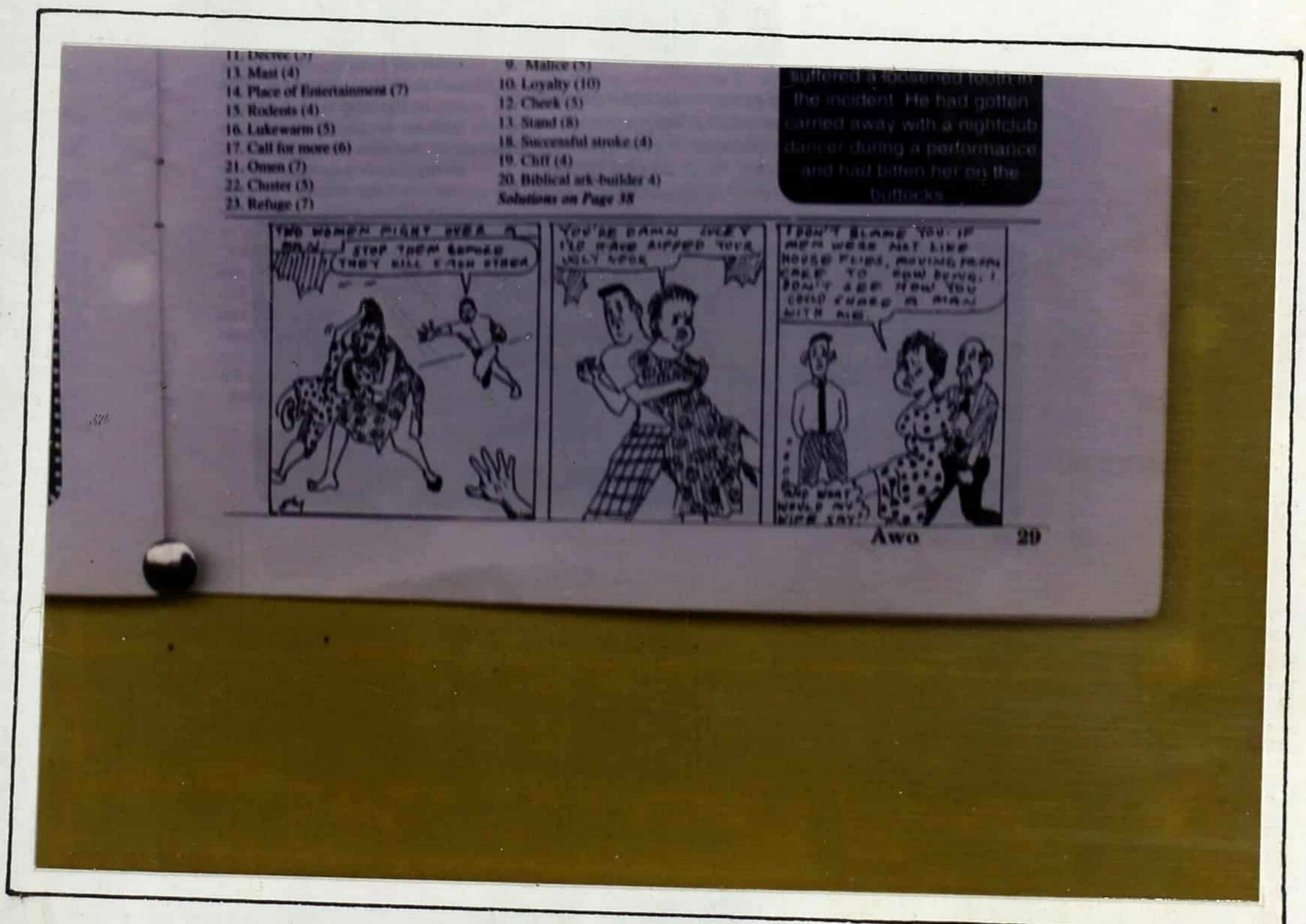
Same Board With a Different. Advert.

A banners are usually used to advertise programmes such as symposia, talks, musical concerts, church activities and other anniversary celebrations. Its design is usually dominated by lettering. Illustrations are usually few and sometimes not used at all. Very few but distinct and attractive colours are normally used and the typefaces (letter styles) are varried in size depending on the nature of the information.

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Cartoons

A cartoon is a humorous representation of figures or events. (See Fig.5). They are usually found in newspapers and magazines. Though they are meant to create humour, they are also used to ridicule people. They are satiric.



Graphic designers employ them to communicate current issues such as political, economic, social and religious ones happening at a particular time.

The drawings are sometimes combined with text in order to make them meaningful to the public. For one to be able to render good cartoons, one needs to be good at figure drawing because the distortions that are created are based on correct figure proportions.

Emblems and Logos

Emblems and logos are quite similar. They are symbols adopted by a company, country, club or firm and used as distinguishing marks or signs of office or honour. A logo, in particular is purposely used as a means of identification. An example of an emblem and a logo are shown in Figure six and seven respectively.

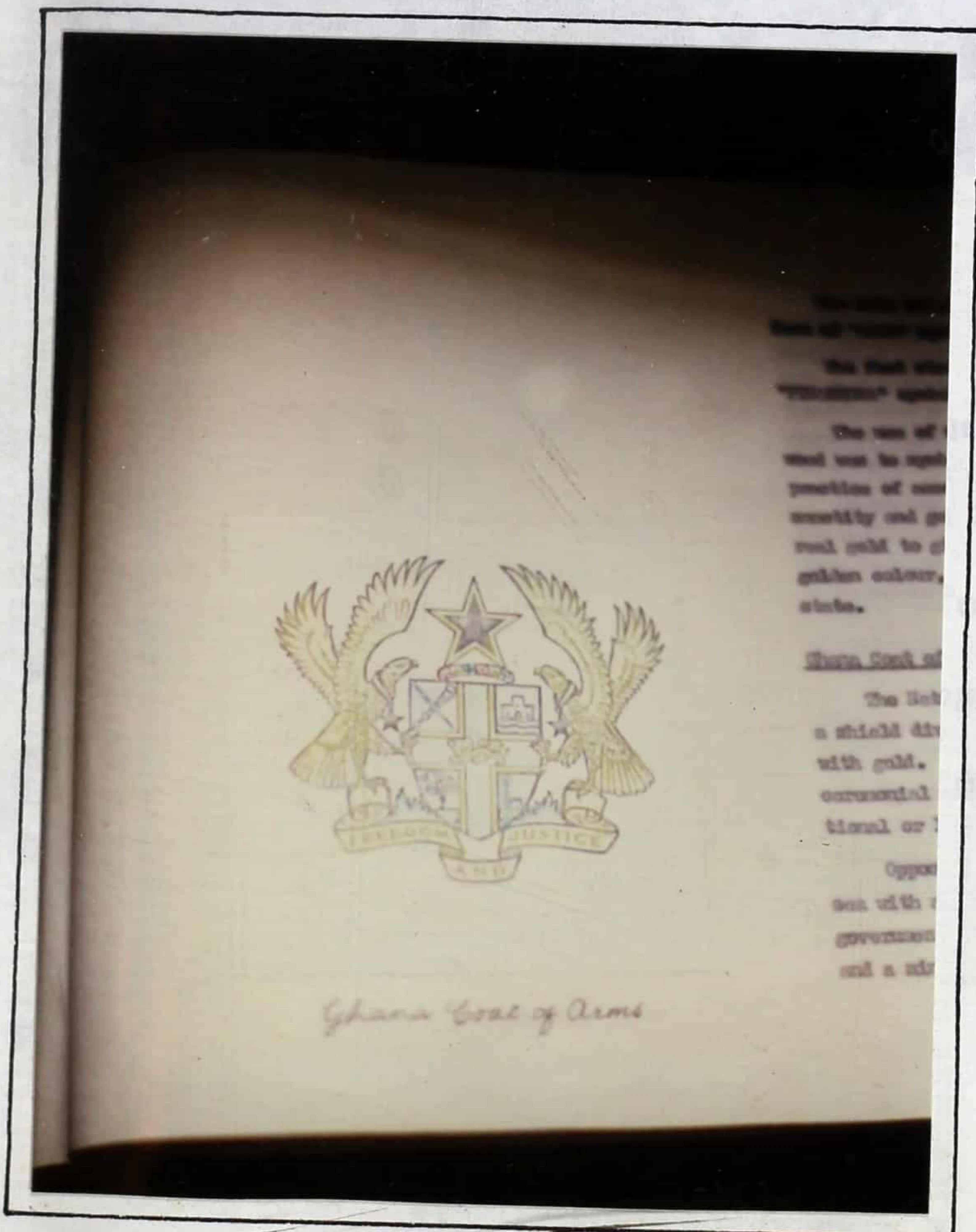




Fig.7 A Logo

Objects or symbols that are chosen to design emblems are selected to suit the nature, aims, qualities and aspirations of the group for which it is designed. For instance, Ghana's Coat of Arms is made up of a shield which is divided into four parts by the colour green cross edged with gold.

A quarter of the shield has a linguist staff crossed with a ceremonial sword and this represents

the fact that Ghana is governed by both the central government and the traditional authorities.

The second quarter has a heraldic castle on the sea with a light blue background which represents the national government.

Another quarter depicts a cocoa tree while the other shows a mine shaft and these two represent the wealth of Ghana.

There is a golden lion in the centre of the green cross which represents the continued link between Ghana and the Commonwealth.

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There is also a star on top of the shield and this represents the load star of African freedom. This star stands on a wreath of red, gold and green which form the colours of the national flag. Under the shield is the lettering "Freedom and Justice" which may be termed as the motto of the nation.

The whole shield is supported by two eagles which are believed to be the strongest birds - and around the neck of each of these eagles is a star suspended from a ribbon in the colours of the flag of Ghana.

It is, therefore, realised that before a graphic designer sets out to design an emblem or logo, a lot of things are considered. Nothing is put down just for the sake of it. Every element should either signify something or fulfill a purpose.

After a logo is designed and accepted by an orga-

nization, it is usually printed on their letterheads, envelopes, products, uniforms, vehicles and almost everything that is found in that organization.

Posters

Posters are written or printed notices which serve as means of communication. Some have only words on them while others have pictures as well as words as is shown in Fig.12. These are known as pictorial posters.



Fig.8 A Picture Poster.

To design posters, very attractive colours are used for the text in particular. Also type sizes are varried according to the importance of the groups of information that are needed to be on the poster. These are done to enable the reader select the various pieces of information on the substrate. The designer also uses any of the layouts that would be discussed later for the placement of text on the poster. Sometimes, the text can be supper-imposed on the illustrations. The text can also be slanted to create a desired effect. If the designer decides to do this, however, he needs to make sure that the text is slanted upwards and not downwards because that is more pleasing to the eye. A poster should not be crowded. It should have just the needed information.

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Labels (Package Design)

A label consists of all information, including pictures, placed on containers with the purpose of informing people about the content. This includes the name of the product, what it is made of, where it was made, when it would expire, how it should be used and whom it is made for. This information can also be printed unto the package itself depending on the sort of material it is made of. If this cannot be done, the information is printed unto sheets, usually of paper, and stuck unto the packages concerned. This

process is termed as package design. Examples of designed packages are shown in Figure nine.



Fig.9 Designed Packages.

Catalogues and Brochures

A brochure can be described as a small publicity pamphlet. It is usually used to inform people about places, activities and facilities. A catalogue is

made for almost the same purpose but it is usually limited to items such as electrical appliances, fashion and room decorations and it normally contains a price list for the items. An example of a brochure is shown in figure ten.



Fig.10 A Brochure.

The making of brochures and catalogues involves the use of photographs and text. A good choice of layout, colours, and typesizes are therefore very important things that the graphic designer takes note of when he is designing them.

So far, discussion has concerned some of the products of graphic design. The role that these graphic design products play in national development would be described in the chapters that follow.

There are however a number of techniques used by the graphic designer in making these products. These techniques include drawing, painting, printing and photography. Depending on which of them is appropriate at a particular time, they are employed during the process of designing by the graphic designer. Further discussions in this chapter would therefore concern the processes involved in graphic design.

