

8 Different Types of Graphic Design

If you're a creative person with a love of visual design, you've probably been told that you can't turn your passion into a career...at least not without a backup job at the local coffee shop. But don't be too quick to believe the starving artist stereotype—graphic design is all around us, and there are more opportunities for successful careers in design than you might realize.

So, what *are* the different types of graphic design? Most design professionals consider graphic design to fall into 8 general categories that cover everything from game design to advertising.

If you're interested in a career in graphic design, keep reading. We'll break down each area of graphic design to give you a better understanding of the field as a whole and where your interests and skills would fit best.

What is graphic design?

Graphic design is the process of creating visual content to communicate a message. Graphic designers use typography, photography, iconography, and illustrations to craft visual compositions that fit the tone and mood of the message they want to convey.

In any visual medium, there are a few foundational principles of graphic design that always apply:¹

- Line
- Shape
- Form
- Texture
- Balance

Graphic designers know how to apply these rules (and when to break them) to design visuals that are both effective and appealing. They understand how design can sell a product or tell a story. And they have a keen eye for detail, ensuring that their visuals are well-crafted and error-free.

Now, let's dive into the 8 types of graphic design.

#1 Web Design

One of the most prominent fields in graphic design today is web design. Web graphic designers create visual elements for websites, and usually have at least basic HTML and CSS coding skills in addition to mastery of graphic design principles.

Web designers may create a wide variety of work products, including:

¹ GCFGlobal. *Fundamentals of design*.

<https://edu.gcfglobal.org/en/beginning-graphic-design/fundamentals-of-design/1/>