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

Ps, Ai, Xd

Sketch, Photoshop, Illustrator, and Adobe XD

Ps, Ai, Id

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:

Brand Designer, Visual Communications, Web Designer, Graphic Artist, Art Director, Creative Director, Brand Designer, Digital Designer.