

GDS.

Epic Graphic Design Jobs

*with freelance designer
Gareth David*



LET'S GET INTO IT! >

"Join me as I discuss the key areas of graphic design."

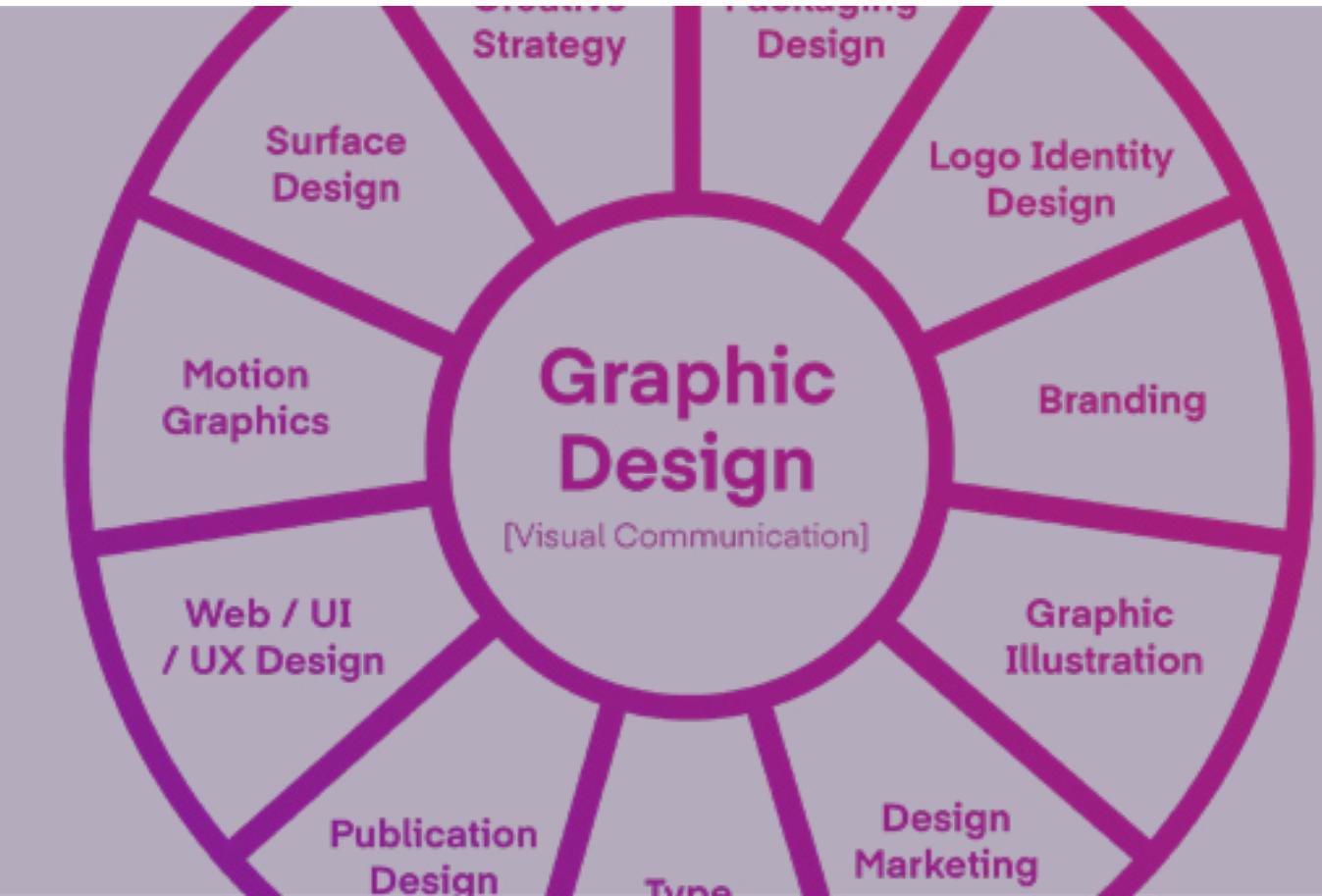
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Watch The Video

Watch the video where I present the key roles of graphic design.