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The Graphic Design Process

Before the graphic designer sets out to do any job, he first considers the message that needs to be communicated. He finds out what it is about, whom it is intended for, who is giving it out, when it is needed, why it is being given, what the important facts about it are and how best it can be transmitted easily. He also makes sure that at the end of the job, the whole design would be seen as one unit.

He would then do thumbnail sketches by putting down sketches of any idea that comes to mind as he thinks about the work. When he is satisfied with the thumbnail sketches, he deletes some, selects some and combines others to do a number of roughs. These roughs

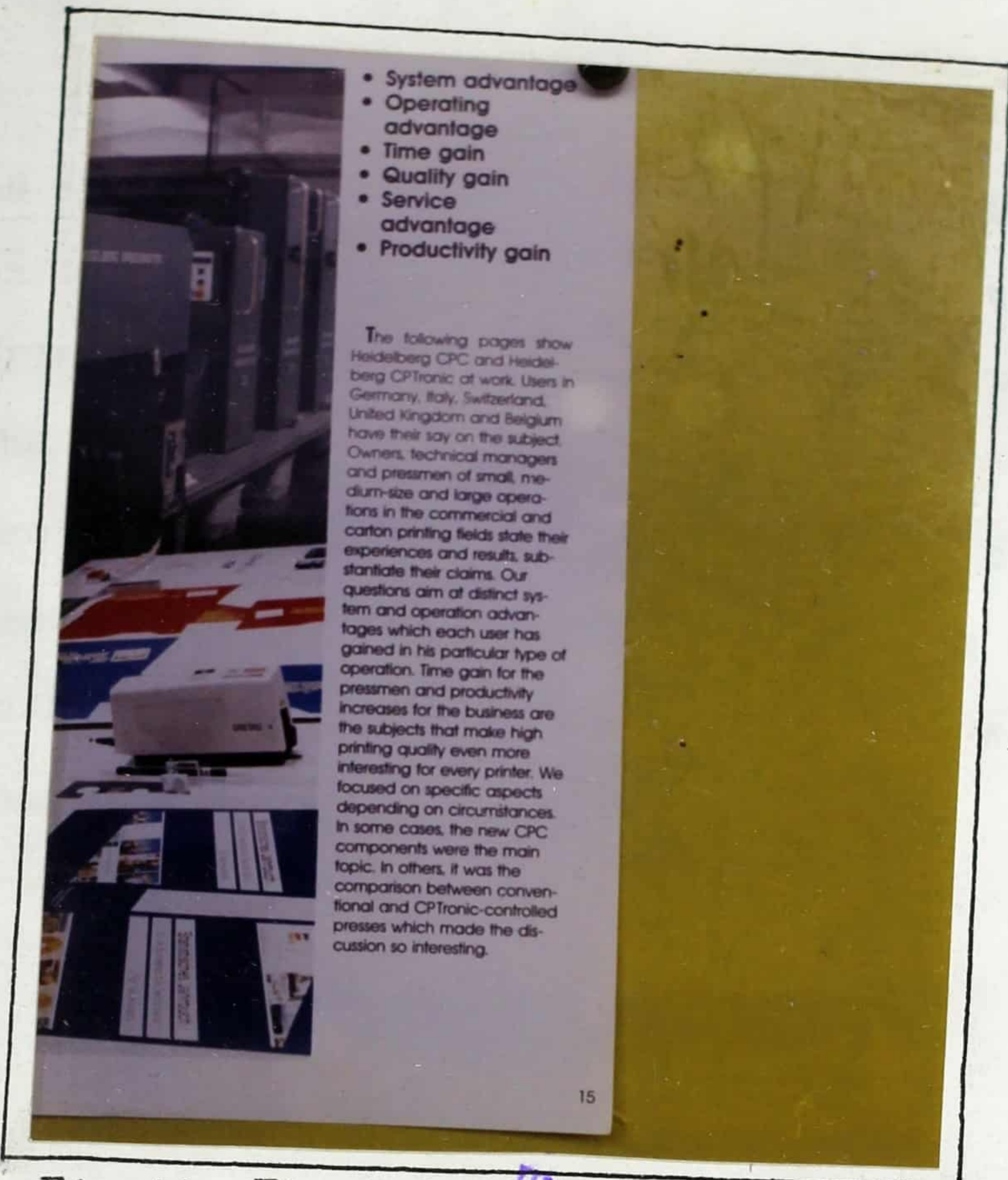


Fig.11 Flush Left, Rugged Right Layout.



Fig.12 Centred Layout.

An example of the informal layout is the concrete layout. For this layout, the text is written or printed in a way that it forms the shape of what the text concerns. For instance, if a designer wants to use the "concrete" layout to convey a message on 'love', he may decide to do it as shown in Figure thirteen. This serves as a way of making communication as clear as possible.

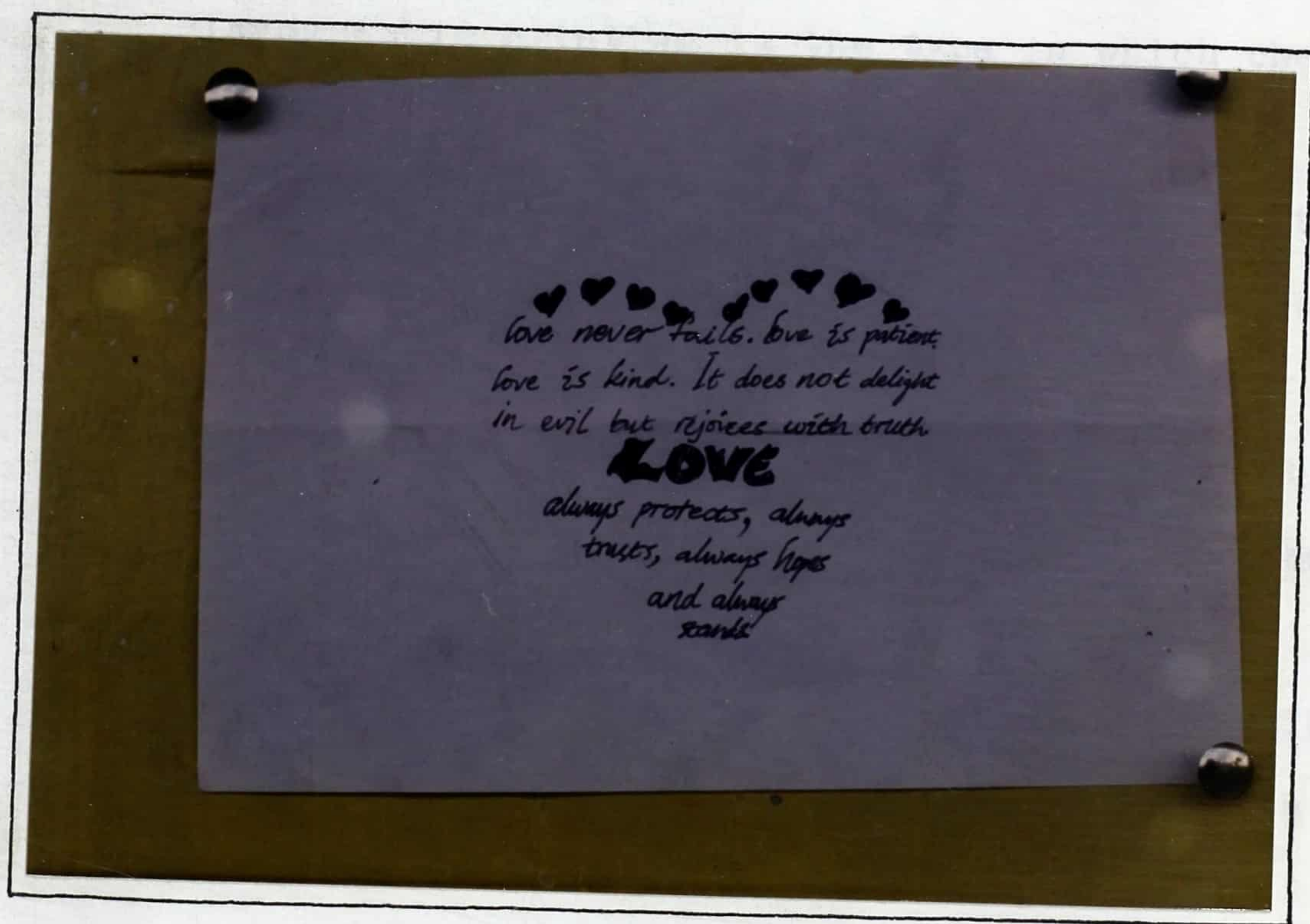


Fig.13 Concrete Layout.

Having achieved the highly finished rough, the

graphic designer decides either to leave it as it is or have it printed depending on what is most appropriate.

Printing is the process where by a design is transferred unto a substrate by means of a device, either with or without ink. There are three major types of printing. These are Letterpress, Planography and Intaglio printing.

Letterpress printing is the type that is done from raised surfaces that are mounted on blocks. The print is effected when pressure is applied to the block while the raised or relief surfaces are placed in contact with the substrate. This form of printing is also referred to as relief printing.

Planographic printing is the type in which chemically prepared plates which are treated to accept greese or ink are used in transferring images unto the substrate. Instead of the relief printing blocks that are used in letterpress printing, printing plates wrapped round cylinders effect the print on the substrate which is placed in between the cylinders. The images may be transferred unto the substrate either directly or indirectly. In the case where the designer decides to transfer it indirectly, the image is first offset unto a rubber blanket which is also wrapped round a cylinder which then transfers it unto the substrate with the aid of the impression cylinder.

Intaglio printing which is the third one is the form of printing which is done from depressed or incised surfaces. To take a print, the entire plate is inked. The ink is then wiped off the surface leaving the incised areas or wells filled with ink. These depressions which compose the image area retain the ink which is deposited on the paper when pressure is applied during the printing process and that results in the printed areas.

These printing processes are chosen by the graphic designer for jobs depending on the sort of effects that are desired. Also, the sort of substrate to be used and the purpose for which the work is being done determines the choice of printing method. For instance, flexography which is an example of the Letterpress printing methods is the best method for printing on rubber or plastics. This is due to the thick nature of the inks that are used for that purpose.

So far, discussions have been geared towards giving an idea of some of the things that are produced through graphic design and some of the processes that are involved. Other qualities and characteristics of graphic design would be unearthed in the discussions concerning the role of graphic design in national development.

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CHAPTER FOUR

GRAPHIC DESIGN IN SCHOOL EDUCATION

School education in Ghana is mainly made up of three levels. These are the basic education level which runs from the primary through junior secondary school, the senior secondary level which entails a three year programme and the tertiary level which includes the universities, diploma awarding institutions, polytechnics and teacher training colleges.

Studies at these levels have been classified under five programmes. They are the technical, vocational agricultural business and general studies programme. These programmes have been organised in such a way that by the time a student completes senior secondary school education, he would have majored in one of these areas of study. These programmes have also been designed to make education in Ghana cost effective. This is to say that one who goes through this type of education should be able to do what he has been trained to do. It would soon be realised that graphic design has a lot to offer in seeing to it that this objective is achieved.

In Ghana, the government at a point in time realised that grown up illiterates needed to be

educated for national development to be complete. It became obvious that education is vital for everyone. Thus, the Non-Formal Education Programme was instituted. Today, it has become a well established system of education in Ghana. The place of graphic design in both the formal and non-formal systems of education would therefore be examined in this chapter.

Graphic Design In Formal School Education

Formal education usually begins at the kindergarten or nursery level and this ushers the child into the primary level of education. Children between the ages of three and five are found in the nurseries and such children are more interested in what they see than in what they hear. For them, attention has to be sustained through visual means and it is usually art and graphic design, to be precise, that provides this means. In fact, through drawings and illustrations which are aspects of graphic design, learning is made real for children.

