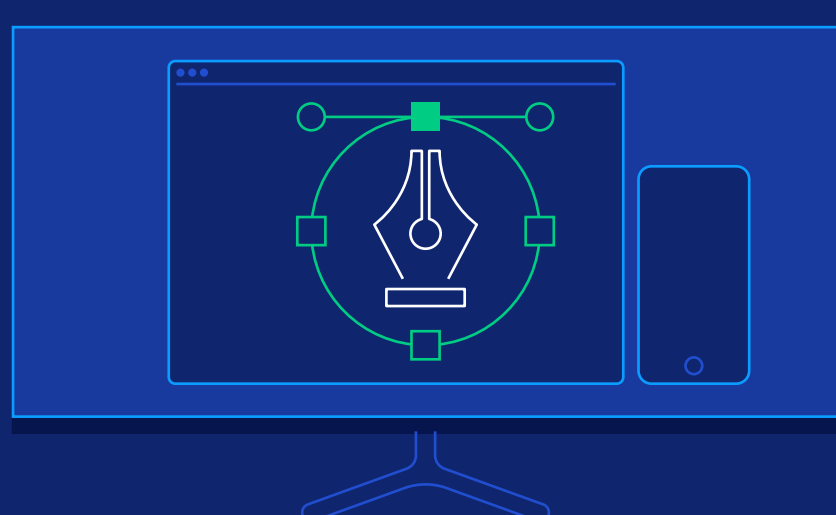


Visual Designer

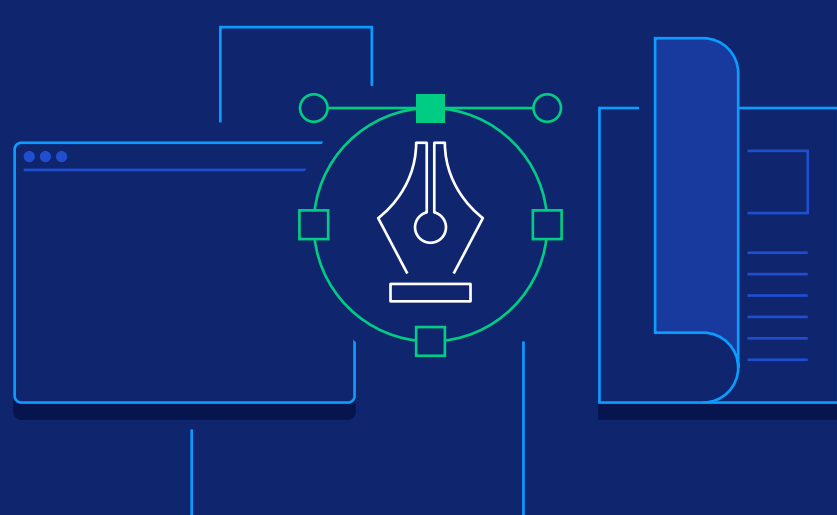
vs

Graphic Designer

FOCUS

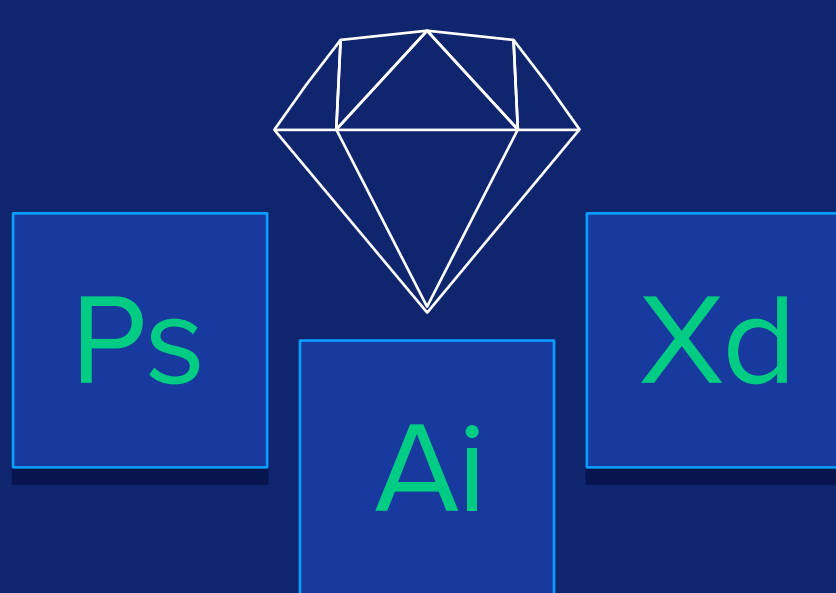


Almost exclusively on creating visuals for websites, apps, and digital.



