

Introduction to Types of Graphic Design



- Define graphic design as visual communication that solves problems



- Map specializations: brand, marketing, editorial, packaging, UI, motion, environmental, illustration



- Connect design to marketing, branding, and user experience



- Preview course structure and who each design type is for



What **Graphic** Design Really Is

- Graphic design combines type, image, color, and layout to convey a message
- It is visual communication for commercial, educational, or artistic purposes
- Distinct from art, illustration, and UI/UX design
- Core principles: hierarchy, contrast, alignment, repetition, and proximity
- Seen everywhere from product packaging to social media feeds



T

TYPE

Words shape tone, hierarchy, and clarity.



IMAGE

Photos and graphics add meaning and visual interest.



COLOR

Color evokes emotion, creates contrast, and establishes mood.



LAYOUT

Arrangement guides the eye and organizes information.

Visual Identity and Brand Design



Visual identity is the complete system: logo, color, typography, imagery, and voice.



A logo is one asset; brand identity is the full system it lives within.

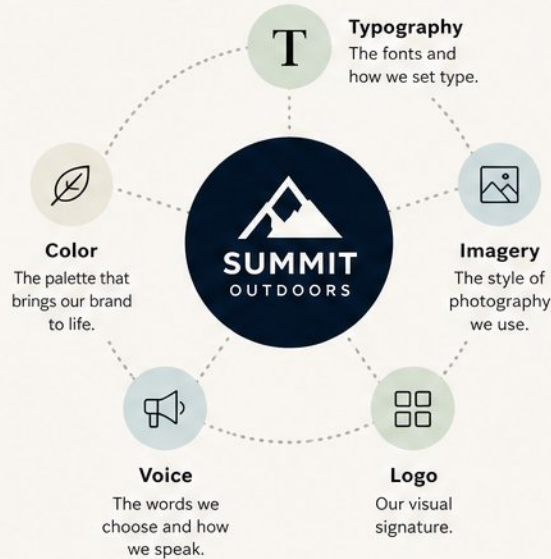


Brand guidelines are the rulebook for using identity assets consistently.



Typical deliverables include style tiles, asset libraries, and brand guideline documents.

THE SYSTEM



ONE ASSET VS. THE SYSTEM

ONE ASSET:
THE LOGO



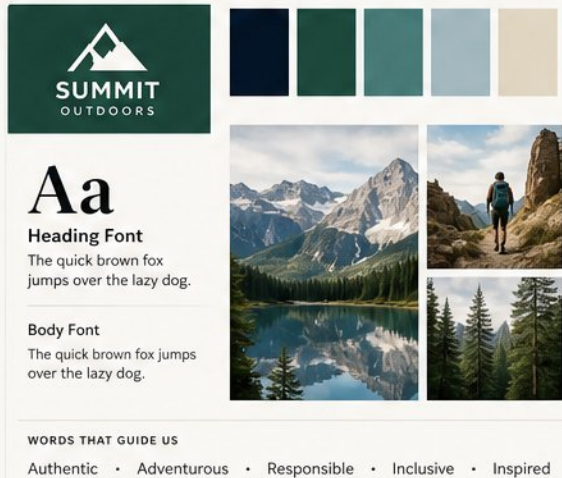
THE FULL SYSTEM:
BRAND IDENTITY



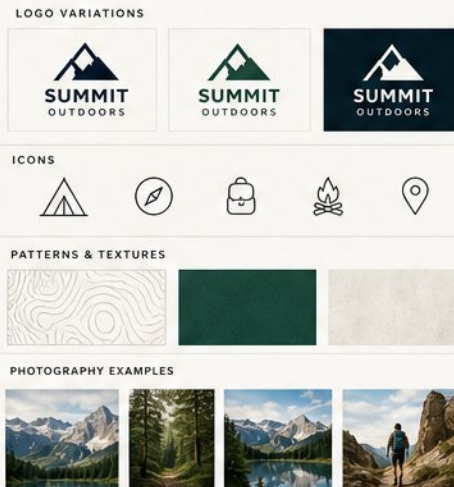
The logo is how people recognize us.
The identity is how they experience us.

