



# JOB of the Week



**Job name:** Graphic Designer

**Job description:** As a Graphic Designer you'll create eye-catching visuals and will need to be creative, flexible and able to work well with others. You'll work on a variety of products and activities, such as websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity, i.e. giving organisations a visual brand.

Working to a brief that has been agreed with the client, creative director or account manager, you'll develop appropriate creative ideas and concepts for the client's objectives. The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

## Tasks you will undertake in the job:

As a Graphic Designer you'll need to:

- meet clients or account managers to discuss the business objectives and requirements of the job
- estimate the time required to complete a job and providing quotes for clients, develop design briefs that suit the client's purpose
- think creatively to produce new ideas and concepts and developing interactive design and use innovation to redefine a design brief within time and cost constraints, present finalised ideas and concepts to clients or account managers
- work with a range of media, including computer-aided design (CAD), and keeping up to date with emerging technologies, proofread to produce accurate and high-quality work
- demonstrate illustrative skills with rough sketches and working on layouts ready for print
- commission illustrators and photographers
- work as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists.

**Qualifications you will need for this job:** Relevant subjects for graphic design work include those that involve visual arts. In particular, a degree or HND in the following subjects may increase your chances: 3D design; communication design; film and television; fine art; graphic design; illustration; photography and visual art. Any design-based course will give you a good grounding and knowledge of design, art history and printing techniques. Some roles don't require a degree or HND, as job offers may be based on the standard of portfolio work and not on educational qualifications. However, progress without formal training is extremely difficult, and the vast majority of graphic designers have higher qualifications.

## Skills required for this job (core competencies):

Communication	Resilience	Organisation	Teamwork
Problem Solving	Initiative	Creativity	Digital literacy

## Sectors in which Graphic Designers would normally work:

The majority of vacancies are found in agencies specialising in advertising design, including identity and event branding or corporate communication. Other employers include: computer games companies; design groups; educational establishments; local government; magazines; multimedia companies; packaging industry; publishers; television.

As well as looking on agency websites, it can be beneficial to register with a specialist design recruitment agency.

**Work experience:** Internship or placement experience is extremely useful, especially if you have a reference who can recommend you and provide evidence of what you've done. The most valuable work experience comes from involvement in a live project, along with building a portfolio of your work. Having your portfolio assessed while at university can be helpful as it will give you the chance to talk confidently about your work, which you'll need to do at job interviews. A student assessment scheme is offered by the International Society of Typographic Designers (ISTD). Any experience that allows you to practice your presentation skills will also be invaluable.



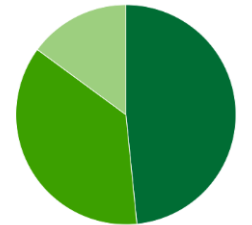
**Salary:** Average salary for a Graphic Designer is £32 760, average salary in the UK is £28 758



**Working hours:** 38 average working hours in the week (37.5 working hours in the average working week). Some work will be weekends and evenings.

**Workforce in the UK:** 62% male / 38% female workforce

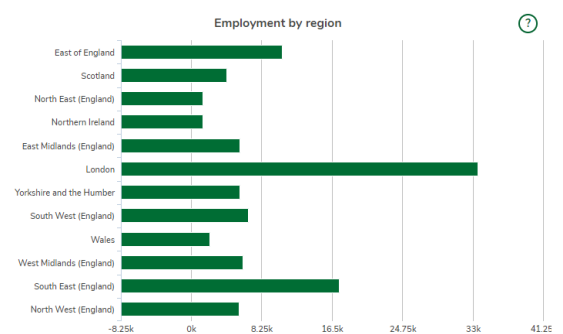
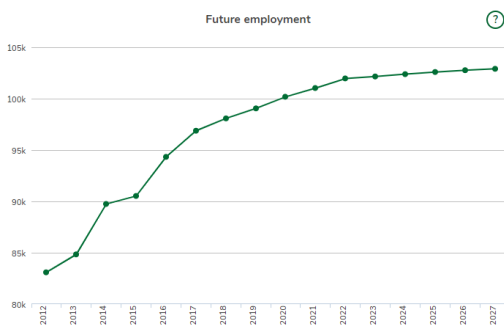
Top 10 industries for this job			
Employment activities	47543	Libraries, etc	13563
Office admin.	9496	Computer programming, etc	9460
Printing & recording	5475	Gambling	4354
Publishing activities	1296		



■ Full-time employee ■ Self-Employed ■ Part-time employee

**This job in the future:**

The workforce is projected to grow by 5.9%, creating 6 300 jobs; in the same period, 40.3% of the workforce is likely to retire, creating 40,600 job opportunities.



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