

## The 8 types of graphic design

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.

Whether you are an aspiring designer or seeking design services for your business, understanding the eight types of graphic design will help you find the right skills for the job.

### 1. Visual identity graphic design

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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.