

What Is Graphic Design?

Understand the definition and purpose of graphic design, identify key fields of application, and begin using core vocabulary.

LESSON OBJECTIVES

- Understand the definition and purpose of graphic design
- Identify key fields of application
- Use basic graphic design vocabulary
- Talk about what a graphic designer does

KEY VOCABULARY

graphic design	<i>visual communication using images and text</i>
layout	<i>the arrangement of visual elements</i>
branding	<i>creating a unique image for a product or company</i>
typography	<i>the art of arranging text</i>
visual identity	<i>visual elements that represent a brand</i>

WARM-UP DISCUSSION

Work in pairs. Answer the questions below:

1. What do you think graphic design is?
2. Where can you see graphic design in everyday life?
3. Do you know any famous logos or brands?

READING TASK

There are many types of graphic design. Advertising designers create posters, flyers, and online ads. Packaging designers create boxes, bottles, and labels. Web designers work on websites and apps. Editorial designers focus on books, magazines, and newspapers. UI/UX designers improve how people use apps and websites.

Match the type to the description:

1. Creating a book cover: _____
2. Designing a website: _____
3. Making a product label: _____
4. Designing an online advertisement: _____
5. Improving app navigation: _____

VOCABULARY PRACTICE — FILL IN THE BLANKS

1. _____ design is essential for product branding.
2. _____ designers focus on how the user interacts with an interface.
3. Flyers and posters are part of _____ design.
4. A person who designs magazines works in _____ design.
5. _____ design combines images, text, and interactive features for the internet.

SPEAKING TASK

IN GROUPS OF 3 — CHOOSE ONE DESIGN FIELD

- ♦ What skills are needed?
- ♦ What kind of clients does a designer in this field work with?
- ♦ What tools might they use?

REAL-WORLD TASK

MINI PROJECT

Find 3 examples of design from different fields (online or printed). Present them briefly in class.

- Write a short paragraph (5–6 sentences): Why is graphic design important in everyday life?
- Choose one design software and describe what it is used for.
- Draw a sketch of a simple layout for a poster. Label the title, image, and text areas.

END OF STARTER PACK

Ready for the full course?

This Starter Pack is a sample from *English in Graphic Design B1* — 70 lessons across 7 units at CEFR level B1.

CONTINUE TO FULL COURSE →

Designed for Graphic Design Students · Level B1 · 45-minute lessons × 3

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