

English for Graphic *Designers*

B1 70 Lessons · 7 Units · CEFR Level B1

A practical coursebook designed for students and professionals who want to develop their English skills in the field of graphic design.

TYPOGRAPHY	LAYOUT	COLOR THEORY
BRANDING	TOOLS & MEDIA	DESIGN PROCESS
PORTFOLIO	PRINT & DIGITAL	CLIENT COMMS

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About This Book

English in Graphic Design B1 is a practical coursebook designed for students and professionals who want to develop their English skills in the field of graphic design.

The book combines language learning with real-world design contexts, offering:

- Key vocabulary and terminology from the design industry
- Reading, speaking, and writing activities at CEFR level B1
- Practical tasks and projects based on real design workflows
- Exercises for building confidence in professional communication
- The course is divided into thematic units, each focusing on essential design topics such as typography, color theory, branding, tools, and client communication.

This book can be used in class with a teacher, in workshops, or for self-study.

Lesson Objectives

- Identify and describe design elements
- Understand how design elements affect visual communication

Key Vocabulary**color**

visual element with hue, saturation, value

line

path between two points

space

area between or around elements

shape

form or silhouette of an object

texture

surface quality of a design

Warm-up

1. Which element do you find most important in design?
2. Can you name examples where design elements are used effectively?

Reading Task

Design elements are the basic building blocks of visual compositions. Designers use color, line, shape, texture, and space to organize and create interest. Each element influences the message and mood of a design.

Questions:

1. What are the five basic elements?
2. How can space affect a design?

Matching Exercise:

Match elements to their use:

1. Color — a. Adds depth or feeling
2. Line — b. Creates mood
3. Texture — c. Organizes elements
4. Shape — d. Defines structure
5. Space — e. Adds realism or feel

Real-world Task

Find an image or poster and identify how each design element is used.

Homework

Describe a design you like using all five elements.