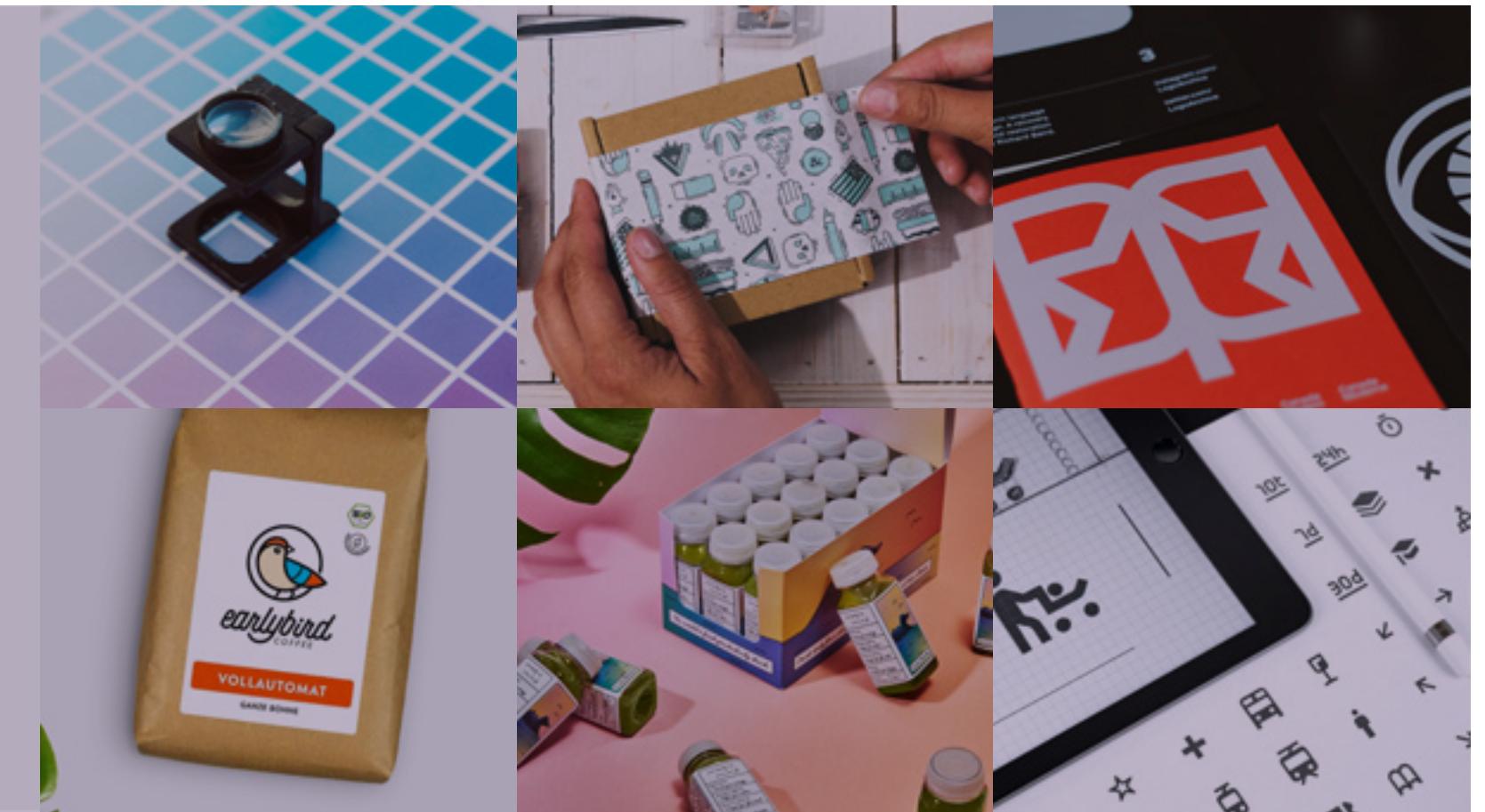
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Graphic Design Key Areas

View the flower diagram of graphic design where I outline all the key areas of graphic design.

