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Common Software used for Graphic Designing: Current and future trends

Graphic designing is such a remarkable part of this modern world that it seems hard to survive without it. Generally it is not known to people that graphic designing came to us from a long journey that begun from stone tools and now we use it on digital tablets. The history of graphic designing covers the entire part of human existence as well as the old graphics designing techniques still inspirational and informational for the present graphic designers. This paper will discuss where and how this graphic industry emerged and also help the designers to understand the history of graphic designing and where it reached now. This paper provides information in practical terms that are both innovative and stylistic with the reference of past studies that still inspires current designers(*A Brief History of Graphic Design - 99designs*). The history of graphic designing started before the printing press but was properly initiated after printing press invention in 1440, although visual communication is linked back to caveman times.

Some of the history events paved the way for graphic designing, it can be said that human beings always had inherent passion for art which can be observed through cave painting from the prehistoric times. Which include various types of imprints from the human hand to animals’ imprints through the hunting events and also can be found in the entire world including Spain, France, Australia, and many others. According to historians, people used these imprints for communication with each other as well as their gods. Through this, it can be seen that humans use visuals for communication from early times. Writing is also used for interpreting something, Sumerians are the first people who developed written language in the form of inventories that are used by trader through this traders kept record of delivered items. Such earliest languages are referred to as the icons of logographic which represent the whole word rather than phonetic sound. Through this, it can be understood that humans have a natural ability to utilize visual representation in the communication of complex ideas and the present graphic designing cornerstone. In some of the previous millennia, nothing has changed much; the designers still prefer icons such as magnifying glasses and hamburger menus for the representation of concepts and words in a limited space. China still keeps a record in the printing discoveries which consists of woodblock printing and non-papyrus papermaking that exist from early times which nobody can guess.

Back in 200 BC, Chinese utilized the wood reliefs for the stamp and print design on paper and silk clothes. In the year 1040, Bi Sheng developed the world's first printing press from porcelain which is a moveable type i.e. almost four-hundred years before Gutenburg brings the same technology in Europe. In the 700s, typography initiated and take off when humans begin to expand their aesthetic horizons in the form of words and letters themselves. As at that time text can be replicated and produced through the hand, the little amount of artistry more valued these books as well as set particular scholars in comparison to other books. In the Islamic culture, typography has double significance as they see figurative art in the form of sacrilegious which means typography is the permissible artistic expression way. Technically the first logo of the world arms coat which are utilized in the form of a symbol that presents territories or family houses. According to scholars, such practices became popular in the time of Crusades when the intermingling soldiers through various houses and countries incentivized everyone specifically on battle flags and armor. Latterly, these logos are used for practical purposes. For example, in the fourteenth-century, ale and beer used to indicate that the water is drinkable when in England all of the water sources were polluted. This early history describes the origin of the beautiful tradition which survives these days.

From the advent of printing, press humanity got the ability to recreate design, art, and texts on a huge scale which are relatively cheap. The modern companies’ ancestors are also at rising which has soon taken the notice that how these visuals affect trends of shopping and also enhance the profit, this is the birth of modern techniques of graphic designing. In 1439 Gutenberg completely transform the culture of graphic designing through bringing the moveable type of mass communication in Europe. Through this people do not require to base on reproduction of lengthy scholarly books, Gutenberg made the way easier for people this era ushered the techniques of graphic designing. The printing industry first utilized the logos however they were limited and can mark only on documents but it depicts printing skills. The printing technology was continuously evolving such as color prints and also create paintings for home decor.

The graphic designing which is known today was initiated in the modern era, almost late in the 1800s to World War II end. Although the 19th century is more related to innovations and technological advancement, though the modern era is all about learning and utilizing the techniques which trickle quickly the branding and advertising. In 1903, the first graphic design agency came into being which contributed to the business and design style similar. The ‘Wiener Werkstätte’ is the first visual artists’ organization which consists of architects, graphic designers, and painters. In 1992 the term graphic designing first emerges the book designer Addison Dwiggins was the first man who used the term ‘graphic designing’ which exactly describes his managing and structuring role in the visuals book design. From the beginning, designers were unable to describe their roles to the non-designers that they exactly do.

'Graphic designing' is considered as the craft to create visual content for communicating messages. Applying the techniques of page layout and visual hierarchy, the graphic designer utilizes pictures and typography to fulfill the specific requirements of users and also focuses on displaying elements logic in the interactive designs for optimizing the experience of the user. However, this digital age is based on designing through interactive software but graphic designing is still based on the principles of old age. It is important that the design strike with the right thoughts of users from the first look. It is also crucial for a graphic designer that they have good color theory understanding as well as how much it is significant to use right color schemes(*What Is Graphic Design? | Interaction Design Foundation*). The color choice should be in accordance to the organization as well as should be according to users’ expectations. The most important points to consider while designing are that it must strike with the psychology of users which include balance and symmetry, repetition, pattern, flow, typography, thirds rule and the golden ratio(*Visual Representation | The Encyclopedia of Human-Computer Interaction, 2nd Ed.*).

In the 1950s and onward world started its approach to the digital era that we enjoy currently. The adoption of various home computers is considered as the advancement in technology as compared to the printing press invention which usher in the mass communication new age as well as granted access to digital software to create new methodologies for art. In 1990, the software Adobe Photoshop is released for the first time even though it completely changed the graphic design face. The creation of photo manipulation formed the entirely new category in graphic designing which blends the features of CGI, illustration, and photography. At the same time, it also changed the branding nature to fulfill the needs of changing times. MTV was the first organization that brings the new technique of logo usage.

