Types of Graphic Design: An Overview

- Graphic design: typography, imagery, color, and layout solving visual problems
- Each specialty targets a different objective and fails differently
- Bad identity shows as inconsistency; bad UI shows in low conversion
- Disciplines differ by medium, problem type, and audience
- Know the landscape to pick a focus and brief the right designer
- Misconception: hiring a generalist delivers their strength, not your need



The Design Disciplines Map

- Ten major families span brand, print, product, web, motion, and space
- Two lenses: client problem and deliverable, or output medium
- Overlaps are normal: packaging blends print, 3D, and branding
- Bad briefing is the main failure mode across disciplines
- Use the map to plan learning or brief the right designer



Brand Identity and Logo Design

- A logo is one asset; an identity system is a reusable rulebook
- A brand is broader: strategy, positioning, voice, and personality
- Deliverables: strategy doc, logo suite, color/type systems, guidelines, templates
- Typical project: 8–12 weeks across discovery, strategy, creative, production, handoff
- Client concerns: cross-media consistency, scalability from favicon to signage, trademark clearance



Print, Editorial, and Publication Design

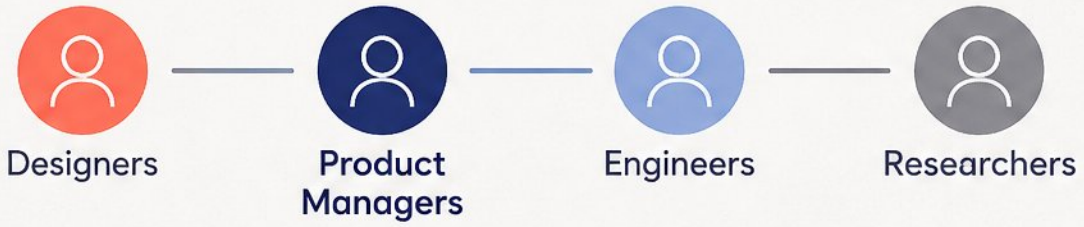
- **Core skills:** hierarchy, typography, and grids that guide reading over minutes
- **Artifacts:** books, magazines, brochures, reports, posters, catalogs, long-form digital editions
- **Prepress:** 3–5 mm bleed, crop marks, CMYK, 300 dpi, embedded fonts, flattened transparency
- **Rich black for large solids**; 100% K for small text; watch ink limits (~275–330%)
- **Print skills transfer to digital:** grids and hierarchy stay; color, resolution, and fixed vs. fluid change



Digital Product and User Interface Design

- UX researchers shape user flows, information architecture, and testing
- UI designers turn those flows into polished, accessible screens
- Key artifacts: wireframes, prototypes, design systems, component libraries
- Design systems work like a shared recipe book of reusable rules
- Bake in accessibility from day one: contrast, keyboard nav, screen readers
- Designers partner with product managers, engineers, and researchers





Web and Social Media Design

- Responsive web layouts use grids, breakpoints, and fluid type — mobile-first, never fixed print sizes
- Social content is serial and templated: feeds, stories, carousels, reels need reproducible systems
- Platform specs drive creative choices: Instagram 1080×1350 or 1080×1920; LinkedIn 1200×627; X 1600×900
- Respect safe zones — keep key text and logos clear of UI overlays, ~250–340 px top and bottom
- Adapt, don't cross-post: same core idea, different caption length, format, tone, and call to action



Vertical Story
9:16



Feed
4:5



Desktop Web

Motion, Video, and 3D Design

- Motion graphics turn brand and information into kinetic language
- Bumpers, explainers, lower thirds, logo animations, social video
- Time-based thinking: pacing, sequence, audio, and platform duration
- Tool stack is a mix: After Effects plus Cavalry, Rive, Spline, Blender
- AI handles style frames and tweening; humans keep keyframes and judgment
- 3D serves product visualization, packaging mockups, brand animation



After Effects | Cavalry | Rive | Spline | Blender



Packaging and Environmental Design

- Packaging starts with structure: format and dieline before artwork
- Dieline shows cut lines, score lines, glue areas, safe zones, bleed
- Material, print process, shelf impact, and sustainability drive choices
- Environmental design spans signage, wayfinding, retail, and exhibitions
- Wayfinding rule: letter height (mm) ≈ distance (m) × 2.5