VIEW AREAS



Graphic Design Job List

Learn about the specific key areas of graphic design in more depth.

VIEW INDEX

Graphic Design

Key Areas

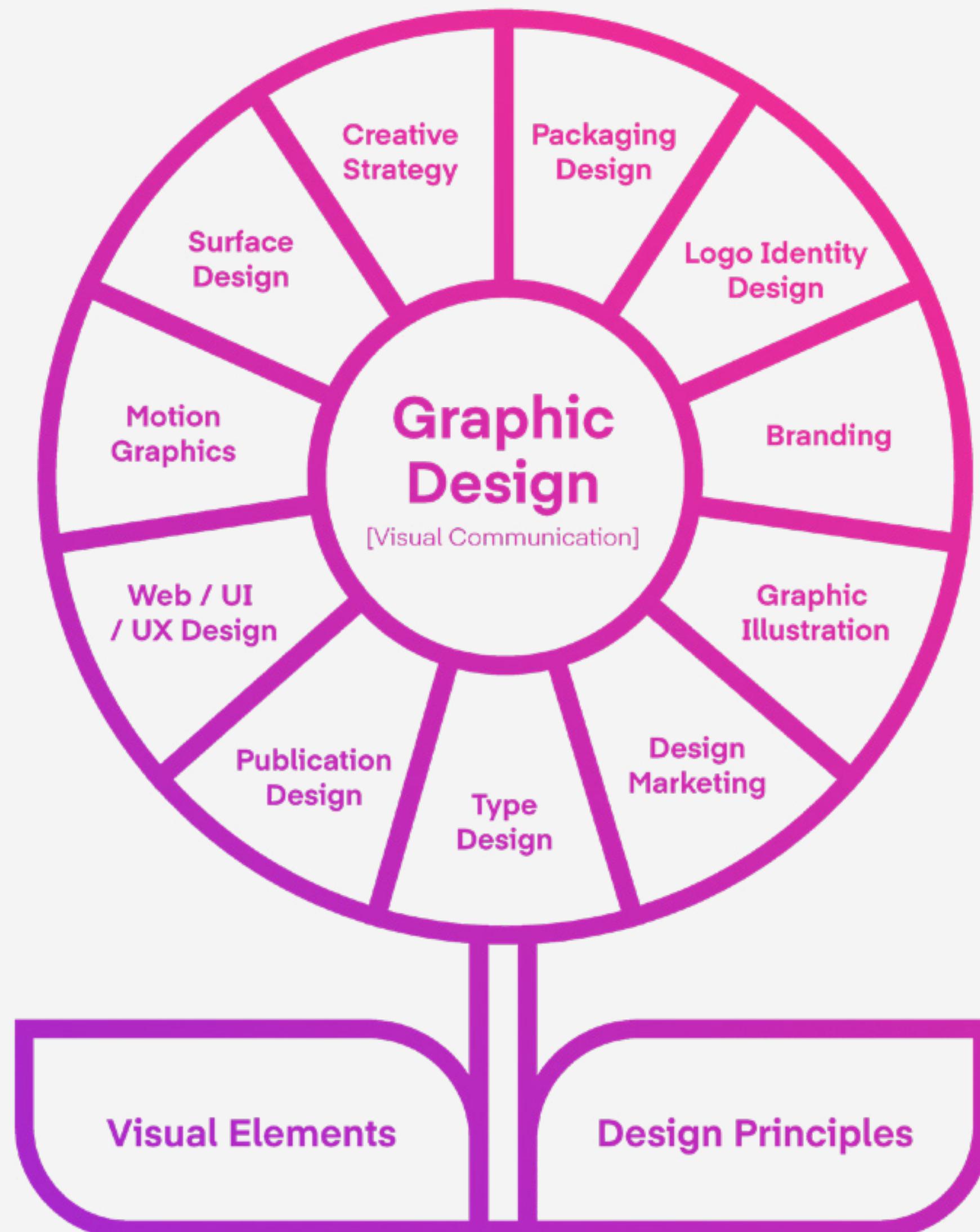
Graphic design, in itself, is quite a broad term. For one to say they are a 'graphic designer' today can be a very broad term, because contemporary graphic design can consist of an extensive range of areas and skills.

