



# GRAPHIC DESIGNER

## JOB DESCRIPTION

Using images, colors, and text, graphic designers create compositions on screen to convey information and messages for print or electronic media. Designers must assess their clients' requirements to produce advertisements, promotional material, or logos that appeal to their target audience. Most of the work is computer-based, but the job may also involve working with suppliers, such as illustrators and photographers.

### SALARY

Junior graphic designer ★★★★★

Experienced graphic designer ★★★★★★

### INDUSTRY PROFILE

Industry continually evolving due to technological developments • Wide range of employers • Self-employment common • Worldwide demand

## AT A GLANCE



**YOUR INTERESTS** Art and design • Computers • Photography • Illustration • Project management • Advertising



**ENTRY QUALIFICATIONS** Most designers have a degree, but some train on the job. Qualifications in art or design-related fields are useful.



**LIFESTYLE** Designers tend to work normal office hours. However, overtime may be required to meet pressing deadlines and tight schedules.



**LOCATION** Although designers will usually work in a studio or office, they may need to travel to meet clients for a briefing or to present their work.



**THE REALITIES** Nearly one-third of all graphic designers are freelance. Others may expect to work for a number of different companies during their career.

## SKILLS GUIDE



Strong written and verbal communication skills to articulate designs and ideas clearly.



Expertise in using the latest design software, and the ability to adapt to new technology.



Excellent design flair, artistic abilities, and creative ideas to produce innovative designs.



The ability to listen to clients and fully understand and interpret their specific requirements and ideas.



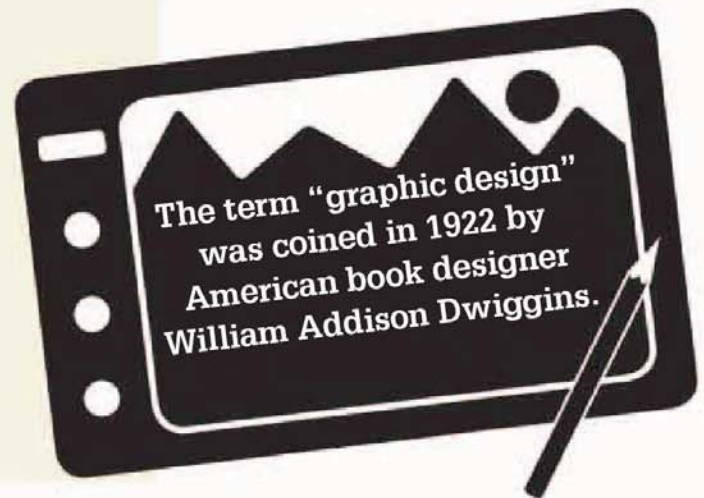
Good organizational skills, as multiple projects are often being handled at the same time.



An eye for detail to ensure designs are accurate and are conveying the message required by the client.

## ▼ RELATED CAREERS

- ▶ **ILLUSTRATOR** *see pp. 26–27*
- ▶ **INTERIOR DESIGNER** *see pp. 34–35*
- ▶ **ADVERTISING ACCOUNT EXECUTIVE**  
*see pp. 72–73*
- ▶ **WEB DEVELOPER** *see pp. 128–129*
- ▶ **ADVERTISING ART DIRECTOR** Creates visual ideas to convey each particular message for advertising campaigns. Works closely with a copywriter, who writes persuasive text, or copy, for a specific target audience.



## CAREER PATHS

Most graphic designers have a degree in graphics or art and find work in companies involved in marketing, communications, advertising, or publishing. They usually specialize in one area, such as designing children's books, magazines, websites, or user interfaces for applications.

**GRAPHIC DESIGNER** As a graphic designer, you will continue learning throughout your career, keeping in touch with new directions in commercial design and changes in technology. You may choose to freelance or to develop your career in an individual company.



**ASSISTANT** Without a degree, you may be able to find work as a design assistant, then train on the job and progress into more creative roles.



**GRADUATE** You can enter the career with a bachelor's degree in graphic design or a related arts subject.



**ART DIRECTOR**  
Steers the design of a brand, campaign, or publication, usually heading a team of designers or other creative staff.



**WEB DESIGNER**  
Specializes in website design, from creating logos to providing visual content for their clients' brands.



**EXHIBITION DESIGNER**  
Designs displays for exhibitions, conferences, or museums. A strong interest in 3-D design definitely helps in this role.



**MARKETING CONSULTANT**  
Uses design expertise to provide advice on marketing strategy and branding.