A degree or certificate from an accredited trade school is usually, though not always, considered essential for a graphic design position. After a career history has been established, though, the graphic designer’s experience and number of years in the business are considered the primary qualifications. A portfolio, which is the primary method for demonstrating these qualifications, is usually required to be shown at job interviews, and is constantly developed throughout a designer’s career. One can obtain an AAS, BA, BFA, MFA or an MPhil / PhD in graphic design. Degree programs available vary depending upon the institution, although typical U.S. graphic design jobs require at least some form of degree. Current graphic designer jobs demand proficiency in one or more graphic design software programs, relevant to the job function, such as proficiency with Adobe Creative Suite. If a web designer, he or she should understand how to work with XML, HTML and basic web programming scripts. If a print designer, he or she should understand the processes involved in printing to be able to produce press-ready artwork. Designers should be able to solve visual communication problems or challenges. In doing so, the designer must identify the communications issue, gather and analyze information related to the issue, and generate potential approaches aimed at solving the problem. Iterative prototyping and user testing can be used to determine the success or failure of a visual solution. Approaches to a communications problem are developed in the context of an audience and a media channel. Graphic designers must understand the social and cultural norms of that audience in order to develop visual solutions that are perceived as relevant, understandable and effective. Graphic designers should also have a thorough understanding of production and rendering methods. Some of the technologies and methods of production are drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).

Enhancing Your Design Portfolio

Tips & Qualities Prospective Employer’s Look For In Your Portfolio

The graphic designer’s portfolio in the past fifty years was usually a black book or large binder in which samples of the artist’s best printed pieces were carried to show prospective clients or employers. Printed pieces are often protected inside by being mounted on boards or slipped into acetate sleeves. Since the 1990’s, portfolios have become increasingly computer digitized, and now may be entirely digitized and available on the Internet, or on CD, DVD, or via email. Photoshop & its many plug-ins are useful software for digitizing all types of media, and may be used to combine many types of show pieces into one portfolio file.

Close The Deal: What Design Employers Are Looking For

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Hands-On Graphic Designers Needed!

The following are positions or responsibilities, not necessarily titles, held by art directors and graphic designers:

**BRAND IDENTITY DEVELOPER:**
Brand identity design is concerned with the visual aspects of a company or organization’s brand or identity. A brand identity design is the visual element that represents how a company wants to be seen; it is the company’s visual identity, and is how a company illustrates its ‘image.’ A company’s brand identity can be represented in terms of design through a unique logo, or signage, and is then often integrated throughout all the elements of a company’s materials such as business cards, stationery, packaging, media advertising, promotions, and more. Brand identity may include logo design. Brand identity development is usually a collaborative effort between creative directors, art directors, copywriters, account managers and the client.

**LOGO DESIGNER:**
The job of a logo designer is to provide a new and innovative way to express the key message of a company through an image. Logo designers take the information given to them by the client and work, using their own creativity along with marketing strategy to find an appropriate image that their client can use to represent what they are trying to encourage, sell, or what they are. It is not likely that a company will specialize in logo design or have a position for a designated logo designer. Art directors and graphic designers usually perform logo designs.

**ILLUSTRATOR:**
Illustrators conceptualize and create illustrations that represent an idea or a story through two-dimensional or three-dimensional images. Illustrators may do drawings for printed materials such as books, magazines.

**Other Design Positions:**
- Multimedia Developer
- Content Developer
- Visual Journalist
- Layout Artist
- Interface Designer
- Web Designer
- Package Designer
- Typography
- Page Layout
- Print Making
- Chromatics

**Enhancing Your Design Portfolio**

**Next Weeks Issue:**
- Careers Within Graphic Design
- Core Responsibility Of A Designer
- Techniques of Typography
- Career Building
- Design Identity: What Kind Of Designer Are You?
- Understanding The Social & Cultural Norms Of The Design Audience
- Top Design Companies In Minneapolis
- Today’s Top Designers

**Occupational Discovery Process**

Graphic design career paths cover all ends of the creative spectrum and often overlap. The main job responsibility of a Graphic Designer is the arrangement of visual elements in some type of media. The main job titles include graphic designer, art director, creative director, and the entry level production artist. Depending on the industry served, the responsibilities may have different titles such as “DTP Associate” or “Graphic Artist,” but despite changes in title, graphic design principles remain consistent. The responsibilities may come from or lead to specialized skills such as illustration, photography or interactive design.

A graphic designer reports to the art director, creative director, senior media creative or creative director. As a designer becomes more senior, they may spend less time designing media and more time leading and directing other designers on broader creative activities, such as brand development and corporate identity development.

**DesignCareers Minneapolis**

**Issue # 35**

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Design In A Flash

A graphic design project may involve the stylization and presentation of existing text and either preexisting imagery or images developed by the graphic designer. For example, a newspaper story begins with the journalist and photojournalist and then becomes the graphic designer’s job to organize the page into a reasonable layout and determine if any other graphic elements should be required. In a magazine article or advertisement, often the graphic designer or art director will commission photographers or illustrators to create original pieces just to be incorporated into the design layout. Contemporary design practice has been extended to the modern computer, for example in the use of WYSIWYG user interfaces, often referred to as interactive design, or multimedia design.

Design Is In The Mind: Usefull Information To Impress A Promising Employer

One may consider the mind to be the most important graphic design tool. Aside from technology, graphic design requires judgment and creativity. Critical, observational, quantitative and analytic thinking are required for design layouts and rendering. If the executor is merely following a solution (e.g. sketch, script or instructions) provided by another designer (such as an art director), then the executor is not usually considered the designer. In addition to making key content decisions, method of presentation (e.g. arrangement, style, medium) may be equally important to the design. The layout is produced using external traditional or digital image editing tools. Selecting the appropriate development and presentation tools for each project is critical in how the project will be perceived by its audience.

Fulfill Your Dreams At The World’s Top Advertising Agencies!

Ad agencies come in all sizes and include everything from one or two-person shops (which rely mostly on freelance talent to perform most functions), small to medium sized agencies, large independents such as SMART and TAXI, and multi-national, multi-agency conglomerates such as Omnicom Group, WPP Group, Publicis, Interpublic Group of Companies and Havas.

Full-service agencies

Most full-service agencies work on a combination of fee-based and commission based compensation. The fee is paid by the entity for which the marketing is being done. The commission is a payment from the media to the agency and is usually equal to 15% of the cost of the advertisement. The broadcast media, radio and television, traditionally pay a commission.

Full-service, or media-neutral advertising agencies produce work for many types of media, creating integrated marketing communications, or through-the-line (TTL) advertising. The “line”, in this case, is the traditional marker between the media that pay a commission to the agency and the media that do not. Full-service agencies are also known as traditional advertising agencies for the client, wherein the client satisfies almost all their advertising or promotional needs with the same organization. This type of agency provides advertising services such as strategic planning, creative development, production, media planning, media buying, and other related services.

Top 20 Advertising Agencies

1. Cambell Mithun
2. Carmichael Lynch
3. Fallon Worldwide
4. MartinWilliams Advertising
5. Periscope
6. Colle+McVoy
7. Olson
8. Risdall Advertising Agency
9. Gage Marketing Group
10. Space150
11. R Fals Advertising Agency
12. JT Mega Food Marketing
13. StoneArch Creative
14. Tartan Marketing
15. Clarity Coverdale Fury
16. Larsen Design
17. Yamaranco Mosk Mackerzie
18. Scales Advertising
19. Peterson Mill Hooks Advertising