Naturally, as one begins their creative journey as a graphic designer and develops their career, it is common for one to become specialised in a particular area, or a few. Gaining a lot of experience in a particular area and becoming a specialist in the design industry is good because you are seen as an expert, can command higher fees, and are seen as a credible designer to offer specific creative solutions. All these reasons can instill confidence with prospective clients and employers to help you get creative work.

As a graphic designer today, there are quite a few areas of speciality, each with their own skill requirements.

I like to think of this like a flower; at the base you have visual elements and design principles, which are the building blocks of graphic design. This leads to the centre, where we have graphic design, also referred to as visual communication, and around this you have each key area, which are like petals.

[View areas in more detail](#)



Graphic Design Key Areas

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Key Area 1

Packaging Design

Packaging design focuses on the dynamics of containing and presenting products. When designing for packaging, you will be thinking more in 3D to consider how design can be applied to form, structure, and function considering tactile materials.

If you love working in 3D and like pursuing solutions for more print and tactile design, then you may want to focus on a career based in packaging design.

Particular skills required:

- Thinking in 3D
- Understanding materials
- Understanding print standards
- Paper engineering
- 3D Programs
- Design for print
- Surface design
- Creative software tools
- Presenting

Complementary areas of expertise include:

- Branding
- Surface Design
- Creative Strategy



Key Area 2

Logo Identity Design

Logo identity focuses on how to represent a company, business or product in the simplest way visually. When designing logos, you will be problem solving how a company, business or product can be represented in a single icon, or typically accompanied with type, to stand out from the competition.

As simple as they may seem, a lot of work goes into designing logos. Today, it is not uncommon for some designers to only create logo design.

If you love the challenge of representing a company, business or product in the simplest visual way then you may want to focus on a career in logo design.

Particular skills required:

- Research & Discovery
- Conceptual thinking
- Generating ideas
- Sketching & drawing
- Creative software skills
- Typography
- Colour theory
- Presenting

Complementary areas of expertise include:

- Branding
- Surface Design
- Creative Strategy



Key Area 3

Branding

Like logo design, branding focuses on how a company, business or product is presented visually. However, unlike logo identity that focuses on a small creative aspect, branding looks to develop a much wider visual identity, which can cover many touchpoints.

When designing for branding, you will be problem solving how visual elements can be used to communicate clear values, build visual personas and distinguish one from the competition.

If you love the challenge of building visual personas to define distinct personalities and brands, then you may want to focus on a career in branding.

Design for:

