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Design Isn't Just Design

UNDERSTAND TYPES OF DESIGNS

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BRANDING/VISUAL IDENTITY

Design speaks volumes about the brand. The brand identity design expresses all the intangible aspects and acts as the visual face of the brand through its creative elements.

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MARKETING/ADVERTISING

From attracting to persuading the customers to buy products and services, this type of design plays a major role.

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PUBLICATION DESIGN

Designs to catch the eyes of the audience through a newspaper, book or magazine. Perfect typography, graphics and artworks for publication designs are important to entice the audience.

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USER INTERFACE DESIGN

It is important to hit the right balance between technicalities and designing for a perfect UI. With a perfect UI design for apps, websites and web pages, it becomes easy to attract customers.

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PACKAGING DESIGNS

Designs on packages that can communicate to the audience and be the face of the brand. Thorough understanding of industrial design and manufacturing is important.

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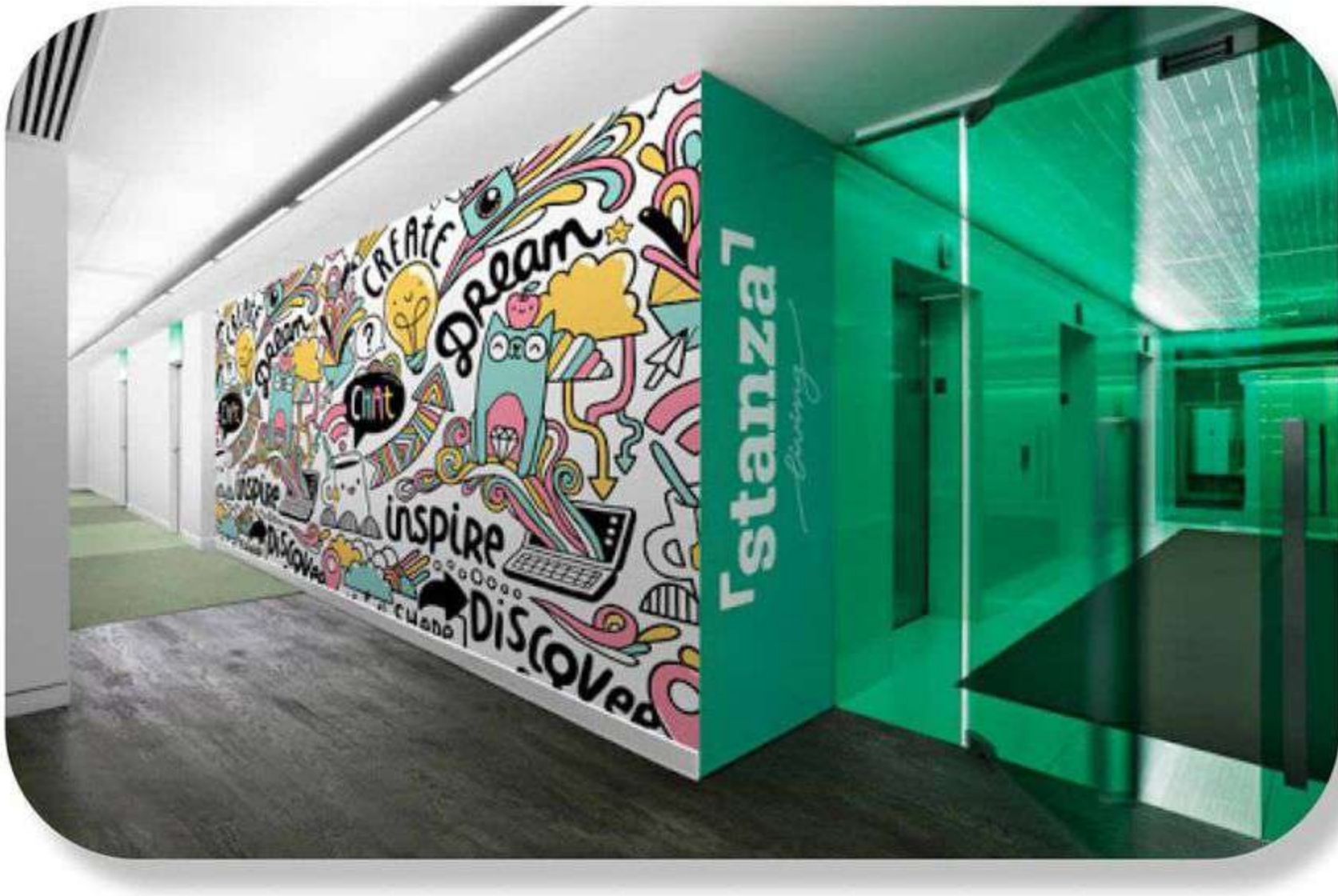

