

Graphic Designer

Overview

Graphic designers produce design solutions to communicate client messages with high visual impact. Graphic design solutions are required for a huge variety of products and activities, such as websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications and corporate identity (e.g. giving organizations a visual 'brand').

They develop creative ideas and concepts choosing the appropriate media and style to meet 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.

Work activities may include:

- meeting clients or account managers to discuss the business objectives and requirements of the job;
- interpreting the client's business needs and developing a concept to suit their purpose;
- estimating the time required to complete the work and providing quotes for clients;
- developing design briefs by gathering information and data through research;
- thinking creatively to produce new ideas and concepts;
- using innovation to redefine a design brief within the constraints of cost and time;
- presenting finalized ideas and concepts to clients or account managers;
- working with a wide range of media, including photography and computer-aided design (CAD);
- proofreading to produce accurate and high-quality work;
- contributing ideas and design artwork to the overall brief;
- demonstrating illustrative skills with rough sketches;
- keeping abreast of emerging technologies in new media (particularly design programs such as Quark Xpress, FreeHand, Illustrator, Photoshop, 3D Studio, Acrobat, Director, Dreamweaver and Flash) as most graphic design work is now completed on a computer;
- working as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists.

Personal qualities needed:

- accuracy, attention to detail and analytical skills;
- enthusiasm;
- self-discipline;
- flexibility and adaptability;
- patience;
- excellent communication skills in order to interpret and negotiate briefs with clients;
- good presentation skills and the confidence to explain and sell ideas to clients and colleagues;

- time management skills and the ability to cope with several projects at a time;
- the ability to work as a member of a team in a competitive culture.

Experience and/or skills in the following are useful:

- graphic design;
- illustration;
- 3D design;
- fine art;
- visual art;
- photography;
- film/television;
- communication design.