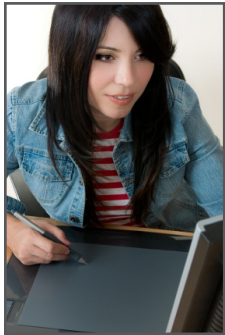




Job Profile: The Graphic Designer

By Logan Strain

Graphic design is an all-encompassing job that covers all fields when it comes to how we look at anything that involves visuals. Therefore, a graphic designer is responsible for taking ideas and creating visuals to go with them.



The Responsibilities of a Graphic Designer

Saying that a graphic designer is responsible for creating visuals to express ideas may seem quite vague at first. Therefore, it is helpful to explore more concrete examples of what a graphic designer does.

One example is a TV DVD box set.

Everything about the layout of these sets, from their construction to the pictures that are used, is decided upon by the graphic designer. The layout of a magazine, how a newspaper is organized, why a book has a certain look or certain artwork — all of these things depend on graphic designers as well. Even logos for businesses or for the government are often designed and created by a graphic designer. Advertisements, pamphlets, and ending credits of movies and television shows are all examples of visuals that were likely created by a graphic designer.

The job of someone with a design career involves designing the look and feel of a variety of different products and materials that people interact with. Therefore, the craft of graphic design involves a lot of thought and creative energy. When a client has a general idea of what he or she wants to have created, the graphic designer has to figure out the form that the client's idea needs to take. This is where the "graphic design" part of the job comes into play.

First, the graphic designer needs to create the design that will convey the message while taking into account the cultural,

physical, social, and mental aspects that will go into the construction and planning of creating the idea. The next step is to show the initial designs and concepts to the client and then proceed from there if the client likes what he or she sees.

A graphic designer must be able to research the elements needed to create a design based on the client's ideas, which can potentially mean meeting with other people who are working with the client. It can also involve leading others in the design and layout of the concept. A graphic designer may also be responsible for all elements of the concept, including the color, artwork, styles, photos, sound, construction materials, and anything else involved in taking the client's idea and making it a reality.

Educational Requirements for Becoming a Graphic Designer

The education needed to become a graphic designer is varied and involves focusing on several different strengths. As the title of the career suggests, a job in graphic design is graphics oriented. Therefore, the ability to draw and use visual elements is extremely important. In addition, much of the skill of graphic design relies on the use of computers. Thus, a graphic designer will need to receive training on drawing, photo, and layout programs. Finally, finding a job as a graphic designer usually requires having at least a bachelor's degree, although it is possible to be hired for a position with just an associate's degree.

Graphic design as a career is open and has great possibilities for advancement and self-employment. A graphic designer may work a 9-to-5 office job in the printing or publishing industry, though the deadlines can be intense, or start his or her own business.

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