ENVIRONMENTAL GRAPHIC DESIGN

Designs done on walls, museums, office walls depicting brands, etc. come under this type. Such graphics make the places interesting, informative and easier to navigate.

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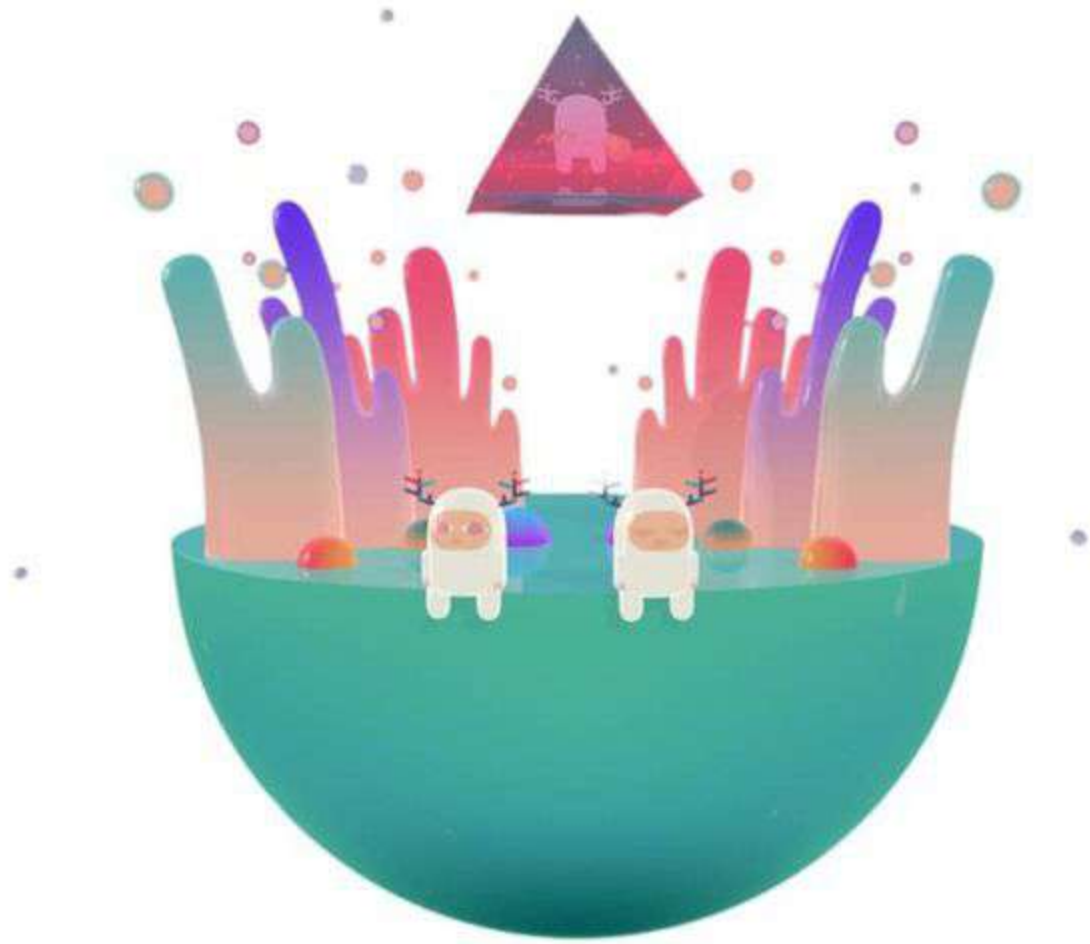

MOTION GRAPHIC DESIGN

Designs that are in motion and are used in animation, video, imagery, etc., is the newest form of graphic designing that has conquered the digital space lately.