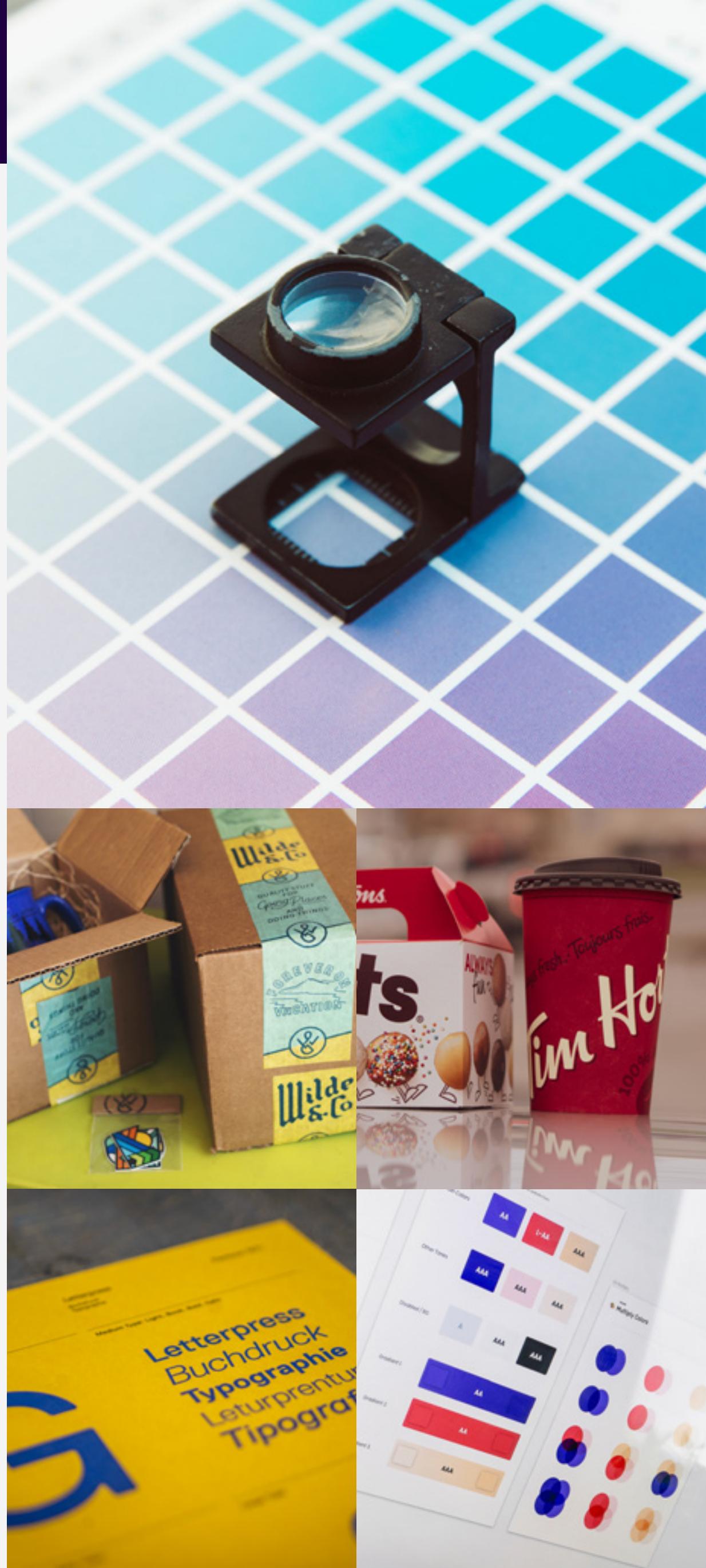
- Corporate business
- Boutique business
- Property marketing
- Events & festivals
- Stationery
- Merchandise
- Packaging

Particular skills required:

- Research & discovery
- Conceptual thinking
- Generating ideas
- Creative software
- Colour theory
- Typography
- Creative layout
- Presenting

Complementary areas of expertise:

- Logo Identity
- Creative Strategy
- Surface Design
- Type Design
- Packaging Design
- Graphic Illustration
- Publication Design



Key Area 4

Graphic Illustration

Now, illustration in the traditional sense is a completely different creative discipline when applied to animation, story books and graphic novels. These are not associated with graphic design, but more so to the creative arts.

When it comes to graphic design, illustration can be incorporated in a more simple, graphic way to enhance visual communication.

If you like getting hands on with visual elements, enjoy illustration and crafting bespoke graphic artwork, you may want to focus on a career based on graphic illustration.

Design for:

- Icons for brands
- Artwork for infographics
- Hand lettering
- 3D renders
- Custom typography
- Motifs for pattern & texture
- Artwork for posters
- Artwork for T-shirts & merchandise

Particular skills required:

- Conceptual thinking
- Sketching & drawing
- Creative software tools

Complementary areas of expertise:

- Logo Identity
- Surface Design



Key Area 5

Design Marketing

An emerging role that is becoming more specialised in the field of graphic design is design for marketing, which can also be referred to as social media design.

Design marketing focuses on strategic communication for advertising or promotion and is heavily applied on digital platforms like social media.

When designing for marketing you will be thinking more about pure communication, audience, message and the dynamics of the digital platforms where design is applied.

If you love coming up with design solutions to promote products or companies, specifically on social platforms, you may want to focus on a career based in design marketing.