TYPICAL DELIVERABLES

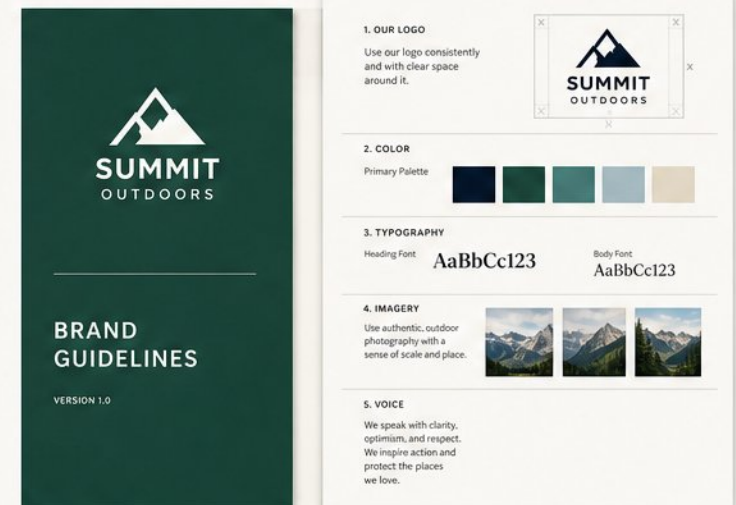
1. STYLE TILE



2. ASSET LIBRARY



3. BRAND GUIDELINE DOCUMENT



OUR VOICE
IN ACTION

CLARITY

We communicate simply and honestly.

INSPIRATION

We encourage exploration and growth.

RESPECT

We value people and the planet.

ACTION

We empower responsible adventures.

Adventure with purpose.

Marketing and Advertising Design

- Social graphics, display ads, banners, and campaign visuals
- Visual hierarchy drives attention, clicks, and conversions
- Balance brand consistency with platform-specific formats
- Data-driven visual systems like BNY's 2026 design language



BEFORE

Cluttered. Inconsistent.
Hard to notice.



AFTER

Clear. Consistent.
Built to perform.



Publication and Editorial Design



- Magazines, brochures, annual reports, catalogs, and books



- Grid systems and typographic scale create clear long-form structure



- Print workflows focus on spreads; digital-first prioritizes mobile reading



- Successful systems organize complex content with consistent visual language





Packaging Design

- - Product containers, labels, boxes, and retail packaging
- - Drives shelf appeal, purchase decisions, and brand experience
- - Considers materials, die-cuts, finishes, and production constraints
- - 2026 trends: substantiated sustainability, smart packaging, sensory unboxing



User Interface and Digital Product Design



- UI design covers websites, apps, dashboards, and digital products



- Focuses on function and interaction, unlike traditional visual design



- Design systems use reusable components and design tokens



- Accessible, usable interfaces are created through teamwork



- Designers collaborate closely with developers and researchers



Motion Graphics and Animation



- Motion graphics animates text, shapes, icons, and data to communicate information.



- It differs from character animation, which tells stories through performance and emotion.