If children are being taught how to mention the names of certain fruits in English, for instance, an illustration of these fruits will make it much easier for them to grasp the words. These illustrations will also help them to keep the names in memory. Thus, when they see those fruits in reality, the names would be recalled faster and the learning process would have

been successful. Through graphic design therefore, learning becomes easier for children.

The alphabet and numerals that they learn through already made means such as flash cards are designed by the graphic designer. The graphic designer is able to choose typefaces and colours that would be more appealing to children. The graphic designer, therefore, makes learning easier for the child and without his contribution, teaching and learning at the nursery level would just be impossible. An example of a teaching aid designed by the graphic artist is shown in Figure fourteen.

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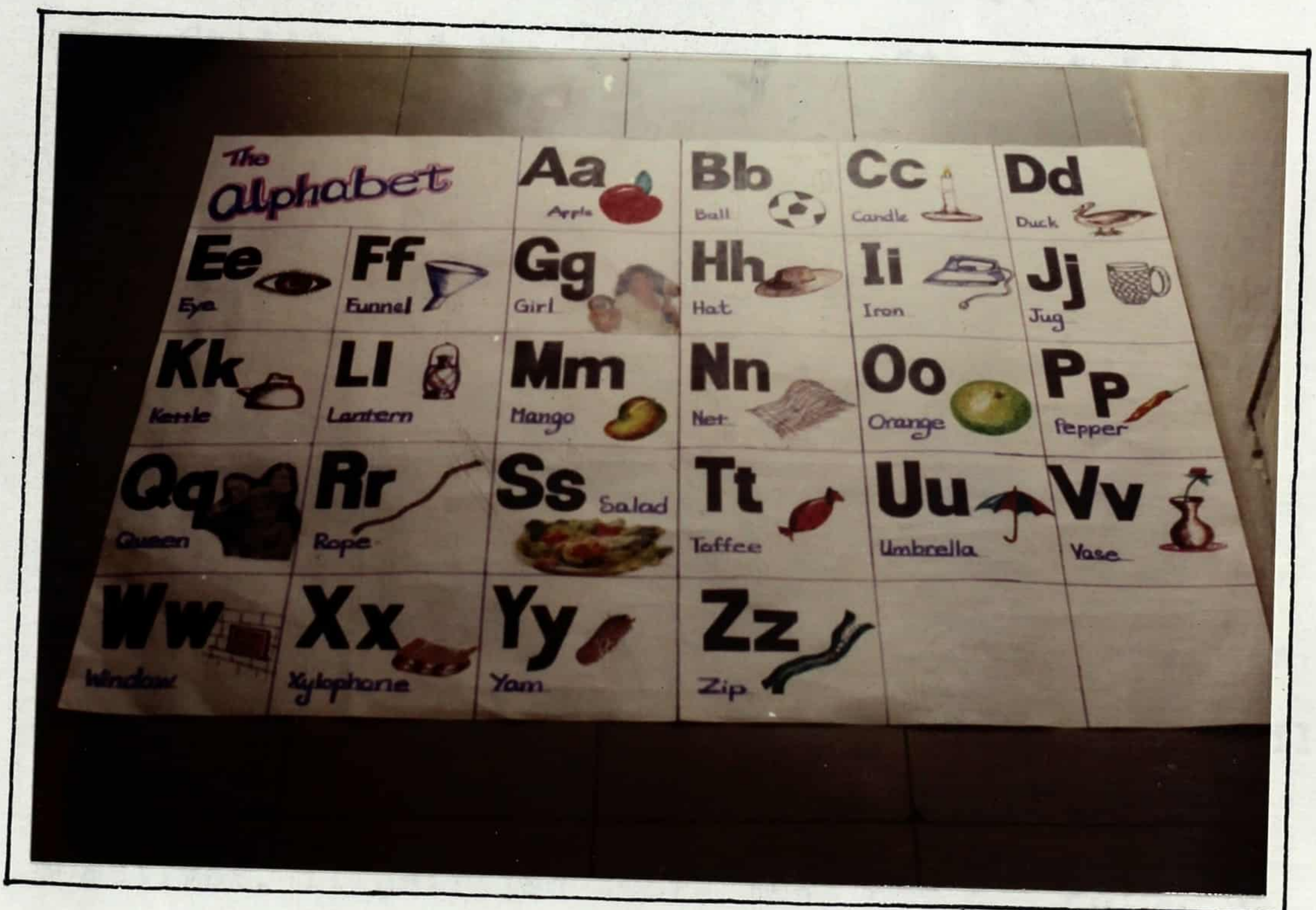


Fig.14. A Teaching Aid Designed For The Nursery.

Rhymes and songs are frequently learnt in nurseries and for them to be grasped easily, illustrations about them, in the form of flannel cards, are shown to them. Also when stories are being told to children at this level with the aim of informing them about national cultural values, for instance, illustrations can be shown to them scene after scene and that would serve as the best way of holding and keeping their attention. These flannel cards and illustrations are done by the graphic designer and they are very necessary because without them, children, being taught, would be found moving about the place. They, however, need the songs, rhymes and stories to help shapen their lives so that they would grow to fit into the society.

Children of the nursery age often get fed up with environments after a short while. Because of this, colourful photographs and pictures, many of which are done by the graphic designer, are pasted or hanged around the nursery and this helps the children feel comfortable in the environment for a longer period.

Children in the nursery are usually engaged in artistic activities, like drawing with chalk, pencil or crayon which form the basis for art education. Sometimes, illustrated books that are not coloured or shaded are given to them to colour or shade with

pencils or crayon. These illustrations are made by the graphic designer and as the child tries to shade them, the hands and fingers become more flexible. Their creative abilities are also developed. It is also worth noting that the child's involvement in this activity keeps his mind working intellectually for a longer period because the child would not get fed up with it as early as he would with other activities. Thus, the graphic designer is very instrumental in preparing the child to do creative thinking which is very necessary for national development.

As the child goes through basic, senior secondary and tertiary education, graphic design still positively affects the student in almost the same way as has been discussed earlier. Through all levels of education, graphic design plays a great role on the part of both the teacher and the student. Without graphic design, there would be no books. The books and manuals that the teacher studies in order to impart knowledge to the student are products of graphic design. The designer does the illustrations, designs the layout for the pages and sometimes sets the type for printing if it would be printed by a letterpress press. On the other hand, he designs the printing plate if it would be printed by the planographic press. The graphic designer also designs the cover of the book or manual to suit the contents. The designer also



Fig.15. A Case-Bound Book (Notice The Thick Cover).

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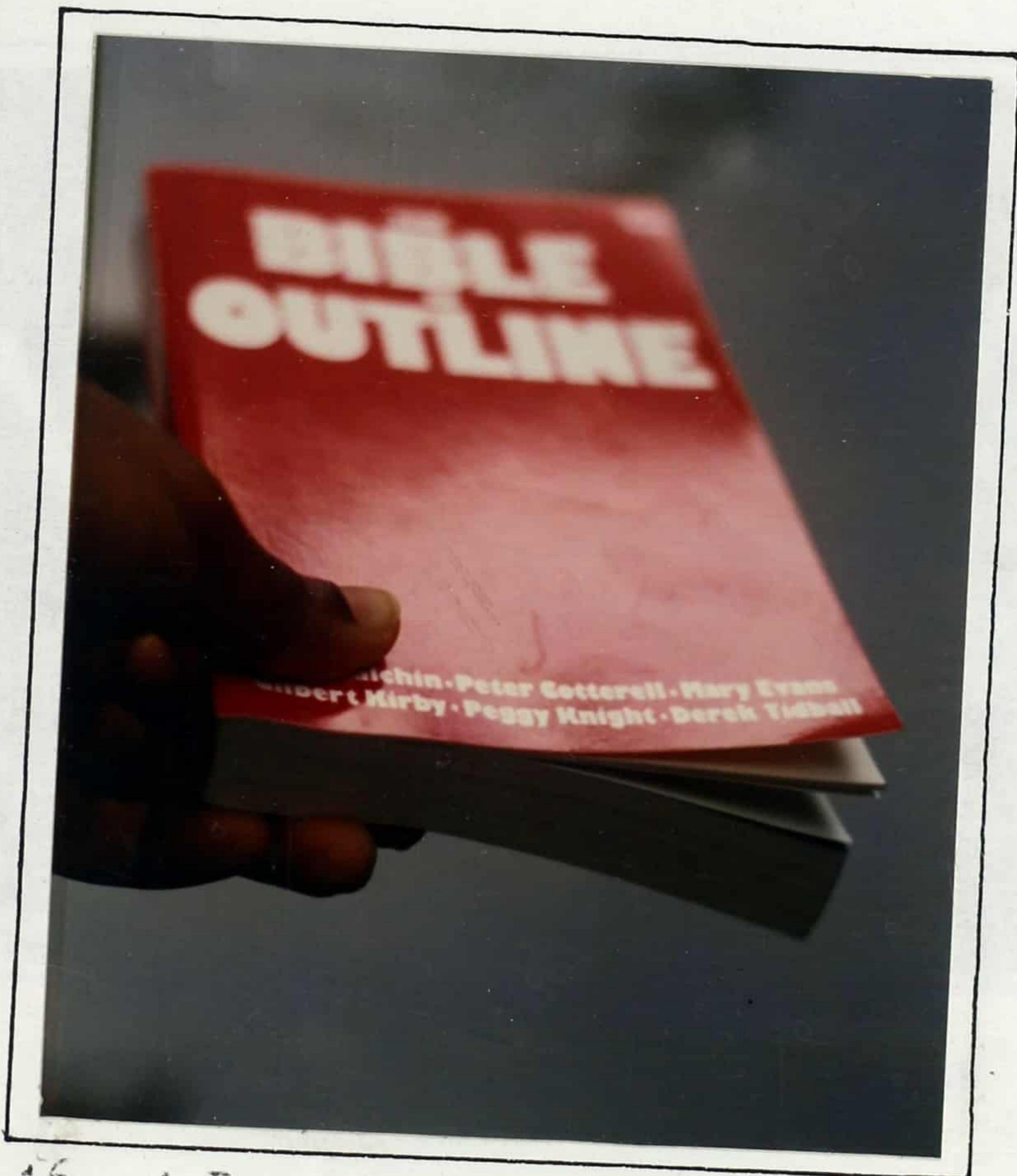


Fig.16. A Paper Backed Book (Notice The Thin Cover).

decides whether the book should be case-bound where the cover is very thick as shown in figure fifteen or paper backed as shown in figure sixteen. He also decides whether the book should be perfect-bound where by the binding side of the pages are sewn and glued or saddle -stitched where the book is stiched or stapled in the middle. (Refer to figure seventeen and eighteen)

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Fig.17 A Saddle-Stitched Book

