



Fullname: _____

Date: _____

Score:

01 Reading Comprehension: “Types of Graphic Design”

The 8 fundamental types of graphic design are:

- | | |
|---|--|
| 1. Visual identity graphic design | 5. Packaging graphic design |
| 2. Marketing & advertising graphic design | 6. Motion graphic design |
| 3. User interface graphic design | 7. Environmental graphic design |
| 4. Publication graphic design | 8. Art and illustration for graphic design |

1. Visual identity graphic design

A brand is a relationship between a business or organization and its audience. A brand identity is how the organization communicates its personality, tone and essence, as well as memories, emotions and experiences. Visual identity graphic design is exactly that: the visual elements of brand identity that act as the face of a brand to communicate those intangible qualities through images, shapes and color.

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. In addition to the standard business cards and corporate stationery, designers often develop a set of visual brand guidelines (style guides) that describe best practices and provide examples of visual branding applied across various media. These guidelines help to ensure brand consistency throughout future applications.

Visual identity design is one of the most common types of design. Visual identity graphic designers must possess a general knowledge of all types of graphic design in order to create design elements that are suitable across all visual media. They also need excellent communication, conceptual and creative skills, and a passion for researching industries, organizations, trends and competitors.

2. Marketing & advertising graphic design

When most people think of graphic design, they think of designs created for marketing and advertising.

Companies depend on successful marketing efforts to tap into their target audience's decision-making process. Great marketing engages people based on the wants, needs, awareness and satisfaction they have about a product, service or brand. Since people will always find visual content more engaging, graphic design helps organizations promote and communicate more effectively.

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) or create a broad assortment of collateral for print, digital, and beyond. While traditionally print-centered, this type of design has grown to include more digital assets, especially for use in content marketing and digital advertising.

Examples of marketing graphic design

- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email marketing templates
- PowerPoint presentations
- Menus
- Social media ads, banners and graphics
- Banner and retargeting ads
- Images for websites and blogs

Marketing designers need excellent communication, problem-solving and time management skills. In addition to being proficient in several graphic design, layout and presentation apps, they must also be familiar with production for print and online environments. Entry-level positions in this area are a great way for new designers to learn processes and acquire valuable skills and experience.

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.

UI designers specialize in desktop apps, mobile apps, web apps and games. They work closely with UX (user experience) designers (who determine how the app works) and UI developers (who write code to make it work).

Examples of user interface graphic design

- Web page design
- Theme design (WordPress, Shopify, etc.)
- Game interfaces
- App design

UI designers must be team players backed by both serious graphic design skills and an excellent understanding of UI/UX principles, responsive design and web development. In addition to graphics apps, they need knowledge of programming languages like HTML, CSS and JavaScript.

4. Publication graphic design

Publications are long-form pieces that communicate with an audience through public distribution. They have traditionally been a print medium. Publication design is a classic type of design—think books, newspapers, magazines and catalogs. However, there's recently been a significant rise in digital publishing.

Graphic designers that specialize in publications work with editors and publishers to create layouts with carefully selected typography and accompanying artwork, which includes photography, graphics and illustrations. Publication designers may work as freelancers, as creative agency members or in-house as part of a publishing company.

Examples of publication graphic design

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

Publication designers must possess excellent communication, layout and organizational skills. In addition to graphic design expertise, they need to understand color management, printing and digital publishing.

Worksheet 01: Graphic Design Types

Instructions: Read the text about the 8 fundamental types of graphic design.

For each type of graphic design mentioned (1 to 4), answer the following questions or complete the statements.

- brand consistency
- communication, conceptual, creative
- communication, problem-solving, time management
- logos, typography, color palettes
- personality, tone, essence
- postcards and flyers, magazine and newspaper ads, banners
- product, service, brand
- visual content

1. Visual identity graphic design

- a) Visual identity graphic design communicates a brand's _____, _____, and _____ through images, shapes, and color.
- b) Designers specializing in visual identity collaborate with brand stakeholders to create assets like _____, _____, and _____ that represent a brand's personality.
- c) Visual brand guidelines (style guides) are developed to ensure _____ throughout various media.
- d) Visual identity graphic designers must possess excellent _____, _____, and _____ skills.

2. Marketing & advertising graphic design

- a) Marketing & advertising graphic design focuses on promoting and communicating effectively through _____.
- b) Great marketing engages people based on their wants, needs, awareness, and satisfaction about a _____, _____, or _____.
- c) Provide three examples of marketing graphic design assets: (p) _____, (m) _____, and (b) _____.
- d) Marketing designers need excellent _____, _____, and _____ skills.

- easy to use.
- buttons, menus, micro-interactions
- web page design, theme design, game interfaces, app design
- UI/UX principles, responsive design, web development
- public distribution
- books, newspapers, magazines
- communication, layout, organizational
- color management, printing, digital publishing

3. User interface graphic design

- a) User interface (UI) design is concerned with making interfaces _____ and providing a user-friendly experience.
- b) UI design focuses on the visual experience and design of on-screen graphic elements like _____, _____, and _____.
- c) List four examples of user interface graphic design projects: (w) _____, (t) _____, (g) _____, and (a) _____.
- d) UI designers must have a good understanding of _____, _____, and _____ in addition to graphic design skills.

4. Publication graphic design

- a) Publications communicate with an audience through _____.
- b) Name some examples of long-form pieces that publication designers work on: _____, _____, and _____.
- c) Publication designers must possess excellent _____, _____, and _____ skills.
- d) In addition to graphic design expertise, publication designers need to understand _____, _____, and _____.

Instructions: Match the following verbs with their translations in Spanish:

1. Communicate - _____
2. Act - _____
3. Collaborate - _____
4. Represent - _____
5. Develop - _____
6. Describe - _____
7. Provide - _____
8. Apply - _____
9. Ensure - _____
10. Possess - _____
11. Specialize - _____
12. Create - _____
13. Design - _____
14. Work - _____
15. Engage - _____
16. Promote - _____
17. Communicate (reflexive) - _____
18. Use - _____
19. Focus - _____
20. Understand - _____

- A. Actuar
- B. Aplicar
- C. Captar
- D. Colaborar
- E. Comunicar
- F. Comunicarse
- G. Crear
- H. Desarrollar
- I. Describir
- J. Diseñar
- K. Enfocar
- L. Entender
- M. Especializarse
- N. Garantizar
- O. Poseer
- P. Promover
- Q. Proporcionar
- R. Representar
- S. Trabajar
- T. Utilizar