

The Usefulness of the Computer And Graphical Design at Education in Fine Arts

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Abstract: *The technological revolution has made the computer accessible tool in various fields of knowledge. Today we can easily talk about a personal computer in the fullest sense of the word. It is irreplaceable and powerful tool to achieve specific career goals.*

Before the advent of computerized prepress, designers and artists armed with professional knowledge and skills, were involved with the graphic design. Graphic solutions for the production of various types of printed materials were consistent with existing technology and typographic technique.

Keywords: *fine arts, fine arts education, graphical arts*

Today the necessary equipment for creating graphic design, is available to everyone. Using a personal computer and word-processing software you are able to create cover, poster, business card, brochure, etc.

Certainly, the availability of the equipment is a good prerequisite for the creation of graphic design, but not sufficient condition for a good result. The software means doesn't transform you magically into a designer. Knowledge and skills in the field of visual arts and design are needed. It is quite logical to transfer the toolbox - computer and software, in the field of education.

What could be better than a place for first steps in the knowledge and understanding of graphic design, from the first grade of primary school, where children learn about letters, words and text? They acquire knowledge of the letters and their writing skills.

Typography as a part of graphic design, dealing with the aesthetic use of different fonts, gives a new perspective on the individuality of each font in its appearance, its visual impact and formal features - letter architecture, space between characters, distances and proportions between uppercase and lowercase letters, etc.

One of the cores in the art educational process is the "Visual communication" – the area for first steps in the knowledge and understanding of typography. To be fair, it is necessary to add to our equipment some sort of graphical editor that allows working with artistic text – to be able to manipulate letter or word with all sorts of heuristic operations. These are simple actions, but it is impossible to be given clear and unambiguous guidance on how they should be applied in particular case, which suggests the presence of imagination, intuition and talent. On the other hand heuristic operations don't definitely lead to strong or original solutions, i.e. they do not guarantee one hundred percent success, but when solving the above mentioned tasks they are proving to be essential tool for finding solutions.

Typographic activities are an inexhaustible source of creative experiment with different fonts and manipulation of written signs. I suggest a few visual solutions for graphic shaped titles of tales and the names of their authors:


**ХРАБРЯТ
ОЛОВЕН ВОЙНИК**
 Ханс Кристиан Андерсен


**THE STEADFAST
TIN SOLDIER**
 Hans Christian Andersen

The hyperbole (enlargement) of the letter "T" and adding a relatively simple geometric shape over the letter creates a sense of Tin Soldier.

БАРАБАНЧИ Т

THE DRUMMER by BROTHERS GRIMM

The rotation of the letter "K" by 90 degrees creates a sense of both drumsticks and percussion surface. In the blank space below the letter the names of the authors are integrated and this creates the symbolic image for a drum.

БЕГАЧИ

Hans Kristian Andersen

THE QUICKEST RUNNERS

Hans Christian Andersen

The different inclines (italics) of the letters in the word "runner" create the illusion of transition from static to dynamic. Note that the first letter "B" has no incline.

МАЛКИЯТ ПРИНЦ

Antoine de Saint-Exupery

THE LITTLE PRINCE

Antoine de Saint-Exupery

The different sizes (font size) of words in this case, directly illustrates the meaning of the word "little".

Красавицата и звярът

Мадам дьо Бомон

Beauty and the Beast

Jeanne Marie Le Prince de Beaumont

Using different fonts with different visual impact reinforces the importance of relevant words - "Beauty" and "beast".

БЯЛАТА ЗМИЯ  Братя
Грим

THE WHITE SNAKE  Brothers
Grimm

The arrangement of the words "white snake" on a curve and the angle between the two words "brothers" and "Grimm" resemble a snake.

Here's how using simple actions (heuristic operations) applied to the written characters (letters), and experiment with fonts, it is possible to create associative connection between meaning and image that helps the perception and understanding of the text.

Conclusion

In conclusion, we can summarize that the graphic design and typography activities will give a different look and attitude to the characters. With the right methodology and focus, step by step, for the adolescents it is possible to create and to develop a conditioned reflex and a sensitivity to hygiene of the visual environment in our daily life and existence. Of course, activities in graphic design should not stop with the first steps in typography. They should aggravate to acquire new knowledge and skills for color, shape, composition, and also for understanding the role of illustration as an important element of graphic design.

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