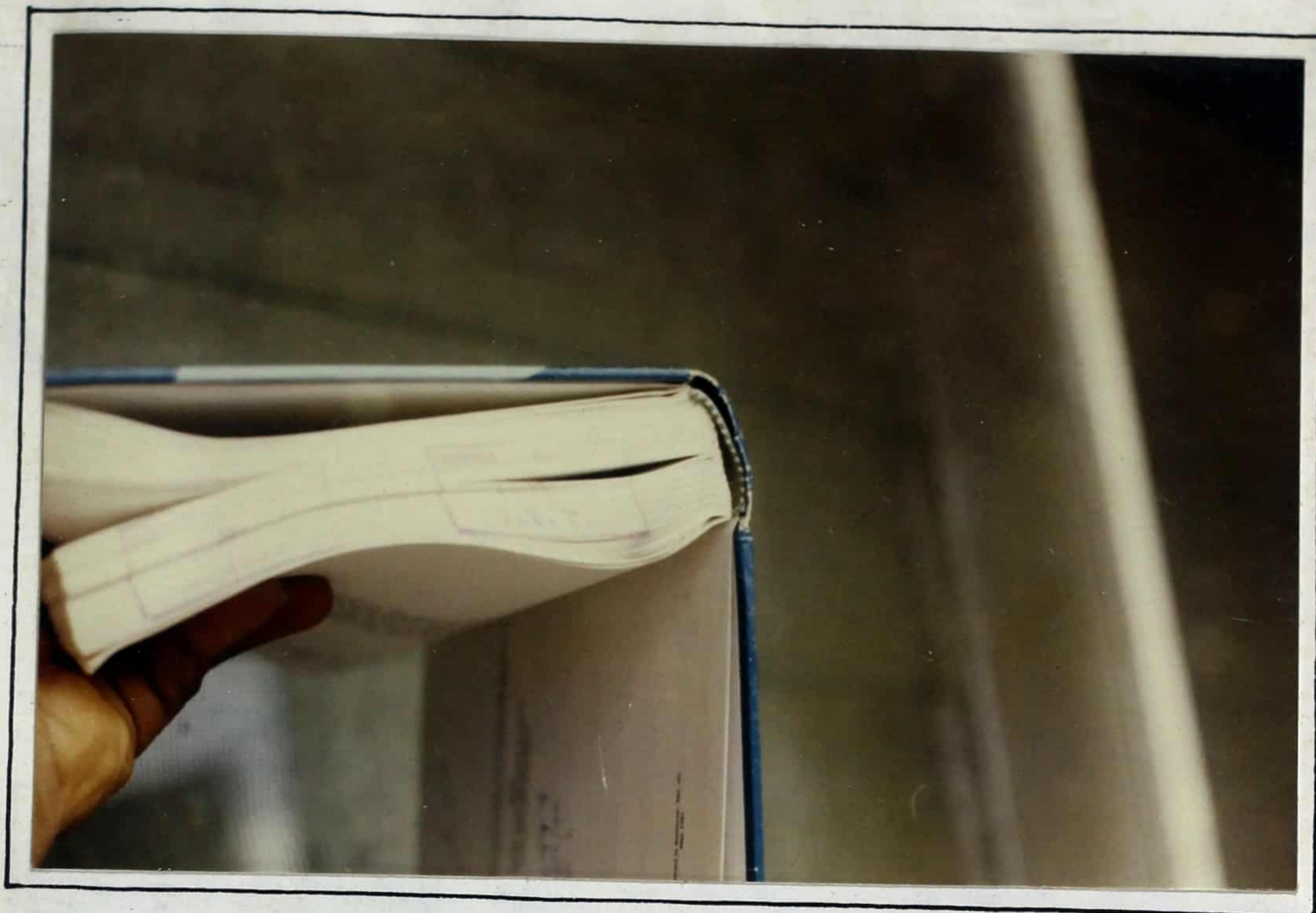


Fig.18 A Perfect Bound Book.

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The graphic designer, therefore, has a part to play in the production of every book no matter the subject on which the book is written. Students studying medicine or health science, for instance, need a lot of illustrations produced by the graphic designer to enable them understand what they learn. Without these, it would nearly be impossible for them to study in order to offer their contribution towards national development as health personnel. Certain movements and behaviours in the human body, for instance cannot be easily indentified in the physical body itself. They need to be drawn, illustrated or

photographed unto paper for students to comprehend. Their textbooks are therefore full of illustrations of parts of the living being as shown in figure nineteen.

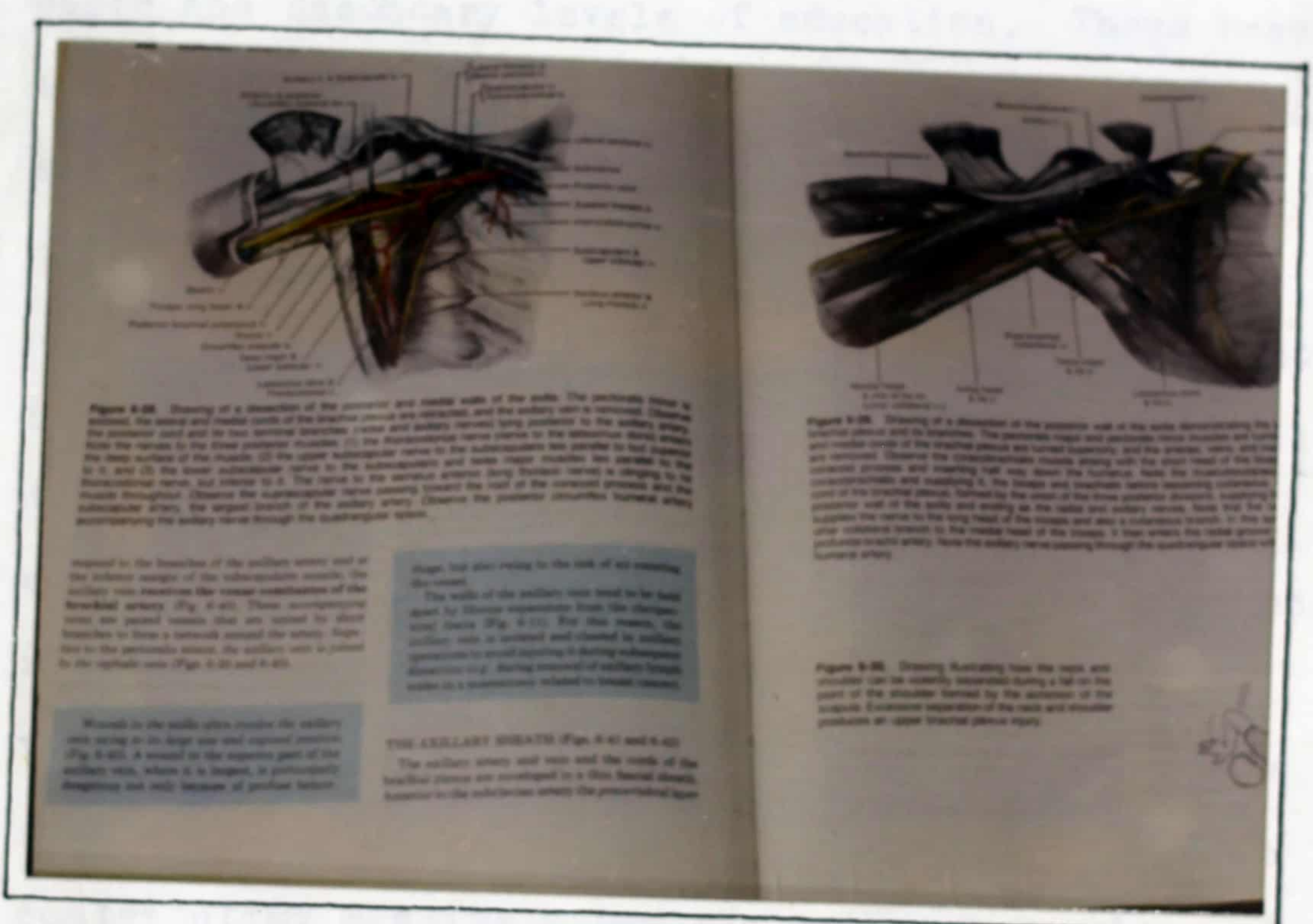


Fig.19 A Page Of a Medical Science Book.

The role that graphic design plays in educating medical officers is evident in the fact that medical schools with School of Medical Sciences, U.S.T. inclusive, usually employ graphic designers as illustrators. They illustrate parts of the human body and what goes on inside for lecturers to use as teaching

aids during lecture periods. Without graphic design, this would have been impossible.

Just like all other students, those studying agriculture also need a lot of illustrations to facilitate the learning process. If a subject like grafting is being taught, the biological reactions that occur when one plant is grafted unto another cannot be well understood without illustrations especially at the basic and secondary levels of education. These reactions need to be drawn and represented by the graphic designer with some elements of design such as lines, shapes, and colour.

One could go on and on to give more examples but it is just important to note that graphic design serves these purposes in all fields of study under school education and this prepares people to be able to understand and put into practice what they learn in the various outfits in which they find themselves to be after school. As this is being done, they would be contributing massively towards national development.

Graphic design itself serves as a course that can be studied by students going through school education. It is a course that provides a vocation for students after school. One who studies it to the tertiary level can enter private entrepreneurship without being employed by anybody or organization. Figure twenty shows some works of a graphic designer who has just completed school and is working on his own. This sort

of design was not taught as part of the course per say but through the designers creative thinking, she is able to produce these designs for sale. Greeting cards can also be designed in this way for sale.

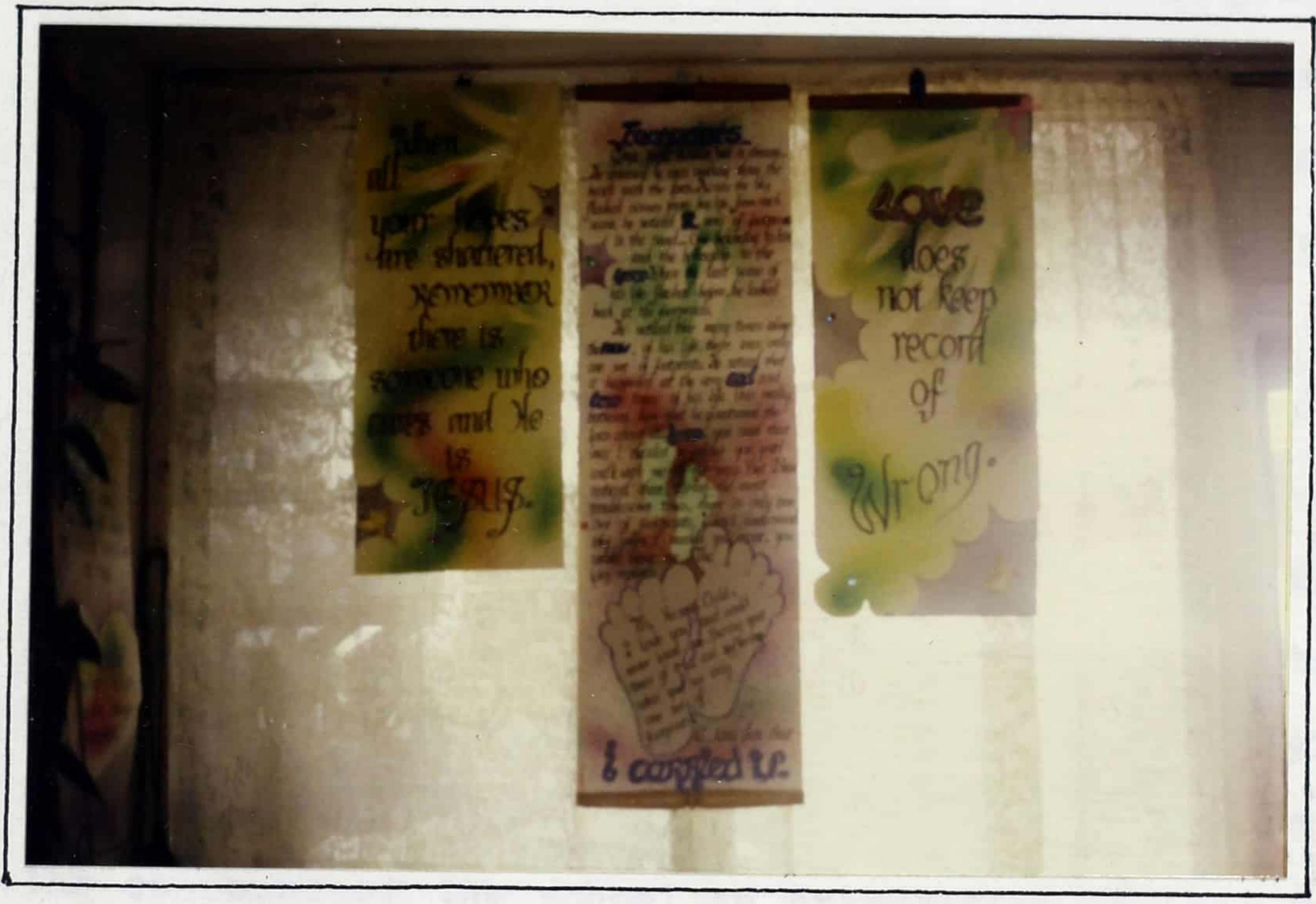


Fig.20 Some works of a self employed Graphic Designer.

