

Impact of Graphic Design in Fashion Industry

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ABSTRACT

The main purpose of this is to examine the relationship between graphic design and branding, the branding of a business through graphic design, and the impact of graphic design on consumers' purchasing decisions.

This study contains 5 literature reviews to study impact of graphic design in fashion industry.

KEYWORDS: *Graphic design; Branding; consumer behavior; visual identity.*

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INTRODUCTION

Graphic Design

Graphic design is a craft in which experts produce visual content to convey messages. Designers employ typography and images to satisfy the specific demands of users and put a strong emphasis on the logic of how elements are displayed in interactive designs to enhance the user experience. This is done by utilizing visual hierarchy and page layout strategies. And without a doubt, the showbiz aspects are crucial to the entire fashion industry. Therefore, it is extremely accurate to say that graphic designs are a perfect fit for the fashion business. Building a credible brand requires graphic design, which also optimizes your marketing efforts across all media. Consistency in your marketing materials helps your brand stand out and makes it easier for buyers and clients to understand what your business has to offer.

Evolution of Graphic Design

The invention of printing of course, graphic design is impossible without the development of printing. China began using woodblock, or relief, printing to emboss designs on silk garments in the sixth century CE, and later paper. Bi Sheng created the first method

for printing with movable type in the year 1040. In 1439, Johannes Gutenberg introduced moveable type to Europe, enabling Western civilization to mass communication. The printing blocks and wood in Gutenberg's design were replaced by metal and individual letters. With the invention of the Gutenberg press, literacy and literature became more widely available, affordable, and accessible. People were no longer had to rely on extensive scholarly book reproductions. The development of advertising and graphic design was facilitated by the Gutenberg press, which paved the way for more commercial uses of design.

How the industrial revolution evolved graphic design

During the industrial revolution, which lasted from around 1760 to 1840, new technologies were introduced to boost the productivity and efficiency of manufacturing operations like lithography. In the printing process known as lithography, your design is inked onto a stone or metal surface before being transferred to a piece of paper. This ultimately gave

rise to chromolithography, which is lithography with color.

The first graphic design agency

In 1903, the painter Koloman Moser, the architect Josef Hoffmann, and the patron Fritz Waerndorfer founded the Wiener Werkstätte (also known as the Vienna Workshop). Architects, designers, and artists from the fields of ceramics, fashion, silver, furniture, and graphic arts were all brought together by the Werkstätte. They are recognized as an early influence on styles like Bauhaus and Art Deco as well as a modern design pioneer. Since they were among the first teams of professional artists to collaborate, they had an impact on design principles for later generations.

LITERATURE REVIEW

1. Everyone enjoys dressing nicely. Your clothing conveys a lot about your character, taste, and fashion sense. A survey by Fashion United estimates the value of the global fashion market at \$406 billion. That represents around 4% of the market as a whole. Graphic designers have several opportunities in this huge sector. Every day, they introduce new designs that appeal to the voracious fashionistas, setting new trends. In this field, graphic designers are the genuine trailblazers. By creating designs that entice customers, they breathe life into enterprises. Different ways that design affects customers and fashion firms. Let's go over that in more depth.

The ability to innovate continues pushing companies to their limits. The duration of a fashion design trend is not predetermined. If consumers enjoy the trend, it might endure a year; if not, it might go from the market in a matter of weeks. To keep customers interested, firms must delve deep to uncover something fresh frequently.

Even major participants in the business don't adopt a design once it has been released. To see what works best, they design various variations of it and experiment with colour blending.

The fashion industry is all about new and fresh designs, and that makes graphic design an integral part of this industry. Businesses produce inducing graphics while prospects want something new every day. As the expectations of the people increase, the competition among the brands will also increase. To make people feel connected, brands must dig deep every day, and this research will never go out of business. Fashion trends will keep changing, and so will the industry. Businesses who adapt to the change will survive in this ever-growing fashion industry.

2. Branding and graphic design go hand in hand. Graphic design can be compared to the skeleton, and branding can be compared to the life, body, and soul of an organization. The curators of visual design and identity, graphic designers make sure that all design's visual elements are appealing, unified, compelling, and consistent. The visual components of a strong brand include the logo, packages, labels, posters, leaflets, brochures, web design, posters, and marketing collaterals; therefore, each of these components must be consistent with branding to successfully appeal to target audiences and elicit an emotional response. The company will have a completely operational skeleton if all the aesthetic elements required for the creation of the brand are completed appropriately.

