

The 8 types of graphic design

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DEFINITION

Graphic design uses visual compositions to solve problems and communicate ideas through typography, imagery, color and form.

There's no one way to do that, and that's why there are several types of graphic design, each with their own area of specialization.

Though they often overlap, each type of graphic design requires specific set of skills and design techniques. Many designers specialize in a single type; others focus on a set of related, similar types. But because the industry is constantly changing, designers must be adaptable and lifelong learners so they can change or add specializations throughout their careers.



1. Visual identity graphic design

A brand identity is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences.

Designers that specialize in visual identity graphic design collaborate with brand stakeholders to create assets like logos, typography, color palettes and image libraries that represent a brand's personality.



2. Marketing & advertising graphic design

When most people think of graphic design, they think of designs created for marketing and advertising. Marketing designers work with company owners, directors, managers or marketing professionals to create assets for marketing strategies. They might work alone or as part of an in-house or creative team. Designers can specialize in a specific type of media (vehicle wraps or magazine ads, for example)



3. User interface graphic design

A user interface (UI) is how a user interacts with a device or application. UI design is the process of designing interfaces to make them easy to use and provide a user-friendly experience.

A UI includes all of the things a user interacts with—the screen, keyboard and mouse—but in the context of graphic design, UI design focuses on the user's visual experience and the design of on-screen graphic elements like buttons, menus, micro-interactions, and more. It's a UI designer's job to balance aesthetic appeal with technical functionality.

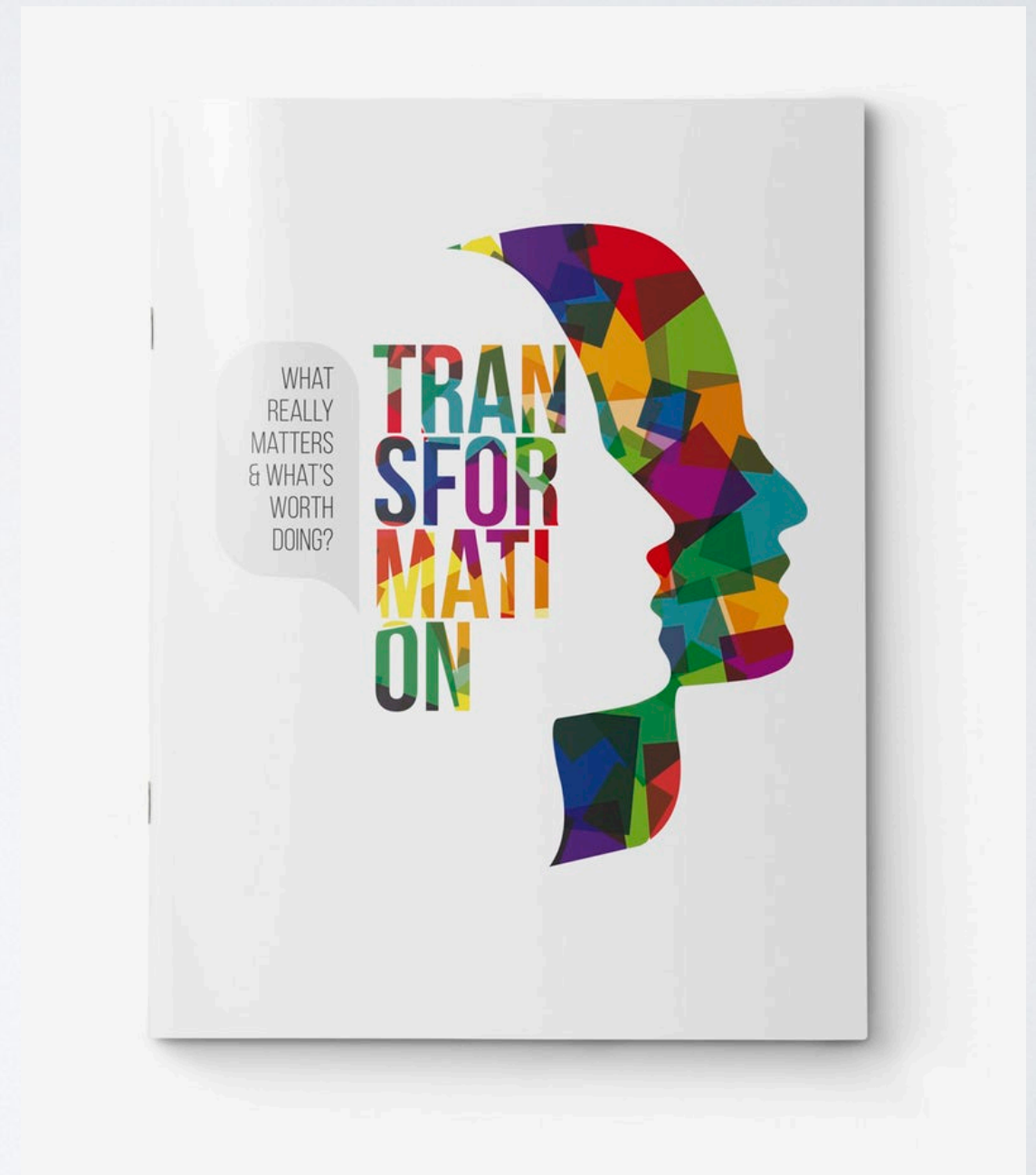


4. Publication graphic design

They have traditionally been a print medium. Think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

Examples of publication graphic design

- Books
- Newspapers
- Newsletters
- Directories
- Annual reports
- Magazines
- Catalogs



5. Packaging graphic design

Most products require some form of packaging to protect and prepare them for storage, distribution, and sale. But packaging design can also communicate directly to consumers, which makes it an extremely valuable marketing tool. Every box, bottle and bag, every can, container, or canister is a chance tell the story of a brand.