One who studies graphic design can become a general designer, fashion columnist, sign writer, sign designer, photographer, cinematographer, interior decorator, stage designer, window display artist, commercial decorator, calligrapher, art director or an

art layout man and through these occupations, one can contribute a lot to national development. Shops and offices would be well designed, products would be well designed and advertised and good directional signs would be available to allow easy movement for people in the country. The graphic designer is also needed in the film industry especially in the area of set design.

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Students and teachers who learn and teach graphic design respectively are very helpful when it is time for open days and speech and prize-giving days which are very important occasions for schools. During such programmes, hardworking students and teachers are rewarded. The whole school system is evaluated and things that need to be corrected and improved are noted. The graphic design teacher and students see to it that the programme is well publicised through the making of posters, banners, handouts and directional signs. They also see to the adequate decoration of the compound of the school in preparation towards the occasion.

Inter school sporting activities which form part of the physical education programme constitute one of the activities that is organised in the formal system of education and graphic design has a role to play in this area also. During the organisation of such programmes, adverts through posters are made to publicise the activities so that various schools and the general public would prepare to participate and observe

respectively. 'T' shirts, jerseys and sometimes track-suits which are used by various schools have logos or crests, numbers and names of various schools printed on them by the graphic designer. Site must not be lost of the directional signs and certificates given to winning contingents or participants which are all designed by the graphic artist.

Some schools, especially of the tertiary level have periodicals and annual reports in the form of journals or booklets which are also produced by the graphic designer. As has been discussed earlier, without the graphic designer, there would be no books. These periodicals and annual reports serve as means of recording achievements, failures, loses and other events that take place in schools. With these, the school's programme can be evaluated as the need arises so that better systems of education would be run during subsequent years in order to aid the process of national development.

At times, one would like to pursue further education somewhere but he may not have much information about the school. In order that this person would be enrolled to study the courses that would benefit him most and in the long run prepare him to be able to exercise his potentials, after school, towards the development of his society, a brochure of the school would have to be sent to him. The brochure which is designed by the graphic artist contains all

the information that the interested fellow needs to know about the school.

At this juncture, it must be realised that formal education, indeed, cannot do without graphic design. Graphic design provides various means of having it well organised so that good results would be realised.

Graphic Design In Non-Formal Education

Non-formal education, as mentioned earlier is the type that is organised for illiterates. Participants are mostly adults. In Ghana, it is organised by the Non-Formal Education Division of the Ministry of Education.

To make people aware of this programme, banners and posters, which are graphic design products, are put up at vantage points. These products are designed in such a way that they communicate with both the illiterate and the literate. They are designed to attract their attention to the usefulness of such illiteracy programmes. The focal point of the messages that the posters and banners carry is usually that the illiterate can also read and write. On the other hand, they also inform literates about the help they can offer in encouraging illiterates to learn how to read and write. The graphic designer therefore plays a role in making the general public aware of the Non-Formal Education Programme itself. He also helps

in arousing the interest of the illiterates who can take part in the programme.

People who are enrolled to go through the programme usually meet at periodic times that suit them. The programme is geared towards aiding them to be able to make use of public facilities such as the bank, post-office, hospital, agric office, manuals and some products. They, therefore, deal with numerals, the alphabet and simple sentences in their native languages and English.

A number of visual aids are used in teaching in order to make the learning process easier. These aids are prepared by the graphic designer. Some of the numerals and words are written out on flash cards while some are combined with illustrations to show number, gender or names of objects. This helps the participants to commit what they learn to memory so that they can use it when it becomes necessary. They also have illustrated manuals and books which have simple sentences that they can read after their training in order not to forget what they learn during the training programme. An example of one is shown in figure twenty-one. This is an illustrated guide to the bank and the non-formal education graduate who can read simple sentences and understand can use it as an aid to transact business at the bank. But for graphic design, nothing like this can be done. It would be impossible.

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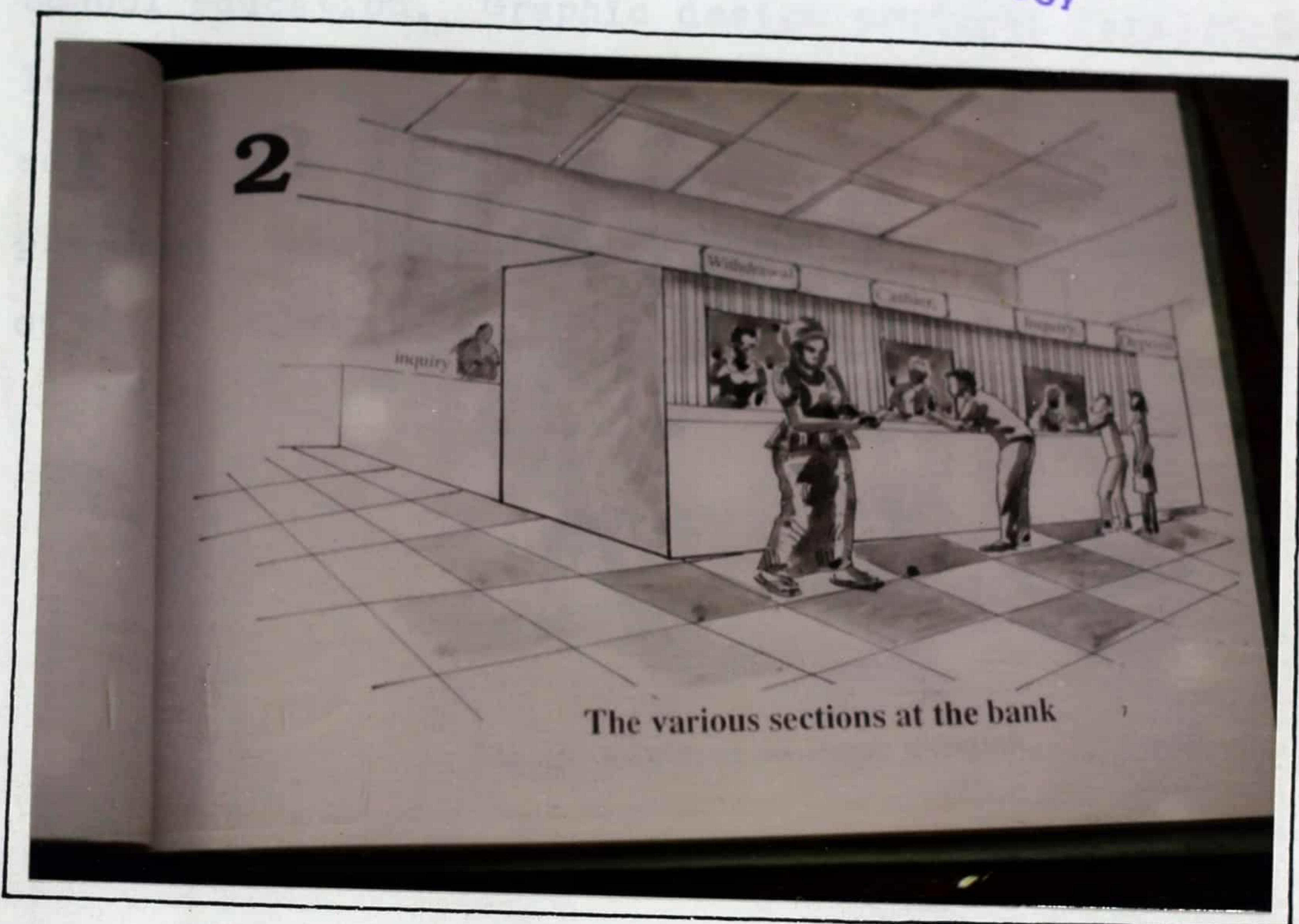


Fig.21 An illustrated guide for Non-Formal Education Graduates.

When the non-formal education graduate studies such guides that are prepared by the graphic designer, they are able to get involved in economic, social and even political activities that are geared towards national development. Non-formal education graduates who are engaged in various forms of agriculture such as poultry, fishing and crop farming would be able to use simple manuals that would educate them more about

21

their occupation. These manuals would teach them how to manage their farms better so that they would maximise production. As production increases, the nation would be developing in the area of agriculture.

Graphic design plays quite an enormous role in school education. Graphic design products facilitate learning in both the formal and non-formal systems of education. Without them the teaching and learning process would be quite difficult, no matter the level of education.

CHAPTER FIVE

GRAPHIC DESIGN IN PUBLIC EDUCATION

The previous chapter dealt with the role of graphic design in school education including non-formal education. In this one, the role that graphic design plays in educating the public concerning various issues is discussed. This discussion, therefore, concerns the role of graphic design in educating the public in the fields of health, agriculture, environmental protection, road safety, politics, religion and mass communication.

Health

Health has been described as the state of the body where there is no sickness.(1985)¹ Good health is very necessary for national development. Public health education deals with disseminating information on the prevention of drug abuse, teenage pregnancy, diseases such as AIDS and the promotion of personal hygiene. It also concerns education about health facilities and health books made for public use. In all these areas, graphic design plays a major role.

For family planning, for example, the symbol itself is a work of graphic design.

1. Collins P.H.: STANDARD LEARNER'S ENGLISH DICTIONARY.
Harrap Limited, Ludgate Hill, London.
1985.

It is a sign which connotes self sufficiency and completeness. These qualities would pass for the description of a well planned family.

(Refer to figure twenty-two).

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Fig.22 The Family Planning Symbol.

Family planning is very necessary for national development to succeed. This is so because if a nation is over populated, it would be difficult for social amenities available in the country to cater for all the people therein and this would mean that too much pressure would be exerted on these amenities.

They would, therefore, break down earlier than usual. Places in schools would become too few for the people and hence would be crowded. Hospitals would not have enough facilities such as beds and drugs to cater for the sick. Majority of people would not enjoy good health. People who come out of school would be more than the job opportunities available; therefore, there would be a problem of unemployment. Food would be insufficient for the numerous people and therefore, cost of living would become very high. When the nation starts having such problems, all attention would be geared towards solving them and there would be no room for development plans and activities that would elevate the nation from the position in which it is. Families which have too many children and do not have the ability to cater for them would end up having unhealthy children which would call for more attention and a greater outlay of expenses from the government. These problems would impede national development. That is why family planning needs to be enforced and the only way in which the hazards of unplanned families can be made real to the public is through posters, billboards, pamphlets and handouts which are all graphic design products. An example of a family planning poster is shown in figure twenty-three. Also, to promote family planning, graphic design products, such as posters and billboards, are utilised to advertise contraceptives that can be used to avoid

unwanted or unnecessary pregnancies.



Fig.23 A Family Planning Poster.

The graphic designer is able to use illustrations and text to communicate with both the literate and the illiterate. It is worth noting at this point that the Ghanaian public is mostly illiterate. Thus, the use of illustrations on posters and other graphic design products are indispensable in the field of health education. They are used to facilitate the work that is to be done by the health personnel and also to make comprehension easier for the general public.

Graphic design products and services are also used in educating the public concerning the prevention of dangerous diseases such as tuberculosis, measles and Acquired Immune Deficiency Syndrome (AIDS). Some of them have photographs or illustrations which portray the symptoms of such diseases and how they can be contracted. Some also portray how they can be cured.

One of the periods during which graphic design featured most in the field of health in Ghana was the last four years when the deadly disease AIDS was on the increase. Posters, banners, billboards, stickers, television adverts and handouts were used a great deal to educate the public about the disease. The positive role that these graphic design services played cannot be over emphasised. A perfect example is Joyce Stuber's framed poster exhibited in the College of Art Gallery, U.S.T., in which she aesthetically combines the letters that form the word AIDS with a sketch of the human figure to show how the disease is contracted. A photograph of it is found in figure twenty-four. This is a very polite and cunning way of educating the literates who visit the gallery about the disease, AIDS. Presently, there are 'T' shirts that inform people about the fact that AIDS is dangerous and therefore must be avoided. This is also produced by the graphic designer and it serves as an indirect way of propagating the message about AIDS. (Refer to figure twenty-five).