The visual elements of graphic design and creating a brand identity had a significant influence on how well the five local businesses in this study marketed their brands. The brand identities of the five local businesses surveyed are expressed through their logos, marketing materials, product designs, advertising banners, and other forms of promotional materials. Graphic design has emerged as a direct and indirect medium of communication.

As you can see, each of the five local businesses who responded to this survey have a distinctive branding that sets them apart from one another and makes them stand out in the market. Therefore, graphic design plays a big part in creating that brand identity. From the logo to the colors on your marketing materials, product designs, and graphic design, this element is integrated to enable people instantly recognize the brand and offer a special benefit experience to all your target customers.

3. Making and selling art:

The most attractive styles of clothing are those that never go out of style and are classic. With the assistance of graphic designers, the fashion industry has been utilizing this facet of fashion for ages. Fashion is seeking a middle ground between timeless and fading trends. Selling people, the lifestyles they desire is the goal of the fashion industry. The fashion business sells graphic designers' graphics and artwork on the glossy pages of magazines to capture readers' interest and profit from it. Only after a fashion notion has been successfully commercialized do fashion designers enter the picture. The graphic designers oversee marketing this concept. Graphic designers, however, can be found in more places than just the glossy magazine pages. The fashion industry needs designers for a variety of other jobs as well. Graphic

designers provide the necessary and appealing designs for customized t-shirts, which are very popular right now. Making wearable works of art is one-way graphic designers support the fashion business. Designers from well-known graphic design firms offer an unlimited number of services. These designers collaborate closely with the fashion industry and fashion designers to produce eye-catching designs for t-shirts and promote the art of the industry.

Churning Out Visual Content:

The fashion business has been mostly dominating social media platforms for several years now. Social media platforms no longer just link people in distant parts of the world. Additionally, they are becoming hubs for fashion and design trends. They have developed into channels for businesses to interact with and convert more customers. The fashion sector has also swiftly jumped on board to use graphic designers to expand their customer base. Sparkling graphics are used by Instagram, Facebook, and other sites to attract users' attention and encourage interaction. For their target demographic, graphic designers continuously produce visual material, which benefits the fashion business by attracting certain devoted customers. With almost one billion active users, Instagram has established itself as one of the most significant social media platforms for the growth of the fashion sector. In addition to other platforms, graphic designers use this one to engage with the target market and maintain the fashion business on the cutting edge.

Bringing Out a Unique Personality:

Bringing out a distinctive personality is the final area in which graphic designers excel in the fashion sector. If everyone wore the same patterns and materials, nobody would appreciate it. It becomes dull. However, the graphic design sector supports the fashion sector, which serves to break up the monotony. By applying their imagination, graphic designers can significantly alter fashion designs and styles. Additionally, individuals have a plethora of choices from which to style themselves and stand out from the crowd. Without graphic designers, the fashion sector would deteriorate and experience a labor shortage. This is simply one more way that graphic designers have an impact on the fashion sector.

Graphic designers, thus, determine the course of the ever-changing yet rooted fashion industry:

The only thing left to be mentioned is that graphic design and fashion coexist and work closely together. The fashion sector may not be necessary for the graphic design industry to survive, but the opposite is

not always true. We may conclude from this conversation that graphic designers are very important to the fashion business. So long as the fashion business is still vibrant, graphic designers will always find a way to profit from their artistic talents.

4. What is fashion brand storytelling?

In 2022, brand storytelling will be a key marketing strategy for all significant fashion businesses. It entails creating a believable narrative about the brand that appeals to the target market.

To engage the public, fashion brands tell stories through a variety of marketing techniques, including print, TV, and social media campaigns. Their understanding of the company's values and the impact it seeks to have on the world is to be increased through brand storytelling.

The fashion industry has several examples of brand storytelling that have been successful. For instance, the shoe company TOMS built its brand narrative around giving back. For every pair of shoes purchased, the company donates a pair to children in need, giving the company a reputation for generosity.

