# Types of Graphic Design

* Visual identity graphic design

It refers to represent the face of a brand. The visual identity graphic design communicates the qualities of intangible things through images, shapes, and colors.

* Marketing and advertising graphic design

The designs created for marketing and advertising refer to this type. The visual content tends to be more engaging, which helps to promote the organization or company using graphic design.

* User interface graphic design

The user interface design includes designing an interface to provide a user-friendly experience to people. UI means how a user interacts with a device.

* Publication graphic design

The publication includes books, magazines, and catalogs. The graphic designers working in this field specialize in publication work.

* Packaging graphic design

The packaging is usually done to the products that are prone to damage. They are protected and prepared to store and sell. The packaging design is to make an attractive design to attract consumers to the product.

* Motion graphic design

Motion graphics include everything made for television, movies, videos, etc. It refers to the graphics that are in motion.