Fig.24 A Framed Poster On AIDS

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Fig.25 A 'T' Shirt preventing The Spread of AIDS.

Posters are also employed to educate the public about drug abuse. An example is shown in figure twenty-six.

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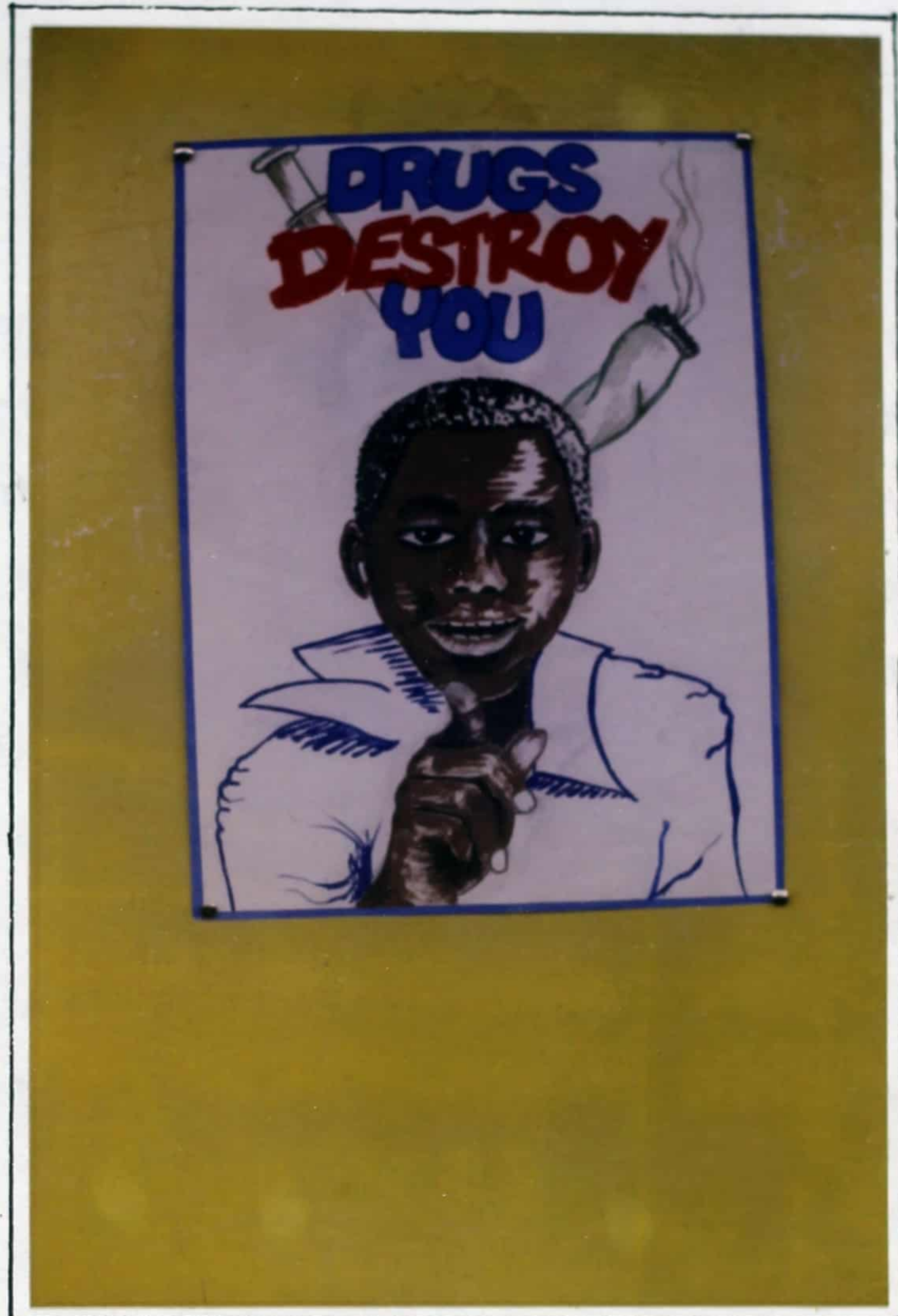


Fig.26 A Poster For The Prevention of Drug Abuse.

In the same way, posters can be used to educate the public about all kinds of things that are injurious to health which is very vital for national development. Teenage pregnancy is one of the unhealthy things that occur daily and through graphic design products, people are advised to avoid it.

These products such as posters are very necessary because people who became pregnant too early would not be healthy enough to exercise their original potentials in various areas of work towards national development. They may not be financially prepared enough to cater for the children they bring forth. Such children would, therefore, become a burden to the society. Such children may also end up becoming criminals in the society and this situation will not be the best for national development. Graphic design products, such as posters, therefore serve as a means of preventing these unhealthy practices so that progress towards national development would take a smooth course.

Graphic design services also serve as a relatively simple means for health personnel in educating the public on health issues. This is because not many people would attend gatherings where health education is given. Thus, as these people move about, they see the graphic design products and receive the messages and pieces of advice all the same. Unless these products, such as posters and billboards, are removed, they continue to educate the public even when the health personnel remains in his office. These graphic design pieces, therefore, serve as a means of emitting messages for longer periods.

Often, sheets with illustrations or photographs and text are pasted on hospital walls to educate the public about certain diseases such as skin infections and asthma.

All the work on this poster is done by the graphic designer and this work pasted at the hospital keeps on educating the public for ages - something that a health personnel cannot do.

Furthermore, there are books with titles such as "You And Your Health" which are used by families and individuals, at home especially, when they notice certain symptoms about themselves. Such books are very necessary in educating the public about how certain diseases occur and what to do as soon as it is detected and as has been discussed earlier. The whole book is a product of graphic design - form cover illustration through the inside illustrations and text. The cover design that attracts people to the book and consequently influences them to buy it is done by the graphic designer.

Figure twenty-seven shows a pamphlet that educates mothers on antinatal and postnatal care. Such a pamphlet is very necessary for proper growth of children in order that they would be fit enough to work efficiently in various fields of national development. This is very important because if people are not physically fit, they would mostly be on sick leave instead of staying at the workplace to work and this would act as a set back to national development. Without graphic design, these pamphlets cannot be made.

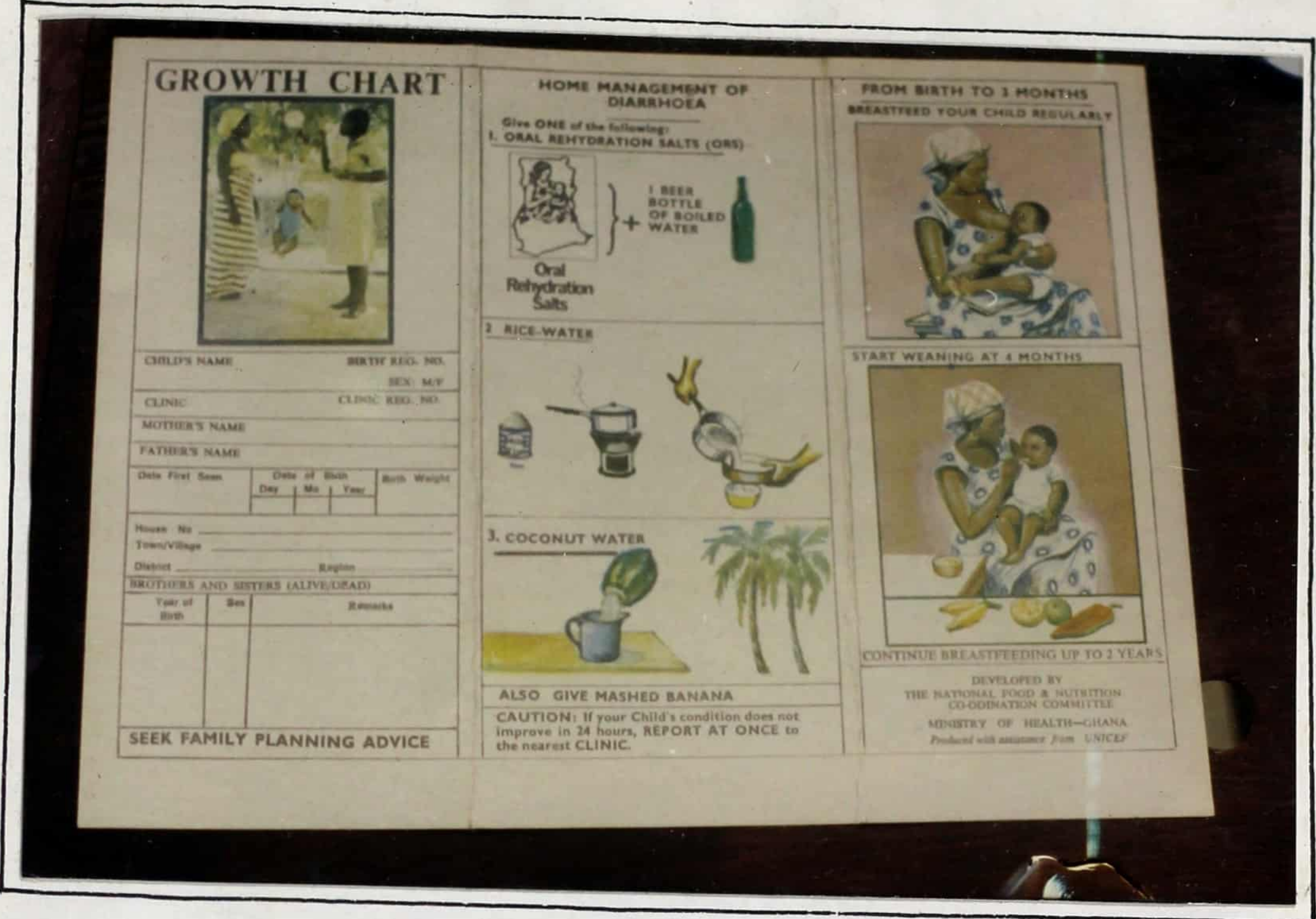


Fig.27 A Pamphlet on Antenatal and Post-natal Care.

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Education on antinatal and post-natal care may be given at public gatherings but mothers concerned would easily forget about it. The pamphlets would therefore serve as reminders to them.

The public is also educated about the handicapped such as the dumb, blind, and deaf through graphic design. Posters, books and pamphlets inform people about the best way to communicate with the handicapped. These means are also employed to teach the handicapped themselves how to communicate with each other. An example of a book that is made for the dumb is shown in figure twenty-eight.

