



## GRAPHIC DESIGNER

### THE GRAPHIC DESIGNER IS TRYING TO SOLVE PROBLEMS.

They are commercial, social or other problems, normally for a client, and is a role that is constantly changing and includes providing tangible visual and verbal solutions.

### Skills



Ideas generation and creativity



Curiosity



Great technical skills on a Mac



Good writing and storytelling skills or ability to create something illustrative



An interest in improving things

## How to get into the Industry

A degree or short course in Design or Visual Arts

Start with an internship and then into a Junior Designer role

## Relevant Courses or Experience

Ability to use the tools (Adobe Creative Cloud), the languages (code, HTML etc) and processes used in industry

You can learn these through studying a Visual Communications course

Choose a place to study which is well connected and focused on the future of the industry as this will help you secure work when you graduate and ensure you are qualified for a job which is in demand

Experience and ability to generate ideas

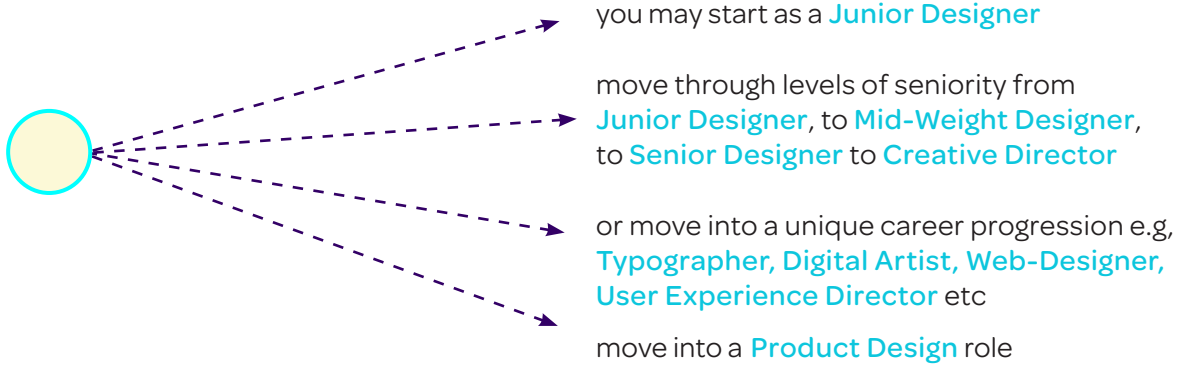
Surround yourself with other creative people

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## Career Pathways

Graphic design can take you anywhere.

As a Graphic Designer career progression options may include:



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## Insights

Highlights of the role



*I love working with other creative people to make new things. I especially like collaborating with photographers and shoots are always fun.*

**Ed Hall**  
Senior Designer  
Interbrand



*You can make a positive impact on so many areas of other people's lives. A designer's job is to look at things and ask whether it could be improved. Just that mindset alone makes you look at the world in a more positive way. The tools you learn to solve your client's problems can also be applied to your own personal life.*

Challenges in the role



*You never stop. In the middle of the night you'll have an idea or realise a solution to a problem you've been wrestling with. You need friends and partners that understand how a creative mind works. It never sleeps - it's erratic, it's excitable.*

**Matt Leach**  
Head of Tractor  
Online Innovation  
Tractor



## TOP TIPS

*"Work hard and push your ideas. Make lots of things, take lots of pictures, write loads of notes, have lots of fun!"*

Ed Hall - Senior Designer, Interbrand

*"The best advice I was ever given was if you want to do something, then just do it. Just start, don't worry about whether you are good enough or you know enough. You will learn so much more through actually doing it than thinking about doing it."*

Matt Leach - Head of Tractor Online Innovation, Tractor

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