Packaging designers create concepts, develop mockups and create the print-ready files for a product.





6. Motion graphic design

Simply put, motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television and film. Examples of motion graphic design

- Title sequences and end credits
- Advertisements
- Animated logos
- Trailers
- Presentations
- Promotional videos
- Tutorial videos
- Websites
- Apps
- Video games
- Banners



7. Environmental graphic design

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.

Examples of environmental graphic design

Signage

Wall murals

Museum exhibitions

Office branding

Public transportation navigation





8. Art and illustration for graphic design

Graphic art and illustration are often seen as being the same as graphic design, however they're each very different. Designers create compositions to communicate and solve problems, graphic artists and illustrators create original artwork. Examples of art and illustration for graphic design

- T-shirt design
- Graphic patterns for textiles
- Motion graphics
- Stock images
- Graphic novels
- Video games
- Websites
- Comic books











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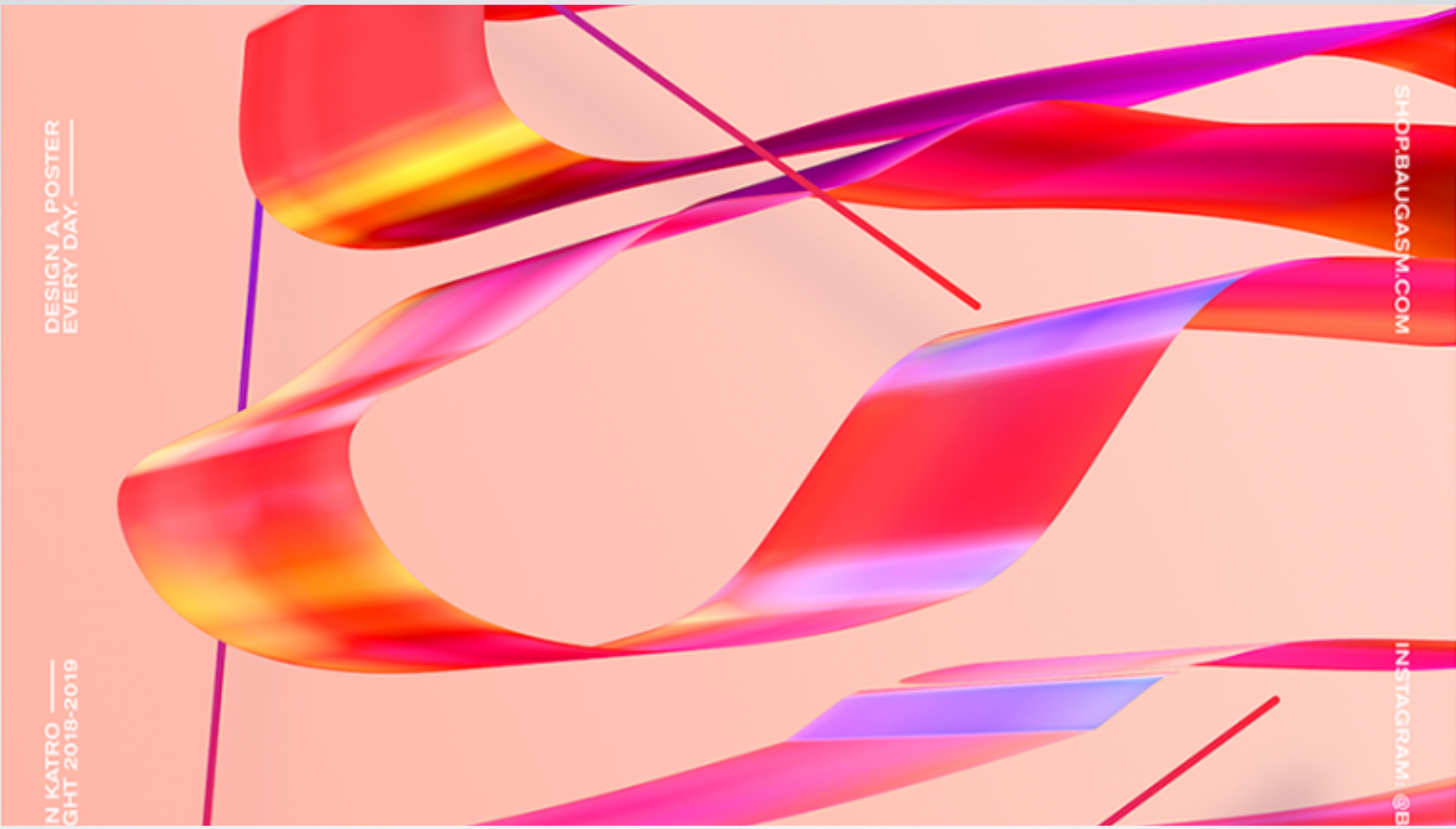


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