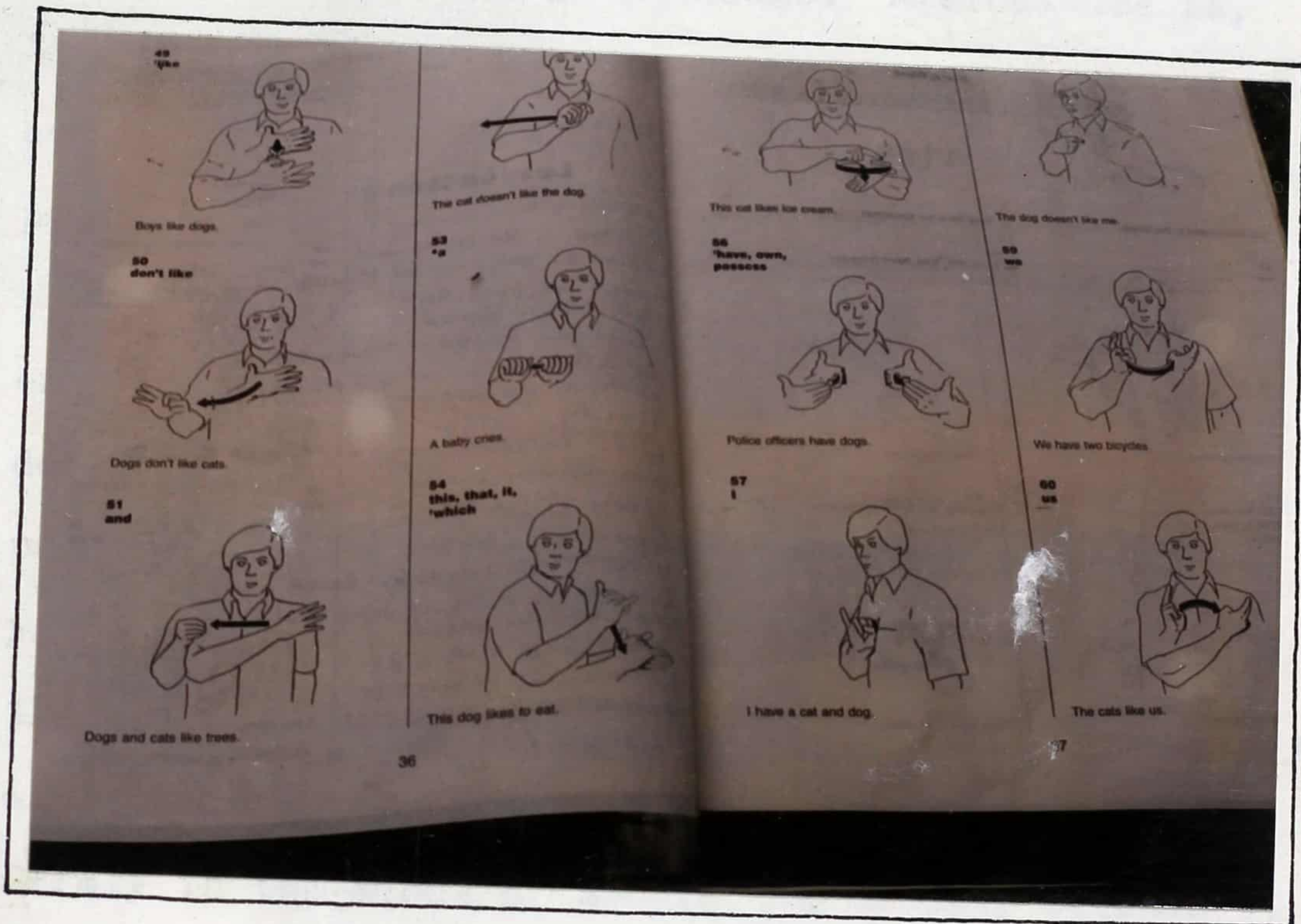


Fig.28 Illustrations For The Dumb.

Through graphic design products, therefore, the handicapped are able to fit comfortably into the society since they can also relate to other people. They consequently feel that they form part of the society and are able to exercise their potentials in order to contribute to national development.

Agriculture

Agriculture is the science of farming. It includes poultry, fishery, crop farming and horticulture which is the cultivation of flowers.

Agriculture is a very important area that contributes to national development. This is because agriculture provides resources for the production of other things. It also provides the nation with goods for export in order to accrue foreign exchange. Agriculture is, therefore, very important and graphic design products, such as billboards, posters, handouts, 'T' shirts and pamphlets, are utilised to get people involved in it.

Animation in which drawn figures are made to move on screens according to speech and music, is a graphic design product that can be used to encourage the general public to go into a particular kind of farming that would yield much to increase agricultural production. Due to the humorous nature of it, it appeals to both children and adults and by so doing, it is able to register firmly in the minds of people. A typical example is one rabbit rearing advert which used to be on Ghanaian television some time ago. It was used to portray all the things, such as meat, skins and foreign exchange, that could be achieved from rabbit rearing. It also portrayed how one could begin the whole process of rabbit rearing and where the rabbits could be procured from.

Graphic design services, such as banners and posters, can also be used to facilitate agricultural campaigns. These products can be designed in such a way that both illustrations and text would emphasise

the focal point of the campaign. 'T' shirts can also be used for the same purpose.

Books and manuals which are also graphic design products are published to educate farmers on better ways of farming. Agricultural aids, such as agrochemicals, machinery and agric resource centres are advertised through graphic design products in order to encourage farmers to make good use of them. These in turn help to increase agricultural production which also determines national development.

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Environmental Protection

This is another area in which the services of graphic design products are utilised to educate the public. Through posters, for example, people are asked to refrain from littering the environment by using their dustbins. This means can also be utilised to educate the public about the dangers and prevention of bush fires. In order to stop people from littering their surroundings, miniature illustrations are made, by the graphic designer, on certain products, such as drink packages and polythene bags to inform people who use them to dispose of them the correct way. Graphic design products, such as posters and billboards, are also used to create public awareness when environmental protection campaigns are lunched. The products of graphic design, therefore,

help in keeping our environment healthy and clean. Figure twenty-nine shows a poster encouraging people to keep their environments clean.



Fig.29 A Poster on Environmental Protection.

Road Safety

In this area, the services of graphic design products, such as sign posts and billboards, help in the effective observation of traffic regulations. Some of them advice drivers not to drive above certain speed limits. Some also make them aware of sharp

curves and hills while others inform them about bumps and unlevelled ground. Inscriptions are also printed on sign posts to give various kinds of warning and caution to drivers. For example, drivers are informed about police barriers and railway crossings so that they can slow down when they get there. Some billboards are also used to inform drivers about death traps along roads.

Politics

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Politics is another area in which graphic design products serve as a means for educating the public. When government policies are made, they are communicated to the public through services, such as, posters, newspapers and television adverts. Graphic design products are also used for political propaganda. Political parties advertise their intentions through stickers, posters, signboards, badges, 'T' shirts and handouts. Political symbols which are used to identify various political groups are produced by the graphic designer. Such pictorial symbols are very effective in helping to promote politics in a society of illiterates. During national elections, the public is educated on how to vote through graphic design products, such as posters and handouts. The voters register which is a very necessary material for fair elections to take place

is produced by the graphic designer. Rules governing the activities of political parties are also communicated to political parties and the public through graphic design services.

Religion

The role that graphic design plays in religions education is enormous. Books that contain the ethics of various religions are products of graphic design. Some of them, such as some Bibles contain illustrations. Doctrines and scriptures are illustrated in order to help illiterates to understand them better. In christian education, materials such as flannel cards which are made by the graphic designer, are used to teach children in sunday schools. Posters, banners and handouts are also used to advertise various religions programmes such as retreats, anniversaries, and conventions. In some places of worship, pictures which sometimes have text on them are pasted or hanged on walls. This helps to create a **condusive atmosphere** for worship and spiritual development.

Mass Communication

For the purpose of this study, mass communication concerns education through television and the press. The expertise of graphic designers is employed to design sets during television communication. If the set design is well done by the graphic artist, more

people are inclined to stay longer with the television set in order to receive all the information that is being carried across. Labelling of various television programmes which includes the name of the programme, the list of panelists, casts or producers, is done by the graphic designer. Without the services of the graphic designer, therefore, television programmes will lose a number of vital ingredients. Newspapers and magazines which carry a lot of information for the public are also products of graphic design.

Conclusion

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It must be realised at this point that graphic design is really important in educating the public concerning various issues. Without its services, communicating with the public would be extremely difficult.

The package design makes the product attractive. The design conveys all the information concerning the product, such as its name and its uses. A product may not be as good as another but its design may attract a consumer to it. Imagine having all products placed in containers without any design whatsoever. It would be difficult for sales to go on. This is because consumers would not know what they contain. Neither would they know what they

CHAPTER SIX

GRAPHIC DESIGN IN INDUSTRIAL DEVELOPMENT

Industry has been defined by the Standard Learner's Dictionary as all manufacturing processes (1985)¹. In this chapter, therefore, the role that graphic design plays towards growth within all manufacturing process would be discussed.

Package designing which is done by the graphic designer is very important in all industries. As described in chapter three, it is the process where by packages containing various products are designed with photographs, illustrations and text before they are placed on shelves for sale. The design that the graphic designer creates on the package goes a long way to determine the rate at which the product would be purchased by the consumer. The package design makes the product attractive. The design conveys all information concerning the product, such as its name and its uses. A product may not be as good as another but its design may attract a consumer to it. Imagine having all products placed in containers without any design whatsoever. It would be difficult for sales to go on. This is because consumers would not know what they contain. Neither would they know what they

1. Collins H.P.: STANDARD LEARNERS ENGLISH DICTIONARY. Harrap Limited, Ludgate Hill, London. 1985.

are used for. Site must not be lost of the fact that the beauty of the package design alone can attract people to it before they even find out what it contains. The point that is being emphasised here is that with the application of graphic design, many products cannot be purchased. Consumers would find it difficult to make choices. Therefore, products would remain on the shelves and production would be impeded. In cases where different makes of the same kind of products are concerned, the best designed package of one type is most likely to be purchased faster. Concerning cosmetics for instance, the most beautiful package would be bought so that the package itself would serve as a decorative piece. Graphic design is, therefore, necessary in promoting products through package design in order to speed up industrial growth.

Graphic design also has a role to play in industrial development by way of advertisements. If new products, processes or machines are invented for instance, the public will know nothing about it. Thus, it would not be used until it is advertised by the graphic designer through posters, billboards, television, adverts, magazines and handouts. Without the graphic designer this becomes impossible. When it comes to advertising products in shops, the expertise of a graphic designer also comes in handy.

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That is the work of a window display artist. Such a designer is able to arrange products on a shelf or in a showcase such that a consumer would definitely be attracted to them and consequently, buy them.

The graphic designer also deals with the design of the product itself. He is able to employ his skills in designing products like shoes, handbags and toys. His services are therefore needed in several industries. When scientific products are invented, the graphic designer is capable of fashioning them into forms that would be appealing to the consumer.

Tourism is also an area that is considered as a form of industry. This is so because it serves as a source of income to countries.

Before tourists get interested in countries, they need to have some information about the place. Brochures serve as the most effective way in which this can be done. Postcards and magazines which are also graphic design products are capable of doing this job to an extent. When tourists enter a country, the need to move round to see places of interest. In order to do this comfortably and probably procure a few things, they need to carry money along. They usually need travellers' cheques which are designed by the graphic designer. When they need to change currencies, signboards direct them to banks and forex bureaux.

During their movements in the unknown land, they would need directions to various places such as petrol filling stations, hotels, restaurants, shops and galleries where they can purchase souvenirs. In a case like this, the importance of signboards come into play.

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As these graphic design products facilitate easy movement for them in the country, the tourists also purchase a number of products including art works and this serves as a source of income and sometimes foreign exchange for the nation. They visit tourist centres and before they are allowed to enter, they pay fees which also serve as source of income for the nation. Without those brochures, posters and signboards, it would be difficult for them to know about these tourists centres in order to visit them.

While in the country, tourists would like to let friends outside know about the country they have visited and communicate with them about their whereabouts. Thus, they would purchase postcards, which are graphic design products and send to them. Postage of these cards would also generate income for the nation. When leaving for their country, they would purchase souvenirs, including graphic design products, to take along because these are the most effective means of portraying the nature of a nation.

Trade fairs which are held periodically are also avenues through which graphic design services aid

industrial development. Long before they are held, they are publicised through no other means but graphic design services. Billboards, posters, 'T' shirts, stickers, coupons and television adverts are designed by the graphic artist for this purpose. This creates the awareness for individuals, business men and firms to begin preparations towards the fair. This preparation involves the production of more goods, the improvement upon some and the invention of new ones. As this is done, industrial development would be taking place. Without the services of graphic design, it would be quite difficult to make people aware of the whole fair in the first place. Figure thirty shows a board that is advertising a trade fair which took place in Ghana.

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Fig.30. A Board Advertising a Trade Fair (Ghana).

When a trade fair is in progress, graphic design products serve as means of directing consumers to various pavillions or stands in order to purchase products. Without graphic design, this would be difficult because the stands are usually numerous, and so are the people. Attractive and effective directional signs, panels and posters all designed by the graphic artist are utilised. Within the stands, labels are placed on various items being

displayed. The design of the stands themselves where the products are placed on display are designed by the window shop designer, interior decorator, or general designer who are all graphic designers. One can be sure that the best decorated stand can attract a lot of observers and, therefore, secure many customers.

