

## **CAREER OF THE WEEK: Graphic Designer**

### **What does a graphic designer do?**

Graphic designers combine art and technology to communicate visual concepts that inspire, inform, or captivate consumers through images, words, or graphics. This could range from producing artwork or marketing brochures, to designing product packaging, advertising, or video games, through to helping with company logos and website design. By constant communication with clients, customers, and other designers, they ensure that their designs accurately reflect the desired message and effectively express information.



As a graphic designer you could work for one company on their brand, for an agency who are hired by an outside company to produce creative work, or for yourself as a freelance graphic designer.

In terms of career progression, you could become a senior designer, creative director or move into management. You could also start your own design agency. Another option is to move into teaching or lecturing.

### **What can I expect to earn as a graphic designer?**

Starting salaries are usually around £18,000 to £20,000 but can go up to £25,000 to £35,000 with experience. Some senior roles such as Design Director can pay up to £80,000 or more.

### **What subjects should I study to become a graphic designer?**

Employers will look for you to have studied qualifications in art, and design. You will also need to know how to use design software such as Photoshop, Illustrator, Acrobat, Dreamweaver, and InDesign.

### **How can I start my career as a graphic designer?**

You don't need any formal qualifications to become a graphic designer, but qualifications can help you grow your design skills. Graphic designers might have a diploma or degree in a related subject like graphic design, illustration, fine art, visual communication, or product design. Many universities and art colleges across the UK offer courses.

Some graphic designers get started through an apprenticeship. You'll typically get structured training while you work and earn, and industry-recognised qualifications. There are many art and design apprenticeships available, and not all of them need you to have qualifications to apply.

There's a lot of competition for graphic design work. One thing that you will definitely need is a portfolio that shows your creative ideas, skills, and work experience to help you get started.

To research local education and training opportunities that could lead to a career as a graphic designer, visit our partner website [www.logonmoveon.co.uk](http://www.logonmoveon.co.uk)

### **Useful websites to find out more about a career as a graphic designer:**

The Design Council <https://www.designcouncil.org.uk/>

Chartered Society of Designers <https://www.csd.org.uk/>

Discover Creative Careers <https://discovercreative.careers/#/>

National Careers Service <https://nationalcareers.service.gov.uk/job-profiles/graphic-designer>

Youth Employment UK <https://www.youthemployment.org.uk/careers-hub-job-role/graphic-designer/>

