

Conditional Sentences

in Graphic Design

Level: Intermediate–Advanced /
B1–B2

Duration: 60–90 minutes

Focus: Real-world applications

■ WARM-UP · 10 minutes

Discussion Questions

1. What do graphic designers do?
2. What tools do graphic designers use?
3. What happens if a client doesn't like a design?
4. If you could design anything, what would it be?

■ INTRODUCTION TO CONDITIONALS

Zero	General truths or facts	<i>If you use high-resolution images, the design looks professional.</i>
First	Real possibilities	<i>If you save your work frequently, you won't lose progress.</i>
Second	Hypothetical situations	<i>If I were a famous designer, I would create logos for global brands.</i>
Third	Past regrets / missed opportunities	<i>If I had learned Photoshop earlier, I could have finished this project faster.</i>

■ WHY ARE CONDITIONALS IMPORTANT FOR DESIGNERS?

Graphic designers work in collaborative environments where they need to **justify creative decisions**, **predict project outcomes**, and **discuss alternative approaches**. Conditionals are essential for:

◆ Explaining Design Choices

"If we use a minimalist design, the website will look more modern."

"If you add more white space, the text will be easier to read."

◆ Problem-Solving in Projects

"If the file size is too large, it won't upload to the website."

"If the printer runs out of ink, the colors won't be accurate."

◆ Client Communication & Feedback

"If you want a luxury feel, we should use a serif font."

"If you had given feedback earlier, we could have revised the design before the deadline."

FIRST CONDITIONAL · Real & Possible Situations

Used to talk about possible future outcomes. The condition is in the present simple tense, and the result is in the future simple tense (will + verb).

Structure: **If + present simple → will + verb**

Examples:

- ◆ *If you save your work frequently, you won't lose progress.*
- ◆ *If the client likes the initial draft, we will proceed with finalizing the design.*
- ◆ *If we use bright colors, the ad will grab more attention.*

When to use:

- ◆ When discussing real possibilities and their consequences.
- ◆ When explaining what will happen if certain design decisions are made.

2 Match the Sentence Halves · First Conditional

Draw a line (or number) to connect each condition to the correct result.

1. If you send the final design today,	the project will be completed on time.
2. If we don't use high-quality images,	the final print won't look professional.
3. If the client likes the draft,	they will approve the project.
4. If you learn how to use Photoshop,	you will be able to create better visuals.
5. If the website loads too slowly,	users will leave before seeing the content.