Name: _____ **School:** _____

Digital Design

Career Research Guidelines

Choose a career in your pathway that you are interested in. Use information you will find on GACollege411.com to find the information.

Occupational Information Student Worksheet

Find out some information about the selected career. Answer the following questions thoroughly and using complete sentences.

Make sure you find information in all of the following areas:

Job Title:

1. Salary (How much does this job pay on the average?):

2. Educational Requirements (What kind and how much education do you need for this type of career?):

3. Job Description (What do they do?)

4. Occupational Outlook (Are there any job openings for this career, what is the outlook?):

5. Personal Characteristics/Abilities Needed for this Career:

6. Advantages:

7. Disadvantages:

8. Working Conditions (Inside, outside; lifting or not; hours; etc.):

9. Would I be suited to this job and consider it as a career possibility?

10. At least ONE address where I could find further information:

Name: Donny Jones **School:** TCCHS

Feedback: 100/100

Great job Donnie! I am so happy to have had a teeny tiny impact on you becoming a graphic designer. I agree that you will make a great designer.

Digital Design

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Occupational Information Student Worksheet

Find out some information about the selected career. Answer the following questions thoroughly and using complete sentences.

Make sure you find information in all of the following areas:

Job Title: Graphic Designer

Mr. Haskin…with your approval, I chose to use additional websites to find my information as GACollege411.com did not work at our school. The information below is what I have found related to my perspective career.

1. Salary (How much does this job pay on the average?):

The median annual wage for graphic designers was $44,150 in May 2012. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. The lowest 10 percent earned less than $26,250, and the top 10 percent earned more than $77,490.

Most graphic designers work full time, but schedules can vary depending on workload and deadlines.

In 2012, about 24 percent of graphic designers were self-employed. Graphic designers who are self-employed may need to adjust their workday to meet with clients in the evenings or on weekends. In addition, they may spend some of their time looking for new projects or competing with other designers for contracts.

2. Educational Requirements (What kind and how much education do you need for this type of career?):

A bachelor's degree in graphic design or a related field is usually required. However, those with a bachelor's degree in another field may pursue technical training in graphic design to meet most hiring qualifications.

The **National Association of Schools of Art and Design** accredits about 300 postsecondary colleges, universities, and independent institutes with programs in art and design. Most schools include studio art, principles of design, computerized design, commercial graphics production, printing techniques, and website design. In addition, students should consider courses in writing, marketing, and business, all of which are useful in helping designers work effectively on project teams.

Many programs provide students with the opportunity to build a professional portfolio of their designs. This means collecting examples of their designs from classroom projects, internships, or other experiences. Students can use these examples of their work to demonstrate their design skills when applying for jobs and bidding on projects. A good portfolio often is the deciding factor in getting a job.

Students interested in graphic design programs should take basic art and design courses in high school, if the courses are available. Many bachelor's degree programs require students to complete a year of basic art and design courses before being admitted to a formal degree program. Some schools require applicants to submit sketches and other examples of their artistic ability.

Graphic designers must keep up with new and updated computer graphics and design software, either on their own or through formal software training programs. Professional associations that specialize in graphic design, such as **AIGA** and the **Graphic Artists Guild**, offer courses intended to keep the skills of their members up to date.

3. Job Description (What do they do?)

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

Graphic designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics for product illustrations, logos, and websites
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them

Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.

Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Through the use of images, text, and color, graphic designers can transform statistical data into visual graphics and diagrams, which can make complex ideas more accessible.

Graphic design is important in the sales and marketing of products, and is a critical component of brochures and logos. Therefore, graphic designers, also referred to as graphic artists or communication designers, often work closely with people in advertising and promotions, public relations, and marketing.

Frequently, designers specialize in a particular category or type of client. For example, some create the graphics used in packaging for various types of retail products, while others may work on the visual design used on a book jacket.

Graphic designers also need to keep up to date with the latest software and computer technologies to remain competitive.

Some individuals with a background in graphic design teach in design schools, colleges, and universities. For more information, see the profile on postsecondary teachers.

4. Occupational Outlook (Are there any job openings for this career, what is the outlook?):

Employment of graphic designers is projected to grow 7 percent from 2012 to 2022, slower than the average for all occupations. Graphic designers will continue to play important roles in the marketing of products.

The change in employment of graphic designers from 2012 to 2022 is projected to vary by industry. Employment of graphic designers in newspaper, periodical, book, and directory publishers is projected to decline 16 percent from 2012 to 2022. However, employment of graphic designers in computer systems design and related services is projected to grow 35 percent over the same period. With the increased use of the Internet, graphic designers will be needed to create designs and images for portable devices, websites, electronic publications, and video entertainment media.

