

Occupation Sector - ICT

Name of the Occupation/ Job

Multimedia Design Associate /Graphic Artist

Occupation/ Job description

Creative designer is a person who creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

Creative designers also referred to as graphic artists or communication designers, combine art and technology to communicate ideas through images and the layout of websites and printed pages.

Duties of the Occupation/Job

Graphic designers typically do the followings:

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Determine the medium best suited to produce the desired visual effect and the most appropriate way for communication
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
- Establish guidelines for illustrators or photographers
- Co-ordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CD-ROMs, interactive terminals, etc.
- Co-ordinate sub-contracting
- Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.

Expected Income per Month

Average salaries of various positions as Creative designers are as follows. But the payments are subject to the level of creativity and skills

Intern -20,000-60,000

Creative designer -100,000-150,000

UX/UI Engineer -150,000-200,000

Working Environment

Creative designers generally work in studios, computer lab or business locations.

Available Career Paths

Designer, Technician

Skills/ Attributes and training needed

Knowledge

- **Photoshop, Illustrator & InDesign:** It is an essential skill to create your own graphic design and there is no way to avoid it either. Almost every job post required applicants to be well versed in using those programs.
- **HTML:** HTML skills are demanded across jobs. Almost one-third of all creative design jobs would require the basics of HTML knowledge.
- **UI/UX design:** UI and UX are not that popular a skill but it's worth knowing
- **3D and animation Software:** 3-D graphics and have skills in animation software related jobs are projected to have better than average growth in future.
- **Other technical Knowledge:** AdobeCS, Microsoft Office, Print Design, Typography, CSS, Web design, Power point, photography, branding,

Skills

- **Coding** - basic coding skills are quite useful to designers, particularly when they take on a web design project.
- **Understanding digital typography:** typography is increasingly digital, and the way different fonts appear online differs from the way they look in print. A deeper understanding of which fonts work best in an online environment is a must. Understand the pixels of different fonts and ones made to scale to different screen sizes, such as mobile devices.

- **Environmental graphics:** designing environmental graphics requires the ability to look at the design space as a whole and figure out the best use of wall and floor space. To improve your environmental design skills, study large-scale design and pay attention to the experience that stores and office buildings create for visitors.
- **Perseverance:** developing perseverance require a few specific steps, such as writing down goals, breaking them into manageable tasks, and tracking progress along the way.
- **Image editing skills:** rich photography part of content strategies of companies and image editing skills are given high priority
- **Color grading:** color grading an create videos that are vibrant and attention grabbing.

Other attributes

- Communication
- Problem solving
- Creativity
- Analytical skills
- Artistic ability
- Communication skills
- Computer skills
- Time-management skills

Employment Opportunities available areas

Government/Public/ Private/ Self

Entry Qualification for the Occupation/Job

Degree, NVQ Level 7, NVQ Level 5

Graphic designers usually need a bachelor's degree in graphic design or a related field. Candidates for graphic design positions should have a portfolio that demonstrates their creativity and originality. However, people who have a bachelor's degree in another field may complete technical training in graphic design to meet most hiring qualifications.

Available Training paths

University Degree or NVQ



No. of Local Jobs Available (Last Year)

Depends with demand

Regions or countries of job availability

Depends with demand

On the Job Training (OJT)

At the relevant Industry

For More Information

Meet Industry Experts/ ICTISC/ Industry Associations/ CG Officers

Related Occupations

- Package designer
- Art director
- Commercial press operator
- Cartoonist
- Cyber graphic designer
- Graphic artist
- Web Designer
- Creative Director
- Photo Editor
- Architecture & Engineering Drafter
- Video & Film Editor
- Graphic Designer
- Product Designer
- Multimedia Artist
- Flash Designer
- Animation/Animator
- Art Director

Benefits

- Laptop, phone, devices and accessories
- Incentives and bonuses
- Travelling and meals (Not applicable to all positions)