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Before setting out on any journey, look for areas in which you can excel. Knowing what your cup of tea is important.

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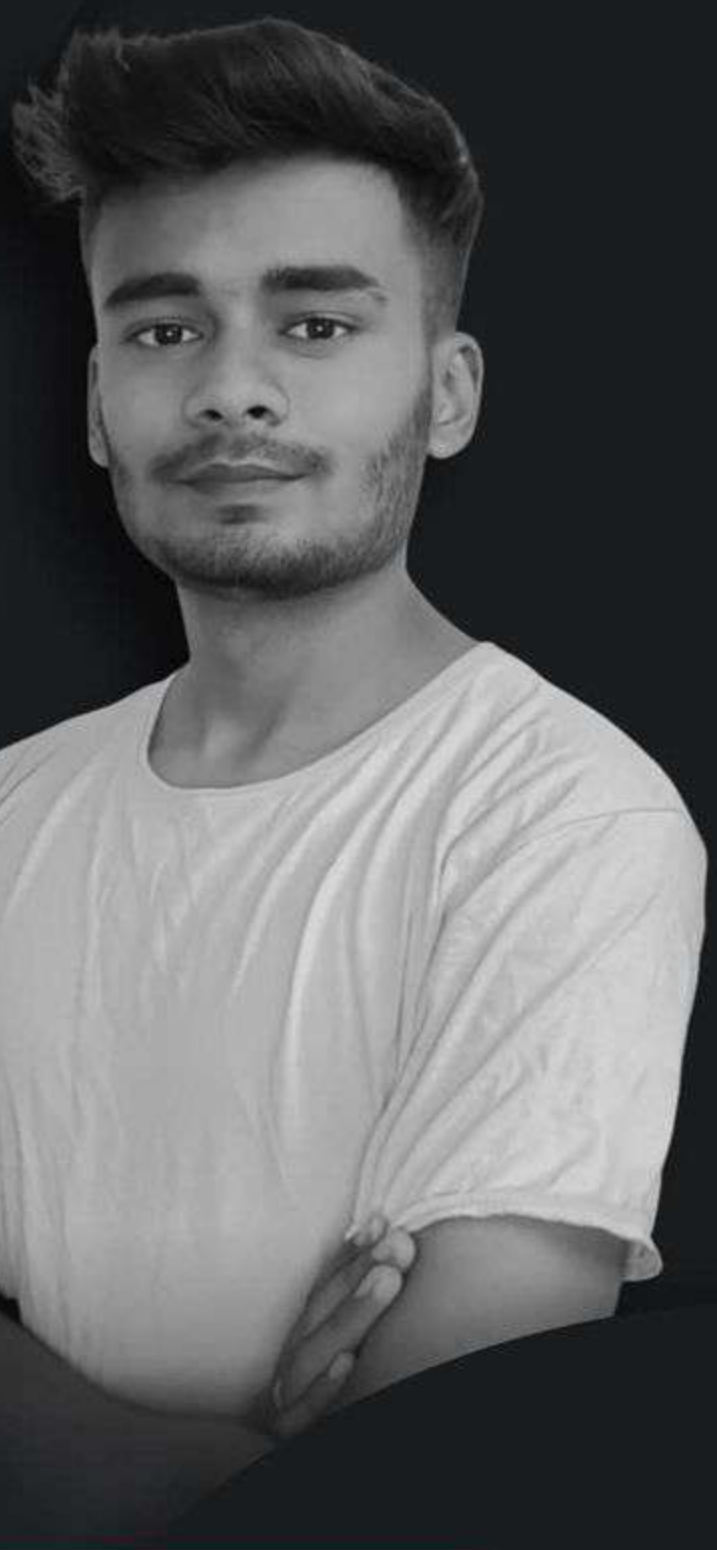
What's Your Niche?
Comment it below



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