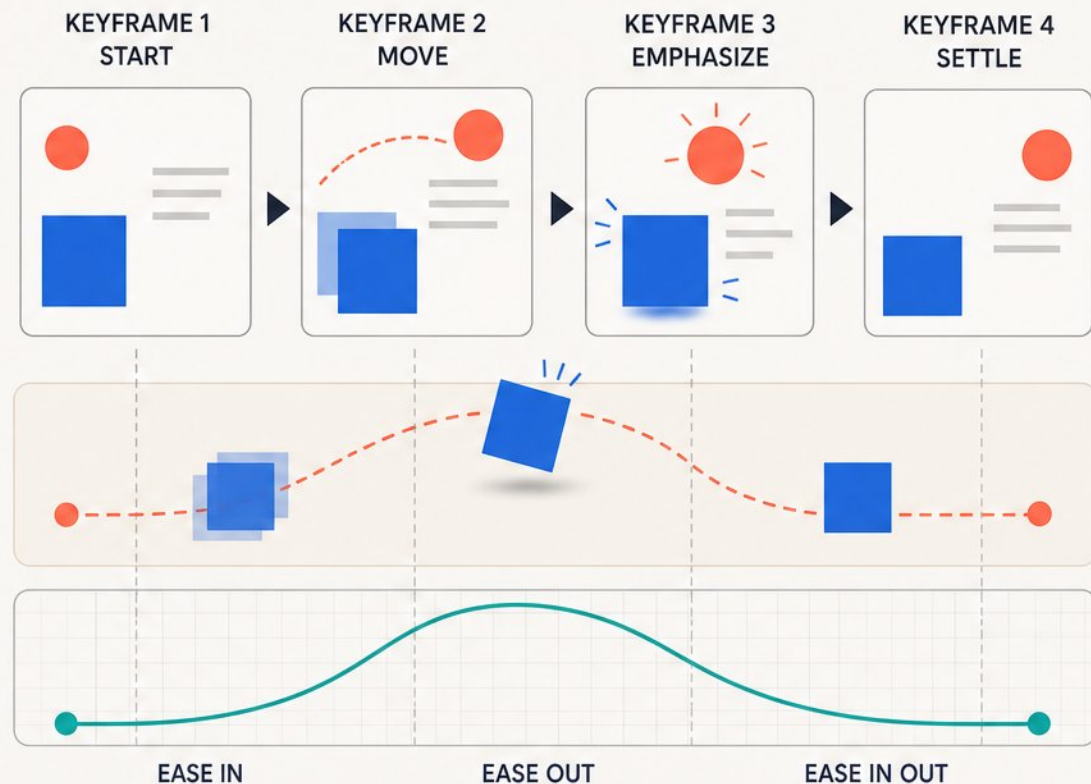


- Timing, easing, and storyboards turn static design into purposeful motion.



- Key tools: After Effects, Cinema 4D, Blender, and AI-assisted generators.

STORYBOARD: FROM STATIC TO MOTION



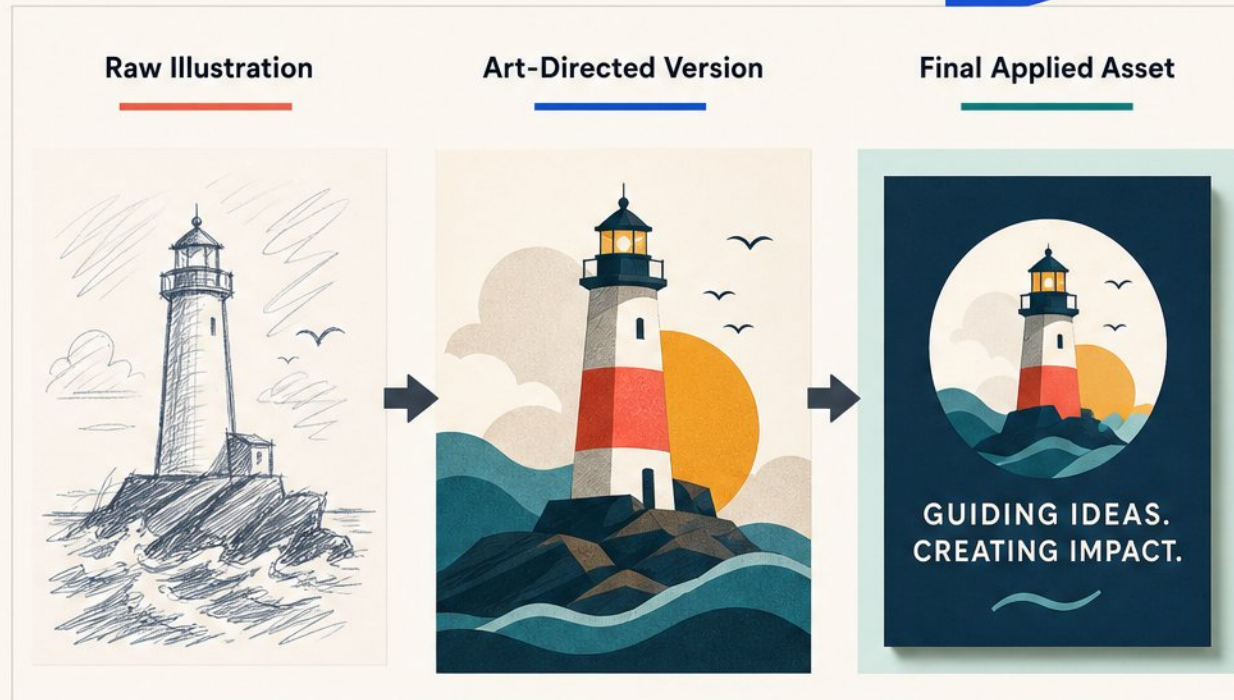
Environmental, Print, and Production Design

