

# Exploring Careers Through Technical Routes

## Graphic Design



### The Industry

Graphic designers create and develop visual concepts. This includes websites, advertising, magazines, computer games, product packaging, displays, corporate communications and brand identity. They can work in-house for a large organisation, for a design agency with a range of clients or alternatively be freelance and work on temporary contracts.

Design work often involves sitting and working at a computer for long periods of time. Some of the tasks include: discussing requirements and coming up with creative ideas; providing accurate costs and agreeing deadlines; choosing the most appropriate media, materials and style; producing rough drafts and/or computer visuals; using specialist computer software and design tools; producing a final layout with exact specifications; delivering the final product on time and within budget.

Chartered Society of Designers [www.csd.org.uk](http://www.csd.org.uk)  
Chartered Professional Institute (IPA) <http://www.ipa.co.uk>  
Creative and Cultural Skills <https://ccskills.org.uk>

### Skills and Requirements

Enthusiasm for original design, creativity and imagination are essential. In addition you will need:

- Up-to-date knowledge of industry software packages for design and image editing
- A professional approach to time, costs and deadlines
- Effective interpersonal skills to pitch and sell ideas to clients as well as resilience to take rejection
- Visual thinking and a good eye for colour
- Adaptability especially when shaping ideas to meet client requests
- Excellent attention to detail and accuracy when finalising designs
- Knowledge of printing techniques and photography
- An understanding of current trends and styles
- Excellent communication skills to interpret and negotiate briefs with clients
- Design and presentation skills.
- A flexible approach to team working with ability to multi task
- Good presentation skills and the confidence to explain and sell ideas to clients and colleagues.

# Exploring Careers Through Technical Routes

## Working and learning in Graphic Design



### Job Roles & Progression

Work experience or shadow a team in a live project.  
Build a portfolio of your work.

#### Study Programme

##### Level 2

Art and Design.  
Creative Media, Graphics.

##### Levels 2 and 3

Graphic Design.

##### Level 3

Digital Graphic Design.



#### Further study

##### BA (Hons)

Graphic Design  
Graphic Arts

##### FdA

Graphic Design and e-media  
Graphic Communication



#### Apprenticeships

##### Advanced

Graphic Design.  
Creative and Digital Media.

##### Higher

Creative and Digital Media.  
Interactive Design and Development.



#### Career roles

Senior designer.  
Creative director.

Go freelance or start your own design agency.

Specialise in packaging or magazine design.

Work in a related area such as animation, television or video.

### Calculation including problem solving

#### Tasks

1. Estimate the total time needed to work on a design to meet the client's final deadline.
2. Use both qualitative and quantitative feedback data from a focus group to create ideas for a promotion.
3. Calculate the cost of the different coloured inks needed to print a promotional brochure.
4. Price out the cost per unit on a print run of 5000 leaflets.
5. Calculate the cost of staff required to work on a client's rebranding project.

#### Links to GCSE Maths

1. **Number** (whole numbers - addition, multiplication; approximation - estimating calculations).
2. **Statistics** (collecting data - questionnaires, sorting data; representing data - pie charts).
3. **Number** (whole numbers - addition, subtraction).
- Ratio, proportion and rates of change** (percentages - finding a percentage).
4. **Number** (whole numbers - addition, subtraction, multiplication).
- Geometry and measure** (units of measure - unit pricing).
5. **Number** (financial mathematics - wages).

### Communication, all forms

#### Tasks

1. Manage a focus group to get feedback on design packaging.
2. Negotiate deadlines with the client for printing posters.
3. Attend a team update meeting on the progress of a new advert.
4. Write a presentation to pitch to a local building company for their business.
5. Compare two different design software programmes for suitability in terms of cost, ease of use and practicality.

#### Links to GCSE English language

1. **Spoken language** (speaking and listening - audience and purpose, discussion skills; voice - enunciation).
2. **Spoken language** (speaking and listening - listening to others and building on arguments; personal presence - body language, eye contact, gestures).
3. **Spoken language** (speaking and listening - discussion skills, listening to others and building on arguments).
4. **Writing** (writing non-fiction - a presentation; organising information and idea - signposting and linking ideas; literary techniques - persuasive language).
5. **Comparing texts** (how to compare texts - comparing by purpose).