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One of the most referenced graphic design quotes is this gem from designer, author and entrepreneur Jeffrey Zeldman. Zeldman states that content precedes design, and is intrinsic to its value. He says that without content, graphic design is but a shell of its potential shelf and doesn't offer anything of substance.

~~The 50 best graphic design quotes of all time.~~

Exceptional graphic design blends the use of several elements to create a visually arresting piece. Graphic designers employ the use of colors, textures, lines, shapes, sizes, value, and space to create their work. Often, the end result elicits emotions or reactions in the viewer that serve to define a brand's identity.

~~31 Amazing Graphic Design Examples That Will Blow You Away~~

The graphic design was shaped for centuries by brave pioneers who explored new forms of expression and visual communication. With so many styles of graphic design and different schools of thought, there are countless creatives who have done their part in shaping the industry in some way.

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The average additional cash compensation for a Visual Designer in New York is \$3,775. The average total compensation for a Visual Designer in New York is \$81,115. Visual Designer salaries are based on responses gathered by Built In NYC from anonymous Visual Designer employees in New York.

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History. The Art Directors Club of New York (sometimes referred to as the "ADC") was founded in 1920 by Louis Pedlar and Earnest Elmo Calkins. With Fred Lamb, Calkins had organized the first advertising art exhibits in New York City in 1908, and saw a need for an organization that would "dignify the field of business art in the eyes of artists", emphasizing his belief that "artistic ...