5. Personal Characteristics/Abilities Needed for this Career:

Graphic designers typically have an interest in the Creating and Persuading interest areas, according to the Holland Code framework. The Creating interest area indicates a focus on being original and imaginative, and working with artistic media. The Persuading interest area indicates a focus on influencing, motivating, and selling to other people.

If you are not sure whether you have a Creating or Persuading interest which might fit with a career as a graphic designer, you can take a career test to measure your interests.

Graphic designers should also possess the following specific qualities:

Analytical skills. Graphic designers must be able to look at their work from the point of view of their consumers and examine how the designs they develop will be perceived by the consumer to ensure they convey the client's desired message.

***Artistic ability*.** Graphic designers must be able to create designs that are artistically interesting and appealing to clients and consumers. They produce rough illustrations of design ideas, either by hand sketching or by using a computer program.

***Communication skills*.** Graphic designers must communicate with clients, customers, and other designers to ensure that their designs accurately reflect the desired message and effectively express information.

***Computer skills*.** Most graphic designers use specialized graphic design software to prepare their designs.

***Creativity*.** Graphic designers must be able to think of new approaches to communicating ideas to consumers. They develop unique designs that convey a recognizable meaning on behalf of their clients.

***Time-management skills*.** Graphic designers often work on multiple projects at the same time, each with a different deadline.

6. Advantages:

Potential Repeat Business: The same clients will likely become valuable customers for more than just one job. Some websites will require client access to shopping carts; depending on sales, products for these sites must be monitored and updated accordingly. Even if you are just selling a vector file image that you created, the same client may need more images later, and he is more likely to buy from a designer he has worked with before.

Opportunities In Design: There are so many types of graphic design jobs--Web design, apparel design, logo design, and advertising are just a few of the numerous opportunities available. There are sites online that allow graphic designers to display their work, and freelance jobs for companies such as 99designs.com, elance.com, and guru.com.

Job Stability: With so many opportunities, chances are good that a graphic designer will always have a job. Economic problems can cause a rise in advertising and increase companies' needs to hire graphic artists. Although it is competitive, the graphic design market is growing and does not show signs of decline. Effective advertising can make or

break a company, so hiring an expert graphic designer is often the first step to improve marketing.

You Will Not Be Bored: Along with the many opportunities available for graphic designers, there are also plenty of chances for change. For people who embrace change and do not like to stay in one position for too long, curing the frustration is as simple as learning a different software program or switching from Web design to print. There are no rules in graphic design; just because you received your degree in web design, that doesn't mean you can't change your mind and become a 3-D artist. With graphic design, your future is entirely dependent upon your work and your ability to fulfill companies' requirements.

7. Disadvantages:

Freelancing: If you freelance, you're on your own - and that means that unless you market yourself and are able to manage clients in a businesslike fashion, your work opportunities will be limited. You will also be responsible for paying your own taxes and insurance, which can be a hefty drain.

Corporate: While you may have entered the design field because you love to create, a corporate design job often offers little leeway for your own creativity. You will be designing to a client's specifications, not your own - expect to have to make revisions.

Value of Design: Not every company will place the same value on good graphic design; that's why there are so many poor designs in even the highest levels of advertising. The problem is that companies will pay relating to that value and you can easily undersell yourself by doing far too much work for far too little pay.

Everyone's a Designer: With a fresh influx of new graphic design interns becoming full-fledged designers every graduation season, it is easy to have your prices undercut in the freelance and corporate markets. Businesses will often opt to create their own designs as a money-saving tactic rather than hire a professional.

The Shrinking Market: Many problems relating to freelancing are eliminated by taking a permanent position at a design studio, who do the marketing and client negotiations for you. However, these jobs are hotly competed for, so they fill very quickly.

8. Working Conditions (Inside/outside, hours, etc.):

Graphic designers held about 259,500 jobs in 2012.

The industries that employed the most graphic designers in 2012 were as follows:

Manufacturing	14%
Specialized design services	10
Newspaper, periodical, book, and directory publishers	9
Advertising, public relations, and related services	8
Wholesale trade	5

Graphic designers generally work in studios where they have access to drafting tables, computers, and the software necessary to create their designs. Although many graphic designers work independently, those who work for specialized graphic design firms often work as part of a design team. Some designers telecommute. Many graphic designers collaborate with colleagues on projects or work with clients located around the world.

9. Would I be suited to this job and consider it as a career possibility?

Because of all the information listed above, I believe I am suited for this career. I understand the risks and rewards of being a designer and will work hard to achieve all of my dreams through this career.

10. At least ONE address where I could find further information:

https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm

https://www.truity.com/career-profile/graphic-designer