

Why do graphic designers learn...

PROFESSIONAL ENGLISH



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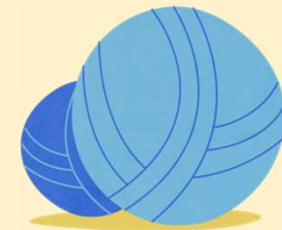
Fun with English



WHAT'S PROFESSIONAL ENGLISH?



A short explanation of the general term discussed in the presentation;
Professional English.





WHAT'S PROFESSIONAL ENGLISH?

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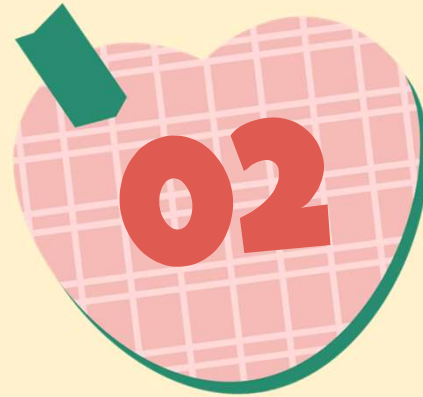
- The term “professional English” refers to the use of the English language in formal, specifically business settings. It’s a form of communication that adapts to certain vocabulary and tone, in order to share information clearly and effectively, while maintaining a level of formality and professionalism.

GRAPHIC DESIGN INDUSTRY



1

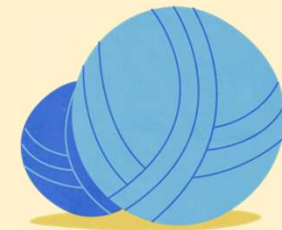
In our industry, which is graphic design, professional English helps us with specific terminology, client interaction, collaborative teamwork, project documentation and usage of softwares.



WHY SPECIFICALLY ENGLISH?



There are many languages in the world, but English is the one most commonly used in business communication. Why?





ENGLISH DOMINANCE



GLOBAL
COMMUNICATION



EASE OF
LEARNING



TECHNOLOGICAL
DOMINANCE



WHY SPECIFICALLY ENGLISH?

GLOBAL COMMUNICATION

English is the dominant language in international business - it's a common medium for negotiations, transactions and conversations.

It's commonly used in multinational organizations. It enables representatives from various countries to come together and discuss important topics or issues together.

EASE OF LEARNING

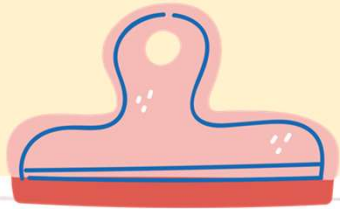
English is widely used and easily adaptable. It has relatively easy grammar, compared to some other languages. It makes it accessible for all learners. There are many resources for people learning English - textbooks, courses, additional materials, which makes it much easier to study the language.

TECHNOLOGICAL DOMINANCE

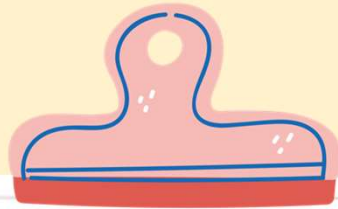
English is the most widely used language on the internet. Most of digital resources, websites, and specifically graphic design softwares, are in English.

WHAT SOFTWARES?

WHAT SOFTWARES?



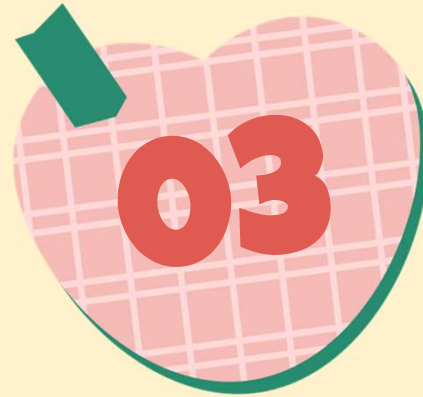
**Adobe
Package**



CorelDRAW



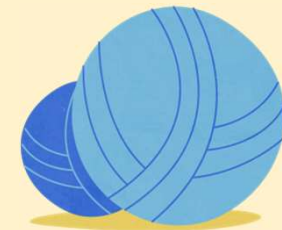
GIMP



USAGE EXAMPLES OF PROFESSIONAL ENGLISH



We know, that English is the most useful language in the world as a professional language. Now, how can we use it?