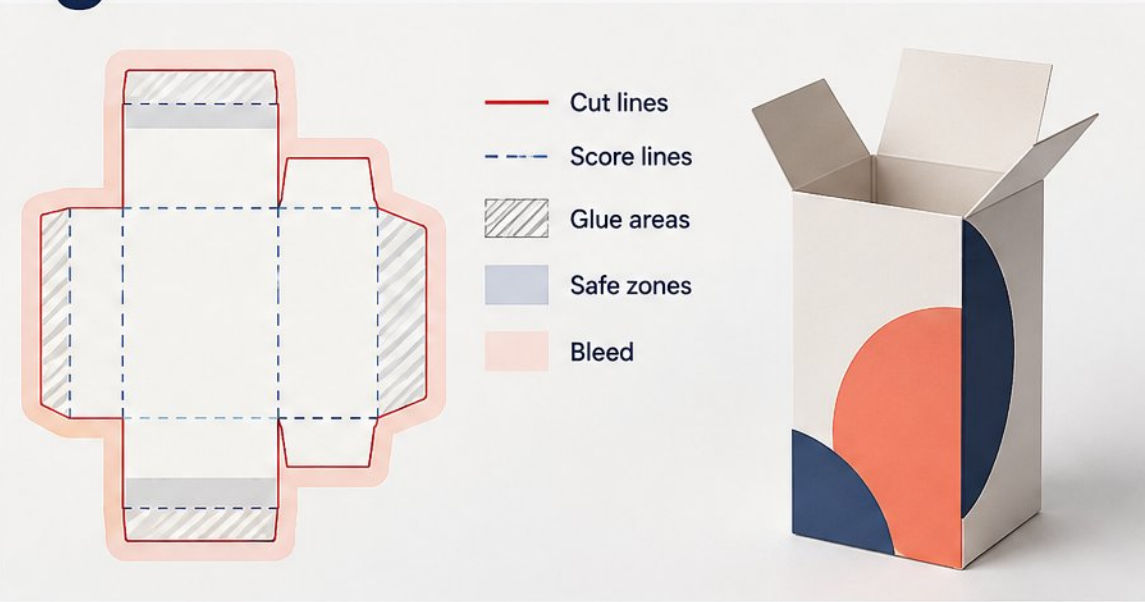




Illustration and Advertising: Specialized Paths



Illustration

- Illustration: commissioned for authorship and style across branding, editorial, packaging

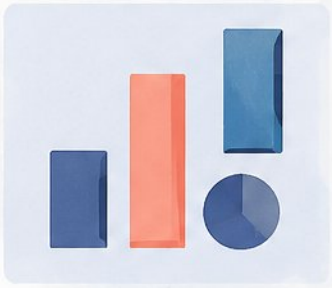


Advertising

- Advertising: built around measurable response; simplifies to one strong idea

Other paths

- Other paths: data visualization, lettering, game UI, presentation design











Career routes vary

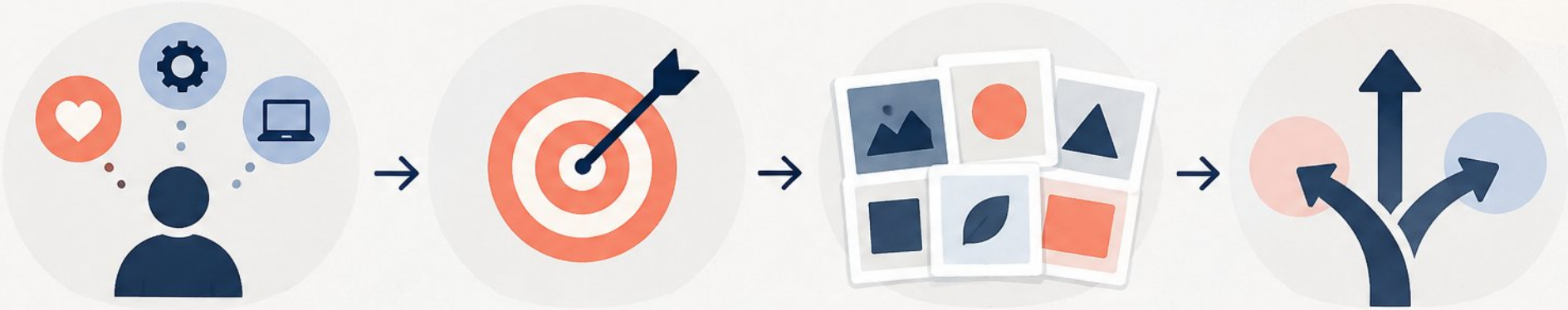
- Career routes vary: freelance, in-house, agency, and studio



AI impact uneven

- AI impact uneven: ~25–32% of illustrators report lost work; studios write AI policies

Choosing and Positioning Your Design Path



- Self-assess: problems you enjoy, tools that energize you, preferred work style
- Specialize early — a focused portfolio is more memorable and hireable
- Junior portfolios: 5–12 curated pieces showing problem, process, and outcome
- Pick one family, build 3–5 deep projects, then layer adjacent skills
- Match briefs to discipline: positioning, readers, or user flows

How to Brief a Designer by Discipline



Identity

brand values, positioning, audience, use cases, and system decisions



Editorial

readers, reading context, length, content hierarchy, and final formats



Packaging

product, dimensions, material, print budget, regulations, shelf, competitors



UI

user flows, existing systems, technical constraints, success metrics, accessibility needs



Advertising

measurable objective, platform and format, audience, one message, viewing context

Working with AI Across Design Specialties

- Clients expect faster delivery and lower budgets
- Use AI for ideation, mood boards, style frames, tweening
- Keep human judgment on strategy, hierarchy, and final craft
- Disclose AI use; follow studio or client policy
- Protect authorship: usage rights, no style imitation, safe uploads
- Hiring rewards distinct voice and process over tool fluency



Ideation → Mood Boards → Style Frames → Tweening → Final Craft

Overlaps, Hybrid Roles, and Where Specialties Meet

- **Real projects cross disciplines:** brand launches combine identity, web, social, motion, packaging
- **Hybrid roles blend skills:** product designer spans UX, interaction, and visual UI
- **Titles confuse hiring:** **research**, **UX**, **interaction**, visual, and graphic design differ
- **Collaboration is routine:** engineers, manufacturers, writers, and researchers on every specialty
- **Choose a lane by the failure you want to fix** (inconsistency, illegibility, unusability, poor shelf impact)



Next Steps: First Projects and Resources

- Try one project per design family, then go deep on your best fit
- Build a story-driven portfolio: 5–12 pieces with context, process, outcome
- Seek real feedback and small real briefs from friends or nonprofits
- Keep specs current: platform sizes, prepress, WCAG, and AI policies shift
- Learn continuously through associations, studio playbooks, and platform docs



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/4911613e/public