The design professionals’ standard industry is Adobe Creative Cloud its depth and range in its tool Suit cannot be rivaled through any other organization. But everything comes with the price each designer needs to pay the entire suite price which starts from 50 euro a month in case the designer is paying the price annually while 80 euro per month if the designer is paying on monthly basis. This is too much price. Though it gives access to Illustrator, Photoshop, After Effects, InDesign and various more. In case the designer wants to remain accurate and multi-disciplined the person is required to share the workflow regularly with several other designers. However, in case the designer work purely revolves around photo-manipulating, photo-editing, and vector design then this is not the only choice. Through Serif the designer can get excellent tools which include Affinity Photo and Affinity Designer which even also need Illustrator and Photoshop in some of these areas. It also costs almost 50 euros for each with the free updates. The compatibility means of superb file can collaborate with the users of Illustrator and Photoshop as well. Another worthy investment is Corel Painter 2018, it is for those artists who want that their artwork will look more authentic and give the painterly feeling. For a long time, Adobe is considered as the number one software especially for those designers who could afford the packages of Creative Cloud. Adobe offers the tools for leading industries which consist of Illustrator CC, InDesign CC, Photoshop CC, and various others that are too tempting and unable to resist.

Well in case the person cannot afford the Creative Cloud package here is another option for them, there are almost six alternatives for Adobe Creative Cloud which are free and downloadable. The alternative of ‘Photoshop’ is ‘Pixlr’ this is one of the best shouts. Although it is purely designed for non-professionals the photo editors set that is based on clouds consist of few of the advanced tools which include removal of red-eye, teeth whitening and cropping. This software application is suitable for both Android and iOS and can be utilized as a desktop application on tablets and smartphones. It can also be utilized in the form of a web app. Its layout is also similar to Photoshop, the software Pixlr is very easier to use if the person is already familiar with Adobe Software. ‘RawTherapee’ is the alternative of ‘Lightroom’ as the name suggests this software can be used for editing the photo files which are raw and also the other formats. With the extensive range of editing tools, the person can get the ability to boost colors, correct distortion as well as recover the details. Although they are not the basic abilities because of their advanced options, the RawTherapee allow their users that they can modify their photos until they look exactly as desired. ‘Inkscape’ is the alternative of ‘Illustrator’ which focused on the format of SVG, it is supported through advanced features which are unable to find anywhere which consist of markers, alpha blending and cloned objects. It is the best replacement of Illustrator as it supports various color modes. Immediately the user will notice that Inscape possesses a simpler interface as compared to Illustrator which does not mean that it cannot develop detailed and intricate artwork. It can be used on MAC, Windows or Linux. ‘Scribus’ is the alternative of ‘InDesign’ because of its zero price tag and reliability it can be used as the alternative of InDesign. This professional program of page layout is appropriate for Linux, Mac and Windows operating systems. Its features consist of spot colors, CMYK colors as well as the creation of versatile PDF. This software also supports the tools of vector drawing. ‘DaVinci Resolve' is the alternative for 'Premiere Pro' which is an efficient tool for video editing. This tool is used in big-budget TV productions and films. Although, it is the free package that could run at any operating software Mac, Linux, and Windows. It is specialized in audios of post-production and color correction it includes the features of basic color wheels and curve editors. It also tracks facial recognition also provides users with change lip color, skin tones, and eye. ‘Blender’ is the alternative of ‘After Effects’, although no software is exactly similar to ‘After Effects’ but this software fill most of the gaps. It is a free package for the users of Linux, Mac, and Windows though it is used to develop animated graphics and visual effects in 3D which seems ultra-realistic. Through this software, users can develop jaw-dropping artworks with the added dimensions. These are some of the software that can be used as the alternative of the expert software although they only provide basic functions for free for advanced effects it is required to use other tools such as Fusion editor for visual effects and Filmora for video editing(*6 Amazing Free Adobe CC Alternatives | Creative Bloq*).

Adobe Suite is the industrial standard which includes Lightroom, Photoshop, Illustrator, and InDesign. This software usability is incredible. Illustrator is the cleanest and efficient application for vector production, InDesign is one of the beautiful application for the development of the documents that are ready for printing. Lightroom is the super slim Photoshop version particularly developed for the photographers that can easily and quickly make few of its common edits but not as hard as Photoshop.

The major objective of graphic designing is to display the information harmoniously which should follow both usability and beauty trends. The correct and trustworthy visual presence is the one that gives the idea to the users. Through reviewing the past trends, the current portable hardware is easier and made the design simple. The resolution and processing power will enhance although it would never stop. The technological advancement is constantly pushing graphic designing through every angle. Even each small step is worth appreciating such as the power-up technology in the video games. It is the same as shedding the older skin and replacing it with the new one. Though graphic designing is continuously enhancing but its core would always remain the same which is creativity(*Trends in Graphic Design Technology You Need to Know about - 99designs*). Through artificial intelligence, people have more tools in access as compared to before. Now, it becomes easier to tweak any design and designer can make it more presentable easily through software technologies. The top trends of graphic designing in 2019 are: 3D design through 3D people can recreate the world around them and can develop new dimensions and the environment in their surroundings. The trend of less is more also become dominant in recent years. In current trends, flat design and realism are more concentrated as the mixture of both made the design appear in 3D. The approach of ‘Eclectic’ this trend shifts the designer from rigid layouts towards asymmetrical approaches. The most important trend in 2019 is an open composition that doesn't give framed fines to design. This makes a spark in the design and also brings the audience in imagination(*Top 5 Graphic Design Trends of 2019 | Adobe Blog*).

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