Design for:

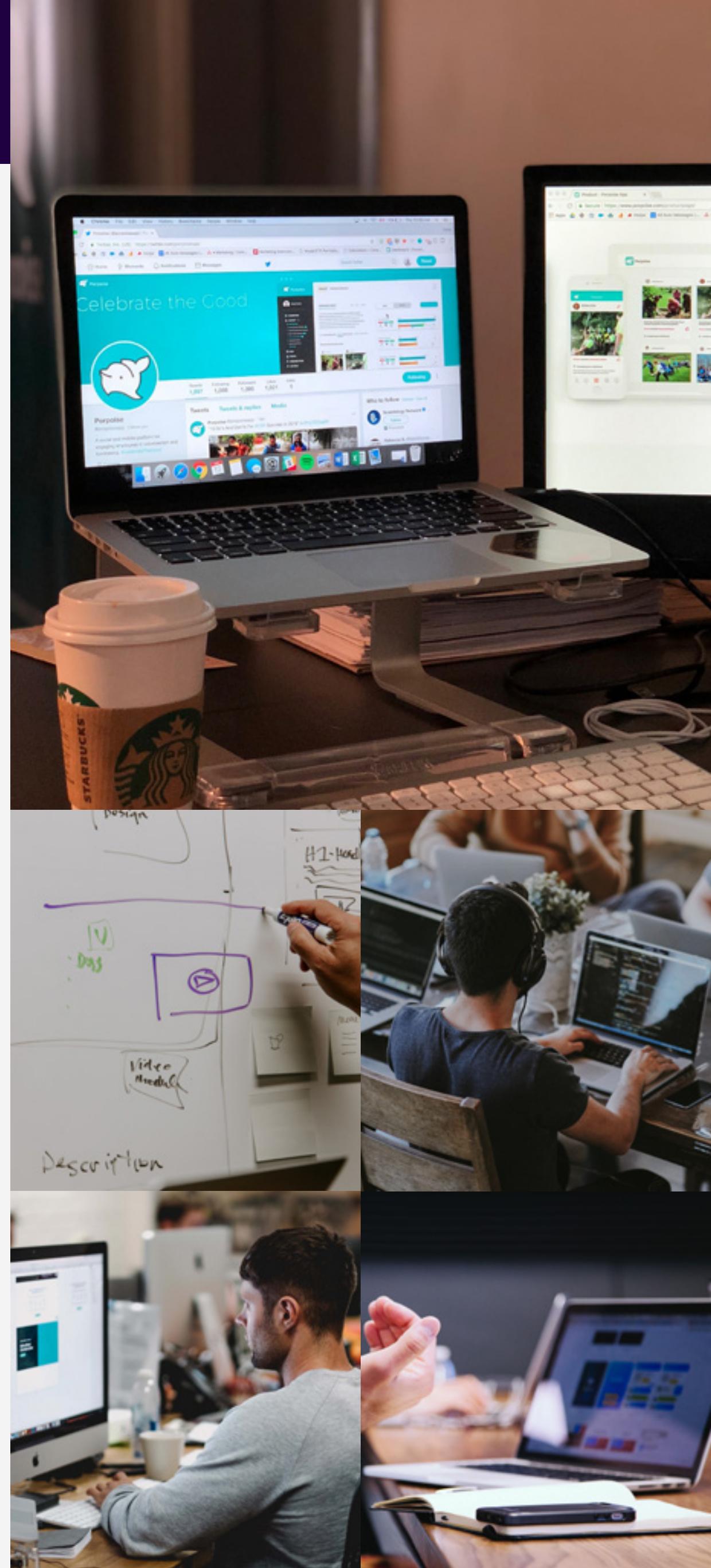
- Social media
- Advertisements
- Augmented reality

Particular skills required:

- Conceptual thinking
- Generating ideas
- Creative layout
- Creative software tools

Complementary areas of expertise:

- Branding
- Creative Strategy
- Motion Graphics



Key Area 6

Type Design

Type design focuses on creating new typefaces and fonts or creating custom type compositions.