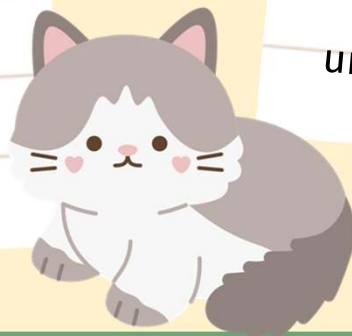
USAGE EXAMPLES OF PROFESSIONAL ENGLISH



Terminology

One of the main benefits of fluently speaking English, is being able to understand all of our assigned tasks.

If we need to design a leaflet, brochure, in English, it won't be an issue.



Graphic Design Softwares



Most graphic design softwares strictly use English, without the Polish translation. English knowledge will help us with understanding these programs.

USAGE EXAMPLES OF PROFESSIONAL ENGLISH



Communication with clients

While we know English, we can communicate with almost everyone in the world. It gives us way more work opportunities.



Looking for a job

As graphic designers, we can practically work anywhere. The ability to speak English helps us finding a job, for example in big, multinational corporations - it greatly improves our chance to get better wages.





FUN WITH ENGLISH



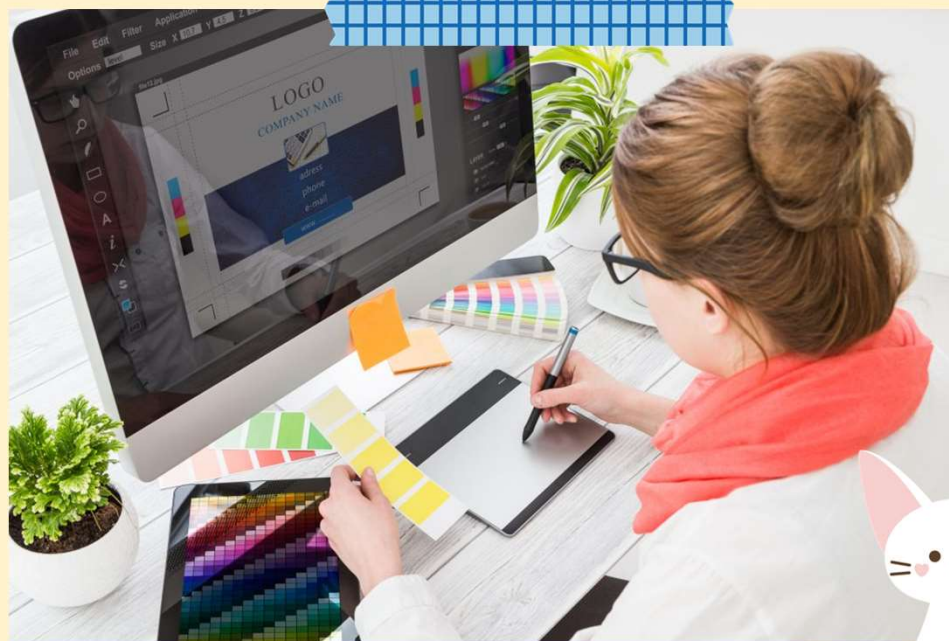
English is not just boring grammar rules;
As future graphic designers, we need to know
way more than just theory.



WHY?

English in practice will be more useful while working and communicating with others. If we want our professional English to bring us benefits, we need to get used to practical and fluent usage of it. It's important to learn how to use it in a strictly English-speaking environment; both with understanding reading and listening.

Learning English in an effective and useful way doesn't have to be boring. There are many different ways to combine learning with fun, allowing us to learn all the needed skills easily.



FUN LEARNING IDEAS...

01

Mind maps, allowing us a lot of creative freedom - it's a great idea for people needing visual stimulation to learn.

02

Educational games connecting learning with fun. It's a great idea for bigger groups!

03

English movies and books, specifically about graphic design. It's a great idea helping with both learning English, and graphic design terminology.

04

Introducing English to our everyday vocabulary will be extremely useful while learning the practical usage of English.

05

Learning with others! Why learn alone, when you can do it with your friends?

MEOW
OR
NEVER!



4

IN SUMMARY...

English is extremely important in the graphic design brand. Vocabulary, communications, software usage, is something that every good graphic designer needs to know. It's crucial to learn English from the practical side, to make our future jobs easier. That's why we should learn professional English.





THANK YOU FOR YOUR ATTENTION!

We hope we encouraged you to learn
the Professional English language.

