



# DESIGN SPEAKS ENGLISH

A PRACTICAL GUIDE FOR GRAPHIC DESIGN STUDENTS  
AND PROFESSIONALS



**Sari Puspita Dewi, Ph.D.**

**Sanksi Pelanggaran Pasal 113**  
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# **Design Speaks English**

**A Practical Guide for Graphic Design Students and Professionals**

**Sari Puspita Dewi, Ph.D.**

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**Hello!**

Thanks for choosing ***Design Speaks English!***

Whether you are a graphic design student or a creative professional, I believe this book will support you in expressing your creative thinking through practical English communication skills.

This book is designed to help you communicate effectively in real-world design contexts. Its structure follows a progressive approach—from foundational concepts to professional communication practices—so you can build both confidence and competence in English for design.

In general, Design Speaks English offers essential English skills for design thinking, presentation, and professional practice.

Let me walk you through how to use this book, chapter by chapter:

### **Chapter 1 – Communicating Design Thinking in English**

- What is Design Thinking?
- Explaining design processes: Empathise, Define, Ideate, Prototype, Test.
- Structuring your ideas in English (cause–effect, problem–solution).
- Design vocabulary: elements and principles.
- Describing visuals and concepts clearly.

### **Chapter 2 – Discussion Guide: How to Deliver Your Ideas**

- Delivering your creative work clearly and confidently in discussion settings.
- Using structured English to describe, justify, compare, and reflect on your design process.
- More design vocabulary and language use.

### **Chapter 3 – Essential Copywriting for Designers**

- Writing taglines, slogans, and headlines in English.
- Tone of voice: formal, friendly, playful, persuasive
- Writing for different media: posters, social media, packaging.
- Adapting message to audience and brand identity.
- Design vocabulary: key terms in marketing and design copy.

### **Chapter 4 – Presentation Techniques for Designers**

- Planning your visual and verbal presentation.
- Structuring a talk (hook, problem, solution, outcome).
- Using visual aids effectively.
- Language for transitions, emphasis, and persuasion.
- Managing Q&A sessions in English.

### **Chapter 5 – Role Play: Simulating Client Meetings**

- Introducing yourself and your role professionally.
- Understanding client briefs and asking clarifying questions.
- Negotiating ideas, budgets, and timelines.
- Giving and receiving feedback.
- Language of agreement/disagreement professionally.

### **Chapter 6 – Role Play: Job Interview for Designers**

- Talking about your design background, portfolio, and skills.
- Answering common job interview questions.
- Describing your design strengths and workflow.
- Professional tone and body language tips.
- Vocabulary for soft skills and software proficiency.

This book is intended to be practical, flexible, and relevant to your creative journey. Whether used in the classroom, in self-study, or as part of a professional development program, ***Design Speaks English*** is your companion in building the confidence to communicate your design ideas with clarity and purpose.

Let's begin the journey—because great design deserves great communication!

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Buku “Design Speaks English” merupakan panduan praktis berbahasa Inggris yang dirancang khusus bagi mahasiswa dan profesional di bidang desain grafis untuk meningkatkan kemampuan komunikasi mereka dalam konteks kerja nyata. Dengan pendekatan komunikatif dan aplikatif, buku ini membekali pembaca dengan keterampilan berbahasa Inggris yang relevan untuk menyampaikan ide desain secara efektif—baik dalam presentasi, diskusi, penulisan naskah iklan, hingga wawancara kerja.

Disusun secara bertahap dari konsep dasar hingga praktik profesional, buku ini mencakup enam bab utama: menjelaskan design thinking dalam Bahasa Inggris, panduan diskusi kreatif, dasar-dasar penulisan naskah iklan (copywriting), teknik presentasi, simulasi pertemuan dengan klien, serta latihan wawancara kerja untuk desainer. Setiap bab dilengkapi dengan contoh kalimat, kosa kata khusus dunia desain, serta tugas dan latihan interaktif yang mendorong pembaca untuk langsung mempraktikkan apa yang dipelajari.

Lebih dari sekadar buku teks, Design Speaks English adalah jembatan bagi desainer Indonesia untuk tampil percaya diri di panggung global. Dengan pendekatan humanistik, buku ini tidak hanya mengasah keterampilan teknis, tetapi juga membangun mindset komunikatif dan profesionalisme dalam industri kreatif.

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