If you love typography and like the idea of crafting your own typefaces or creating custom hand lettering, you may want to focus on a career based on type design.

Design for:

- Custom Typefaces
- Hand lettering
- Sign lettering

Particular skills required:

- Typography
- Sketching & drawing
- Creative software tools

Complementary areas of expertise:

- Graphic Illustration



Key Area 7

Publication Design

Publication design is one of the more traditional areas of graphic design and focuses on design for presentation across both print and digital.

If you love working with type, typesetting, and creating informative presentations for both print and digital, then you may want to focus on a career in publication design.

Design for print:

- Magazine covers & layouts
- Leaflets & flyers
- Newspaper layouts
- Book covers
- Stationery design
- Brochure design
- Directories
- Manuals
- Catalogues

Design for digital:

- Social media
- Powerpoint or Keynote presentations

Particular skills required:

- Typography
- Creative software tools
- Presentation skills
- Creative layout

Complementary areas of expertise:

- Type Design
- Motion Graphics
- Branding
- Design Marketing



Key Area 8

Web / UI / UX Design

A huge area that is becoming more prominent in the field of graphic design is design for web / UI & UX. This area focuses on communication, presentation and user experience, both online and offline.

Now, I don't want to confuse this with web development. Web development is more about coding and the 'back end'. From a graphic design perspective, one will typically only concern themselves with the 'front end', which is the visual appearance, design and experience.

If you love creating digital work and crafting bespoke and interesting digital experiences, then you may consider focusing on a career in web, UX and UI design.

Design for:

- Websites
- Apps
- Game UI
- Exhibits
- Interactive media
- Augmented reality

Particular skills required:

- Wireframing
- User journey
- User experience
- Interface design
- Creative software tools
- Creative layout

Complementary areas of expertise:

- Publication Design
- Creative Strategy



Key Area 9

Motion Graphics

Animation in the traditional sense is a completely different creative discipline when applied to, say, motion pictures, character and environmental design. These are not associated with graphic design, but more so to creative art and film.

When it comes to graphic design, motion graphics can be incorporated in a more subtle way to enhance and add dynamic to visual communication.

If you love the idea of taking your 2D design and bringing it to life in a dynamic way on screen, then you may want to focus on a career in motion graphics.

Design for:

