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## **FOREIGN LANGUAGE AS A KEY TO SUCCESS IN GRAPHIC DESIGN**

Introduction. In the modern world, foreign languages have become an irreplaceable part of all areas of life and an essential tool in design and other subject areas. Design is rapidly evolving, integrating into international markets and global technologies. Foreign language plays a key part in today's society because it is the basis of language communication, education, and professional development of designers.

The work aims to analyze the significance of a foreign language in the graphic design specialty, why it is essential to study it, and its advantages.

Graphic design is a field that constantly develops, and to remain competitive, you must expand your skills regularly. Most current educational materials, books, video lessons, and courses are in English. Thanks to the knowledge of a foreign language, designers can get the latest information about present-day techniques, tools, and trends in the design area.

Graphic editors like Adobe Photoshop, Illustrator, Figma, Blender, etc., have interfaces in foreign languages. Besides, documentation, technical support, and user forums are commonly available only in foreign languages. Understanding English helps effectively use those tools and learn new software features.

Many graphic designers work freelance or in international companies, which involves constant communication with clients and colleagues from different countries. More often than not, businesses operate across borders in a multicultural environment – effective communication in English becomes a priority [4]. Learning English allows one to communicate actively and breaks the language barrier while coordinating projects, significantly raising the

chances of a profitable commission.

A deep understanding of foreign languages helps graphic designers avoid cultural misinterpretations that can lead to offense. Certain symbols and colors may have different meanings in different cultures, so aligning your work with local traditions and values is very important. Knowing a foreign language helps you better understand cultural differences and develop strategies accordingly [3].

Typography and work with text play a significant role in graphic design. The designer often uses foreign words in logos, advertising materials, or program interfaces. Proficiency in a foreign language helps avoid mistakes and creates professional and aesthetically pleasing projects.

Designers who crave attention and admiration participate in international competitions like Awwwards [2], Red Dot Design Awards [1], Adobe Design Achievements, etc. Most competition conditions, questionnaires, and rules for processing applications are stated in a foreign language. You'll need to know that language at a certain level to participate and get international recognition.

The global graphic design market develops trends that are rapidly changing. To stay up to date with new styles, scripts, color solutions, and other design aspects, it is crucial to follow the latest specialized editions, blogs, and conferences that are commonly translated into English. It broadens one's outlook and encourages improvement in work according to relevant trends.

Conclusion. Incorporating foreign language skills into graphic design is an advantage and a necessity in today's world. Multilingual designers can access broader opportunities, create visually appropriate and pleasing-to-the-eye designs, enhance communication with global clients, and spread their creativity, regardless of language barriers, to a wide audience. As business continues to expand, the ability to work with different languages will remain a valuable asset for any designer who is looking to thrive in the competitive creative industry.

## REFERENCES

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