- - Environmental graphics guide people through physical spaces and events
- - Includes signage, wayfinding, exhibitions, and public installations
- - Learn file prep, printing, fabrication, and material selection
- - Consider durability, scale, lighting, and accessibility requirements
- - Examples include campuses, transit systems, and public spaces



Illustration, Art Direction, and Related Specialties

- Illustration expresses ideas through original visuals and storytelling, prioritizing emotion and uniqueness
- Graphic design focuses on clear communication and structure, while illustration focuses on expression
- Art direction sets the visual strategy and system; designers execute its vision
- Emerging roles include AI-assisted design, 3D, and data visualization
- Illustration and art direction are complementary tools used to build memorable brand identities

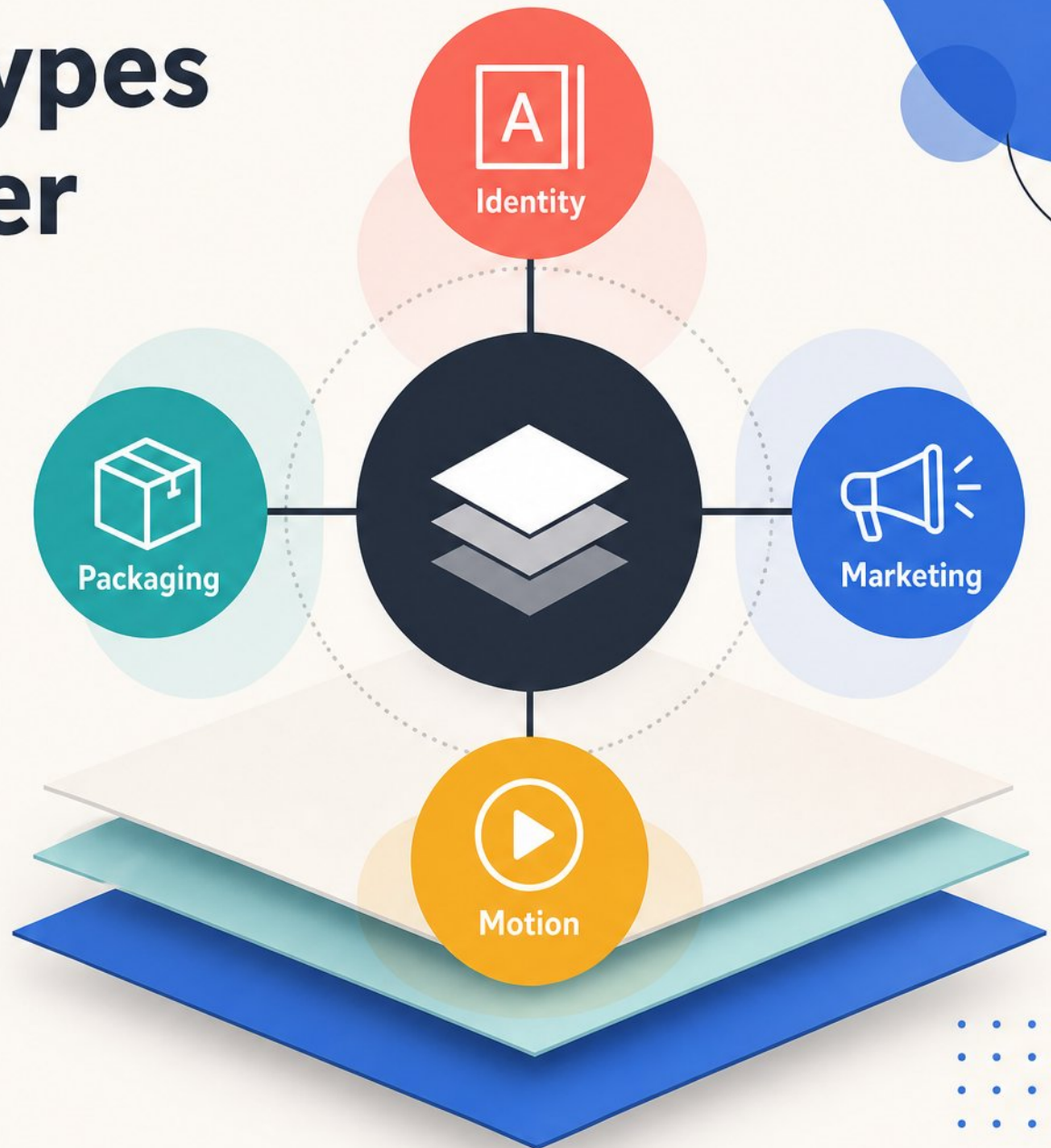


How the Types Fit Together

Most real projects blend multiple design types. A launch often spans identity, packaging, marketing, and motion.

Visual systems keep print, digital, and physical spaces consistent.

Specialization means leading with one type while collaborating across others.



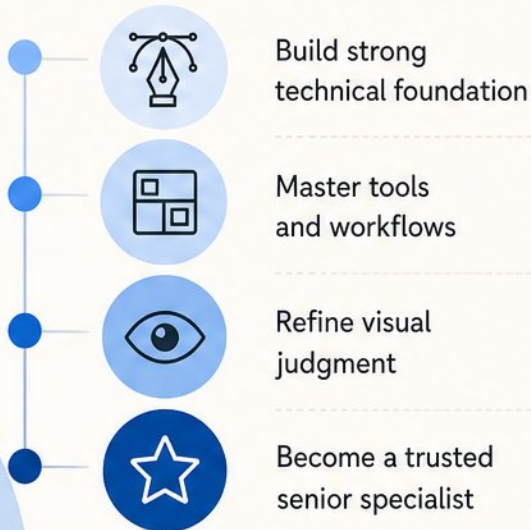
Choosing a Direction

- Match design types to skills, interests, and work environment
- Specialization leads to higher pay and faster hiring in 2026