Why is storytelling important for fashion brands?

If done properly, brand storytelling may be an effective marketing strategy for fashion firms. A genuine and compelling brand story may draw in new customers and foster brand loyalty.

Additionally, effective storytelling can arouse the appropriate feelings in the audience and leave a favorable impression. Fashion companies can utilize brand narrative to inspire confidence in their merchandise.

How can you become an expert in graphic design for brand storytelling?

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5. Many fashion counterparts demand graphic design expertise. Graphic design studies include editorial design for books, magazines, and other publications. Among the graphic design disciplines were user experience and user interface, art direction, branding identity, social media content, video, and image manipulation.

Even more closely related is the relationship between streetwear and graphic design. Starting with a brand's visual identity, the positioning of its logo, graphics, and typography on its merchandise, and moving on to its social media content and advertising campaign. The components of graphic design are those.

Among the multidisciplinary fields, picture making may be the most advantageous aspect. It's where a designer's ability to communicate and display good judgement is put to the test. A brand has a certain image that it seeks to project. The brand's image also aids in positioning it in the marketplace. The audience will understand the brand's message if editing, models, colours, and layout are given careful consideration. Any one of those would send a different message if chosen incorrectly.

There is no denying that graphic design encompasses more than just creating websites and logos. The concept of branding identity encompasses more than just making client-facing materials like business cards and stationery.

Research Objective

1. Primary Objective

In the primary objective, we reviewed some articles, studied them, and learned from them how a graphic design impact the fashion industry.

I have reviewed some research papers and articles and got to know about the value of Graphic design in fashion industry.

2. Secondary Objective

Our secondary objective is to find impact of graphic design in brands and consumer behavior.

Research Methodology

This qualitative study concentrates on gathering and examining words. The purpose of this study, which employs relational analysis, is to demonstrate the important role that graphic design plays in a company's brand identity. Without influencing either of them, this study investigates the relationship between two or more variables, such as the important role that graphic design plays in a company's development of its brand identity. It looks to see if there is either a positive correlation, a negative correlation, or no correlation at all.

A survey questionnaire was used to collect the essential data for the investigation. These were the questions included in this questionnaire: brand image, brand color, effectiveness of graphic design in the marketing, brand logo, and consumer behavior based on the product design. There are spaces provided for the response to each question and intended to be answered by the owner or a representative of the business's respondents.

Scope of the study

This study used a relational approach to research to demonstrate the important role that graphic design plays in a company's brand identification and how it affects consumer behavior.

Significance of the study

The major goal of this research study was to demonstrate the important role that visual design plays in a company's brand identification.

Research Analysis

Impact of graphic design in marketing/business brand identity

Graphic design is frequently used by advertisers to express their goods and services in visual and digital formats, drawing in customers and differentiating their goods from those of their rivals.

1. It enhances their abilities as business owners to advertise their goods and to design eye-catching advertising layouts and materials.
2. Using graphic design, they can strengthen and develop their brand identity through the visual creation of their logo and other brand materials.
3. They can develop a unified visual identity with the use of graphic design. The more your company's collateral is similar across all digital advertising platforms, the more successful the brand can be because it connects with people more strongly.

Graphic Design and consumer behavior

This highlights the further impact graphic design has on consumer behavior through the creation of packaging, marketing collateral, and social media posters.

1. Consumer perception-influencing product design.
2. The advertisement displayed on social media platforms intrigues and excites their target audience.
3. They are successfully selling their items through graphic design.
4. Through the social media marketing presented, it inspires customer motivation.

Work Done Analysis

How Graphic Design Impacts the Fashion Industry

A. Shows unique personality,

Just try to see everyone dressed in the same style. The sameness eventually grows monotonous. But because graphic design serves the fashion business, the entire planet essentially becomes into a huge canvas that displays unique personalities. Consequently, it

increases the person's interest. The clothes we wear can occasionally pique someone's interest and serve as a conversation starter. The covering and protection that the cavemen used are no longer sufficient. It involves revealing a deeper aspect of who we really are.