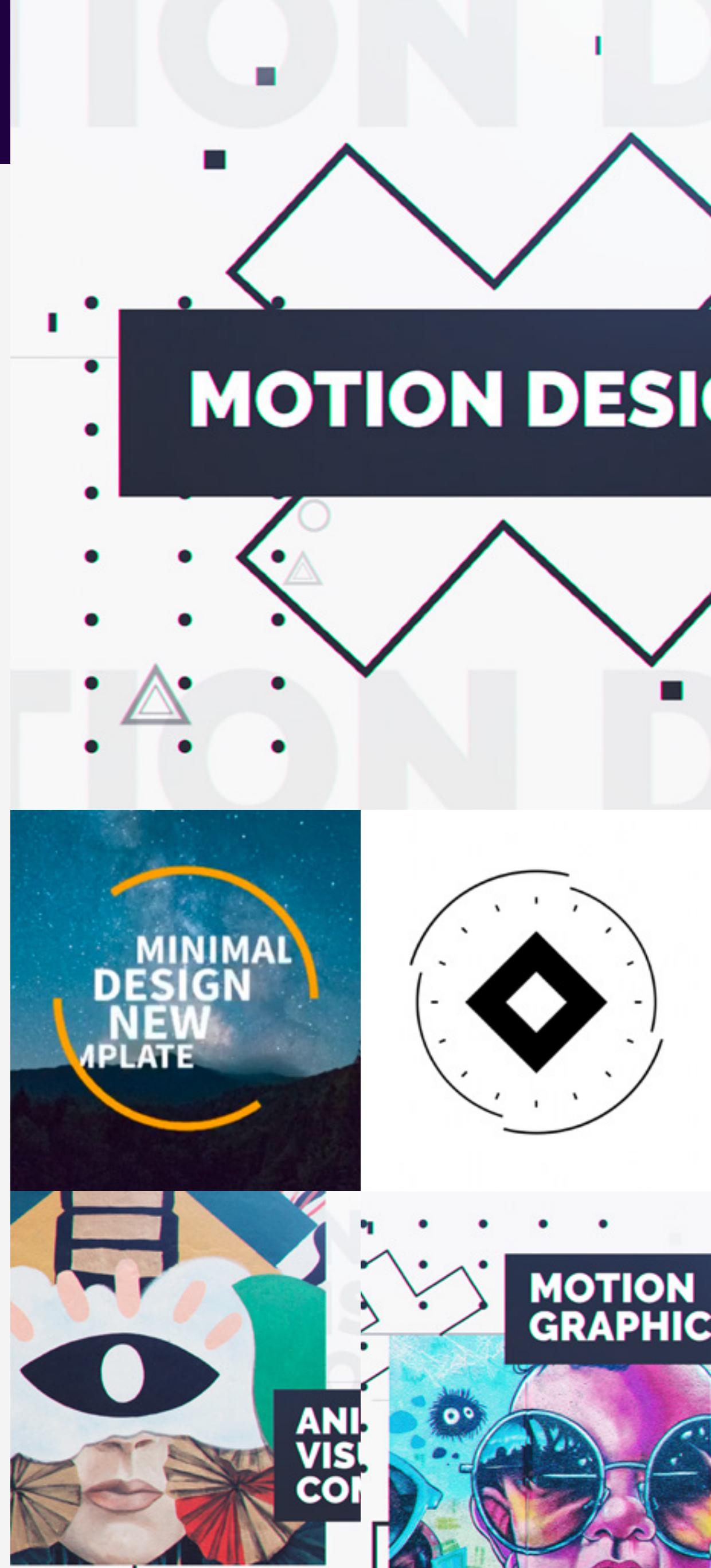
- Animated infographics
- Animated typography
- Animated social media posts
- TV advertisements
- Animated logo sequences
- Video presentations
- Video effects & transitions
- Animated gifs

Particular skills required:

- Editing
- Audio mixing
- Creative software tools
- 3D modeling
- Presenting

Complementary areas of expertise:

- Publication Design
- Graphic Illustration



Key Area 10

Surface Design

Surface design is the practise and focus of creating artwork specifically to be used as decoration, either alone or with other visual elements. The aim is to create a distinct tone and appearance, which can consist of patterns or textures. Such patterns and textures are then used to enhance the visual aesthetic or function of a design piece.

If you like getting hands on with visual elements, enjoy illustration and crafting bespoke artwork for patterns and textures, you may want to focus on a career based on surface design.

Design for:

- Branding
- Packaging
- Wallpaper
- Textile & fabrics

Particular skills required:

- Research & discovery
- Conceptual thinking
- Sketching & drawing
- Creative software tools
- Creative layout

Complementary areas of expertise:

- Branding



Key Area 11

Creative Strategy

Today, we are starting to see the emergence of more 'creative strategy' based roles, where people will exclusively offer creative advice and consultation.

Creative strategy can be particularly valuable if a client requires a lot of help and guidance. They most likely won't have a design brief and will want help discovering what they are about and what would work best for them and their brand.

Brand strategy, for example, is a role becoming more clear and prominent today. Brand strategy will not be thinking about the creative solution or design initially, but rather focuses on what the client needs to do creatively in order to be successful.

Creative strategy focuses more on discovering the creative potential of something first, in preparation to inform and drive better design and creative solutions later. This can take the form of workshops and group sessions, where discussion can be had to discover and reveal such information.

The purpose here is to gain a deeper understanding of the client and their goals, in order to better identify any unique qualities, stories, insights and unique needs. This can really help clients understand exactly what they need and what they should do creatively.

If you love identifying creative potential and helping clients overcome creative challenges, then you may want to focus on a career based on creative strategy.

Particular skills required:

- Asking questions
- Strategic thinking
- Communication
- Guidance
- Consultation
- Brief making

Complementary areas of expertise:

- Branding



GD Studio.

Graphic Design School.

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