Zamora discusses secrets of graphic designers

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Graphic design is a part of so many everyday items—from posters and billboards to magazine and even food pack-
aging—that it is easy to forget about the creations. These artists put their creativity to work every day, often
creating something that is consumed with society.

The article is about Aldemaro Romero, a Cuban designer and illustrator trained at the Havana University of Art, 
Design and Architecture. He has a long list of accomplishments, including teaching positions, art 
awards and awards for his work. Today he is resident of St. Louis. He recently gave a presentation about his work to the
Department of Art and Design of Southern Illinois University Edwardsville.

"It is all about listening to your audi-
ence," said Zamora. "This is very impor-
tant relationship between art and design that is
part of the field of graphic design. You
must be in touch with your client and
yourself what the audience is expecting,
how my art is serving the purpose of the
entity that demands a solution for some
thing. Because they work for clients, 
graphic designers don’t have the free-
time. They need to set up limits, but
these limits are for the graphic designer.
We do have constraints, but we can’t
say no to the client, because then he
will go into another area of the country covered by an
EMA," said Zamora.

"You can’t say no when a client asks you to do what you want to get across,
establish a connection with society. But
no one is going to listen to you, they
can only say yes to the client," he said. "You
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