The provision of graphic design services is an industry on its own. Graphic designers receive contracts and are remunerated accordingly. As new skills and machinery are developed in the field of graphic design, the industry would be facilitating developments in other industries in more advanced ways through better billboards, posters and other graphic design products.

Industries need to be well organised and managed. This demands clarity and order. To make this possible, there is the need for industries or firms to have letterheads, logos, brochures, complementary cards, trademarks and subscription forms. All these are products of the graphic designer and they facilitate the orderly running of a business outfit. The letterheads are used to identify the organisation while the logo is used to identify the firm and their products. The brochure informs prospective customers about the business concerned. The subscription forms also serve as an easier way of getting clients to request for goods and services even when they are not in the same town or country. The complementary card serves as a

fast and neat way of giving out the organisation's address and description of business so that the link between the outfit and the client would not be broken.

Exhibitions also form an aspect of industry. It is an area through which money is generated. Before these exhibitions are held, they need to be advertised through graphic design products. This would let both participants and observers prepare well towards it. During the exhibition, be it a science or art one, graphic design plays a role in the designing and production of catalogues which describe products on display and the artist or scientist involved in the exhibition. These catalogues give consumers a better understanding of the products on display and consequently lead them into buying them.

The Post and Telecommunications industry is another area in which graphic design has a part to play. This industry sees to the postage of letters and parcels and communication through telephones, fax, telex and other means. The first role that graphic design products play in this area is to make the public aware of the facilities available. Figure thirty-one shows a signboard directing the public to a telephone booth. With such notices around, people can easily locate post offices and telephone booths. So that they can easily make use of them anytime the need arises. Stamps that are used in posting letters are also designed by the

graphic artist. They serve as means of charging people for the letters and parcels they post. Through this, therefore, money is accrued from the post and telecommunications industry. Posters are also used to educate the public concerning the correct ways of posting various items, such as money. Figure thirty-two shows an example. This is a way of ensuring that things are correctly done in this industry.

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Fig.34. A Signboard Directing People to a Telephone Booth.

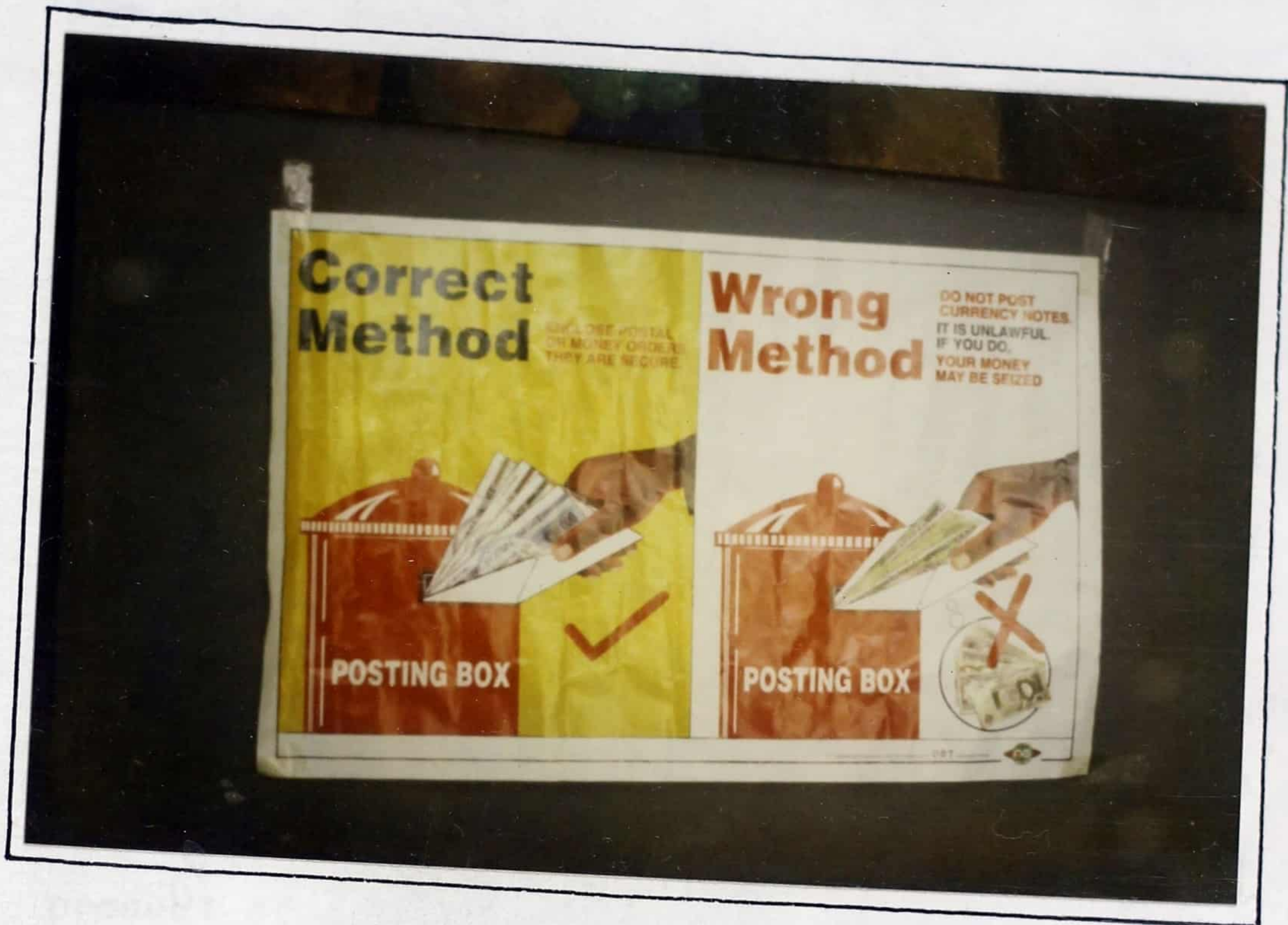


Fig.32. A Poster Educating People About The Best Way to Post Money.

Telephone directories are also designed and illustrated by the graphics man. When a person needs to make a call and he has no idea about the telephone number concerned, the directory is consulted and the number is easily found. This facilitates easy communication and therefore enhances the quality of services rendered by the post and telecommunications industry.

Graphic design also aids industrial development through the production of industrial journals and

magazines. They serve as ways of evaluating various industries concerned. The various activities that take place in an industry over a period is recorded. New achievements and failures are also taken not of. The public's view about the industry concerned is published in their journals and such publications give both industrialists and the general public an idea of the progress being made by the industry. Such views would guide the industries as they take measures to improve their services and in the long run national development would be in progress.

It may be expedient at this juncture to mention that money which is the 'life blood' of industries and the main reason for all industrial ventures is a product of graphic design. The currency is designed and printed with the intaglio method which has been discussed as one of the three major printing processes utilised in graphic design and this underscores the importance of graphic design in industries.

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CHAPTER SEVEN

SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

The discussions in this study have so far centred on the role graphic design plays in various areas of national development.

It has been quite clear from literature related to the study that art, of which graphic design is an aspect, plays a great role in various areas of activity in a nation. It serves as therapy for the handicapped. It also serves as a means of concretising theories. Art has also served as a means of communication. It also serves as a means of keeping records. Art has also been described as a source of teaching aids for school education. It is said to be a means of conveying the feelings of artists. It also moves people to ecstasy. Art has also been described as a way of revealing a nations cultural identify.

Related literature has also revealed that graphic design provides evidence about contemporary social values and attitudes. It also fosters them and communicates them. Graphic design has also been described as a means of clarifying, synthesizing and dramatising a word, a picture or an event. It is said to give creative ability, manual skill,

technical knowledge, aesthetic and psychological development to an individual.

Various products, that are designed by the graphic designer and their uses for which they are designed have also been examined. Some of these products include banners, posters, billboards, 'T' shirt designs, logos and emblems, greeting cards, television adverts and books.

The various processes involved in making these products have also been discussed briefly. Some of the printing methods utilised by the graphic designer have been identified to be letterpress printing, planographic printing and intaglio printing. Within this discussion, sight has not been lost of some of the factors that a graphic designer needs to take into consideration when designing a product. He needs to know exactly what he is required to do and whom he is doing it for so that the main purpose of graphic design, which is communication would be achieved.

The place of graphic design in various areas of national development has been extensively examined. This has been done along the lines of graphic design in school education (both formal and non-formal), in public education and in industrial development. It has been realised that graphic design is very necessary for school education to be very successful. Through books and teaching aids, knowledge is

transferred to learners. Graphic design also serves as a creative activity for children, especially, and through this, their mental faculties are developed towards creative thinking which is very vital for national development. This happens to those who study graphics as a subject. Graphic design also facilitates non-formal education through illustrations in simple manuals and guides.

Graphic design has also been found to assist in public education in various fields of endeavours that constitute national development such as health, agriculture, environmental protection, political affairs, religion, and mass communication. It has been realised that through posters, billboards and handouts for instance, the spread of certain deadly diseases, such as AIDS, can be slowed down. These products can also encourage people to get involved in various types of farming which being the source of most resources is very necessary for national development.

Concerning Industrial development, the role that graphic design plays cannot be over-emphasised. It is graphic design that caters for the designing, production and marketing of industrial products. It has also been realised that graphic design, by itself, is an indispensable industry which needs to be developed in order to effect national development.

Conclusion

To this end, there is no doubt that graphic design plays a great role in the process of national development. It does this in a very subtle way but without its services the effective development in various fields would be impeded to a large extent.

Through graphic design products, good and services are purchased by consumers and, therefore, sales move faster. This gives room for more production. The environment is also kept clean. Dangerous diseases are avoided. Unnecessary child-birth is also avoided. Thus the nation remains in good health which is necessary for national development.

In addition, through graphic design products, road safety prevails and movement from place to place is made easy by way of signboards and signposts. Good use of facilities and amenities provided by the state - some of which accrue income - is made through the advertisements done with graphic design products such as billboards, posters and handouts.

Furthermore, school education which prepares people to contribute massively towards national development is improved through graphic design products and services.

To cut a long story, short, graphic design is very instrumental in rendering various endeavours that constitute national development successful.

Without graphic design, many of the goals towards which these endeavours are geared cannot be effectively achieved. Graphic design is, therefore, an important tool in national development.

Recommendations

After having examined the important role that graphic design plays in national development, attention must now be given to some recommendations which will enhance further the contribution of graphic design towards national development.

1. More films that educate the public about certain disasters such as teen-age pregnancy should be produced and shown to the general public, including schools, from time to time. They should however be based on cultural themes so that more people can understand and relate to them better. These films should also cover more areas than they are doing now. Some can be geared towards promoting the local and indigenous industries such as basketry, kente-weaving and pottery.
2. When a job needs to be done as far as graphic design is concerned, experts in the field should be contacted in order to avoid the production of shoddy designs which may not effectively promote the goods and services concerned.

3. Graphic designers need to be more professional in their jobs and refrain from producing shoddy works. Where the design cannot be composed from the mind alone, reference materials, such as magazines should be used. Photographs of objects and figures should be taken when they cannot be well drawn.
4. In health education, instead of highlighting foreign diseases those pertaining to various nations should be highlighted through graphic design means. If this is done, graphic design products would help people to solve the health problems that pertain to them at a particular time.
5. Graphic design teachers in the school system need to be given refresher courses from time to time. This is because graphic design is a dynamic field and new skills are developed frequently. Thus, when they are given refresher courses they will be able to teach students such that they can also fit into the international graphic design industry.
6. The training available for graphic designers in Ghana should be given more attention by the government. This recommendation is being made with particular reference to the graphic design section in the College of Art, U.S.T, where many graphic designers have been trained. Though this course offers the basics for graphic design, there is the need for modern equipment and materials

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