



# Graphic Designer

Graphic designers create visual branding, adverts, brochures, magazines, website designs, product packaging and displays working from a 'brief' from a client, senior designer or account executive

## What does the job involve?

- discussing the brief with a client, deciding how the design should look and how much it should cost
- coming up with ideas and producing a series of computer visuals, or drawing a series of sketches to show the client
- using specialist design software, such as InDesign, Illustrator and Photoshop
- making any changes as requested by the client, such as changing images or text
- keeping to the budget and time scale for the work
- presenting the final design to the client for approval
- proofreading the final artwork and preparing the files for print
- if you work freelance, showing your portfolio to employers to get more work.

## Routes and choices while at school:

You will need to try to get at least four or more GCSEs at grades 9 to 4 (A\* to C), or equivalent qualifications. These should include English and maths.. Other relevant subjects include Art and design, IT and graphic design.



## Skills You'll need:

- design skills and knowledge
- to be thorough and pay attention to detail
- knowledge of media production and communication
- knowledge of computer operating systems, hardware and software
- knowledge of the fine arts
- the ability to produce new ways of doing things
- excellent verbal communication skills
- thinking and reasoning skills
- to be able to use a computer and the main software packages competently



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## How to get into this role:

You can get into this job through:

- a university course
- a college course

## College

You could take a college course like a Level 2 Technical Award in Graphic Design or A level Graphic Communication and use this to join a company as a design assistant.

You would need a good portfolio to showcase your skills to employers.

## Entry requirements

You may need:

- 4 or 5 GCSEs at grades 9 to 4 (A\* to C), or equivalent, for a level 3 course
- 1 or 2 A levels, a level 3 diploma or relevant experience for a level 4 or level 5 course

## Further information

### Career tips

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

Having experience of using desktop publishing software will also give you an advantage

You can get more information on working in creative careers from [Discover Creative Careers](#)



## Career path and progression

You could become a senior designer, creative director or move into management.

You could go freelance or start your own design agency.

Another option is to move into teaching or lecturing.

## Rates of Pay

Starting salaries for qualified graphic designers in the UK tend to be in the range of £25,000 to £35,000 a year. Senior graphic designers can earn from £35,000 to £55,000 a year or more