B. Makes a collection stand out from the rest,

Visually appealing designs are not enough in the fashion industry if you want to make money. It must be distinct from the competition. How can you accomplish this? It's done by combining numerous parts to exactly fit the overall composition utilizing graphic design concepts. Fashion designers may choose a riskier strategy and deviate from the rules of design. And that's all right. We all aspire to be rebellious at some point in our lives, after all. But if you choose to go down this road, it's vital to maintain consistency. You're branding, as well as any supporting images you use on social media or in conventional marketing channels, must be unconventional. This brings up the following point.

C. Advertises brands the best way,

You will quickly understand that the fashion industry is more than just flash and glamour once you are employed there. It also involves spreading your goals and message. It might be challenging to do this without a qualified graphic designer, though. Yes, some people may be able to sew dresses, clothing, even a whole wardrobe. However, it doesn't follow that the brand might be sold or promoted by the same person. The idea of graphic design is centered on conveying a message. There is a good probability that your clothesline or brand won't make it through the competitive market if it lacks supporting images.

D. Connecting consumers to its brand,

Today's fashion is more than just showing off the newest line or emphasize the brand's emblem. It aims to involve its customers and integrate them into the community. A visual design that influences and communicates effectively could be useful in this situation. The link between beautiful art and clever techniques to market to customers is graphic design. Graphic design enhanced commercial branding, but it has far larger impact on the fashion industry.

E. Helps in creating the Logos and associates in physical,

The newest collection or showcasing the brand's insignia aren't the only things that fashion involves today. It aims to engage its clients and integrate them into the neighborhood. A graphic design that effectively conveys and has an impact may be helpful in this situation. Aesthetic art and clever strategies to market to an audience can both be combined with graphic design. The branding of the corporate sector

was improved by graphic design, but fashion has benefited greatly more.

Research Methodology analysis

1. Impact of Graphic Design on Fashion Businesses

A. It Injects Life into A Drowning Business

Professional graphic design is essential and a critical prerequisite for the fashion industry. Because they understand the value of excellent graphic design, leading companies in the sector, like Nike, pay their graphic designers a basic salary of between \$90,000 and \$97,000. Therefore, a great visual design can completely alter how company is conducted. When people master something, they tend to suggest it to others, which boosts sales.

B. It Makes Businesses Creative

The ability to innovate continues pushing companies to their limits. The duration of a fashion design trend is not predetermined. If consumers enjoy the trend, it might endure a year; if not, it might go from the market in a matter of weeks. To keep customers interested, firms must delve deep to uncover something fresh frequently. Even major participants in the business don't adopt a design once it has been released. To see what works best, they design various variations of it and experiment with colour blending.

C. It Generates Sales for Businesses

Graphic designs that encourage sales are beneficial to businesses. Nike and Adidas, for example, extensively fund their research.

The main objective is to understand what clients love and desire, and graphic design aids in achieving that. It is the responsibility of graphic designers to put the business idea into action by producing graphics that entice consumers. They must do this in order to match their thinking with that of the prospects and determine what is ideal for the brand in a particular circumstance. Giving clients what they want enables firms to make sales.

2. Impact of Graphic Design on Customers

A. They Feel Connected

Nowadays, the fashion industry has a stronger regional focus. The goal of brands is to provide a cultural element to their products.

Many people have strong emotional ties to their culture and nation. When provided something with which they may identify emotionally, they frequently respond more favourably. Brands develop an emotional connection with their customers as a result. The selling approach varies depending on the nation. It is the responsibility of graphic designers to create designs that people can wear with pride. Brands have

various methods for diverse target markets since what appeals to one American may not appeal to another.

B. They Buy Customized Designs

People frequently purchase items to improve their mood. A brand thrives in a specific nation when the link is successfully made.

Because people value their preferences over others', customised designs perform better than "same for all" solutions. In order to make graphics that are effective for a specific race of people, businesses hire great graphic designers. Designers must work hard to create amazing designs that stand out from the crowd and pique customers' interest in the face of intense competition.

CONCLUSION

One of the most major advantages of graphic designs due to its illustrating capability is its ability to let the range of ideas and imaginations in all instances expand to unknown limits. Without graphics, the complete procedure would be very difficult to carry out and may always suffer from noticeably imperfections and inaccuracies. Such results can be very harmful to your company since this might lead you to lag considerably in the race. Thus, make proper use of graphic designing and let out your imaginations to run wild.

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