

CAREERS

at a glance

JOB OF THE WEEK

What is it?



Graphic Designers create visual concepts to communicate information. They create everything from posters and advertisement boards to packaging, logos and marketing materials. Graphic Designers use elements such as shapes, colours, typography, images and more to convey ideas to an audience.

Day to day tasks

As a graphic designer, you could:

- discuss the client's requirements and come up with creative ideas.
- work out budgets and deadlines.
- produce rough drafts and present your ideas.
- prepare designs using specialist software.
- make presentations to clients for feedback and approval.
- keep up with design trends and developments in software tools.

Qualifications

Designers have usually completed a foundation course, a BTEC/SQA award, a degree and/or postgraduate qualification. NVQs/SVQs in Design (in various disciplines) are available at Levels 2 and 3. Portfolio work is also important for entry.

Salary

£31,200[?]

average salary

The UK average salary is £29,813

38[?]

average weekly hours

There are 37.5 hours in the average working week

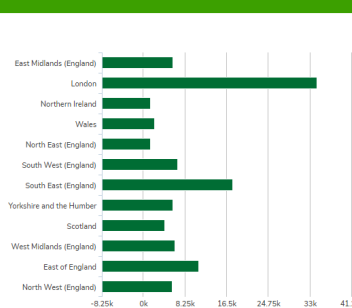
62% male[?]

38% female

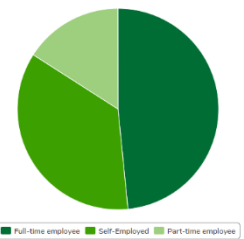
The UK workforce is 47% female and 53% male

Jobs and labour market

Employment by region



Employment status



Working environment

You could work in a creative studio, in an office, at a client's business or from home.



Routes into the industry

University is the main route into the industry. While there you could take a foundation degree, higher national diploma, or degree in a design related subject like:

- graphic design
- art and design
- illustration

