2. Marketing & advertising graphic design

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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.

3. User interface graphic design

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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.