- Craft ladder: deepen execution skills as a senior specialist
- Leadership ladder: art direction focuses on vision, not file production



CRAFT LADDER

Deepen Execution Skills



LEADERSHIP LADDER

Lead with Vision



Practical First Steps for Beginners



- Learn design principles before software: hierarchy, color, type, and layout



- Start with Figma or Canva; add Adobe tools only when you need them



- Build 3–5 spec projects exploring brand, UI, social, and editorial work



- Present each project as a case study with problem, audience, and decisions



- Join critique communities on Behance, Dribbble, and course platforms



- Use structured courses rather than random tutorials



PRINCIPLES

Learn the foundations



TOOLS

Choose and use the right tools



PROJECTS

Build and curate work

REFLECT, GET FEEDBACK, IMPROVE



Career Pathways and Next Steps

- ✓ Brand, marketing, UI, motion designers, and art directors are common roles
- ✓ Freelance, in-house, and agency paths offer distinct trade-offs
- ✓ AI-augmented design, accessibility knowledge, and design systems are emerging skills
- ✓ Specialization in high-demand niches drives faster hiring and premium rates
- ✓ Build a portfolio around one targeted specialization, then branch out



**PORTFOLIO
FOCUS**



Build a portfolio around one targeted specialization, then branch out.

ROLES & PATHWAYS MAP



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/381ec630/public