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therefore, no neutrality in graphic design, Starting with the premise that there is no pure information in human communication and, therefore,

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is due to the fact that their design process was inappropriate to mass communication. Graphic Design: Fine Art or Social Jorge Frascara, Graphic Design

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Graphic design is the process of Combining visual communication skills with the interactive communication skills of user Use-centered; User-centered; User

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(change behavior); Decoration (aesthetics, pleasure); Magic Jorge Frascara, Graphic Design: - abstraction not suited to mass communication.

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