A wide variety of designs - print, advertising, information, branding, and sometimes web design.

TOOLS

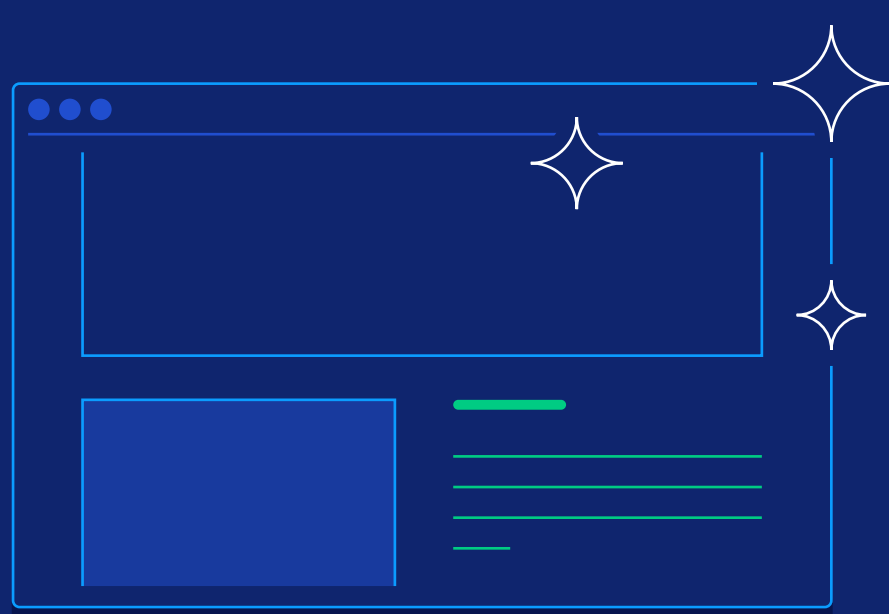


Sketch, Photoshop, Illustrator, and Adobe XD.



Photoshop, Illustrator, InDesign, Affinity Designer, and Affinity Photo.

GOALS



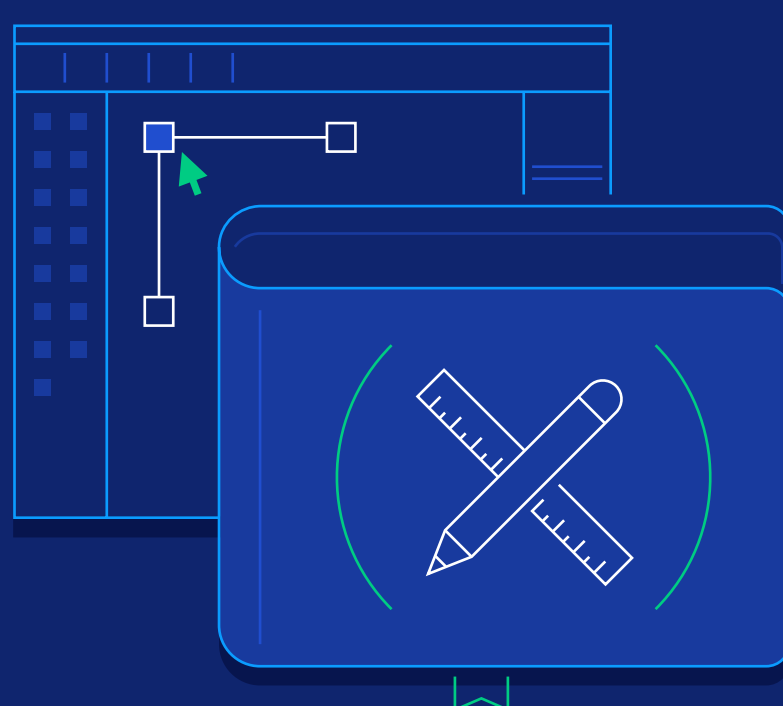
Create a polished visual language with the appropriate look and feel to support the brand and content presented.



Communicate an idea or information through individual graphics.

SKILLS

Digital design skills, proficiency with principles of design, proficiency with design software.



Online and offline design, proficiency with principles of design, proficiency with design software.

ALSO KNOWN AS:

