

*What is Graphic Design?*



“Graphic design, also known as communication design, is the **art and practice** of planning and projecting ideas and experiences with **visual and textual content.**”

—*The AIGA Guide to Careers in Graphic & Communications Design, pg. 15*



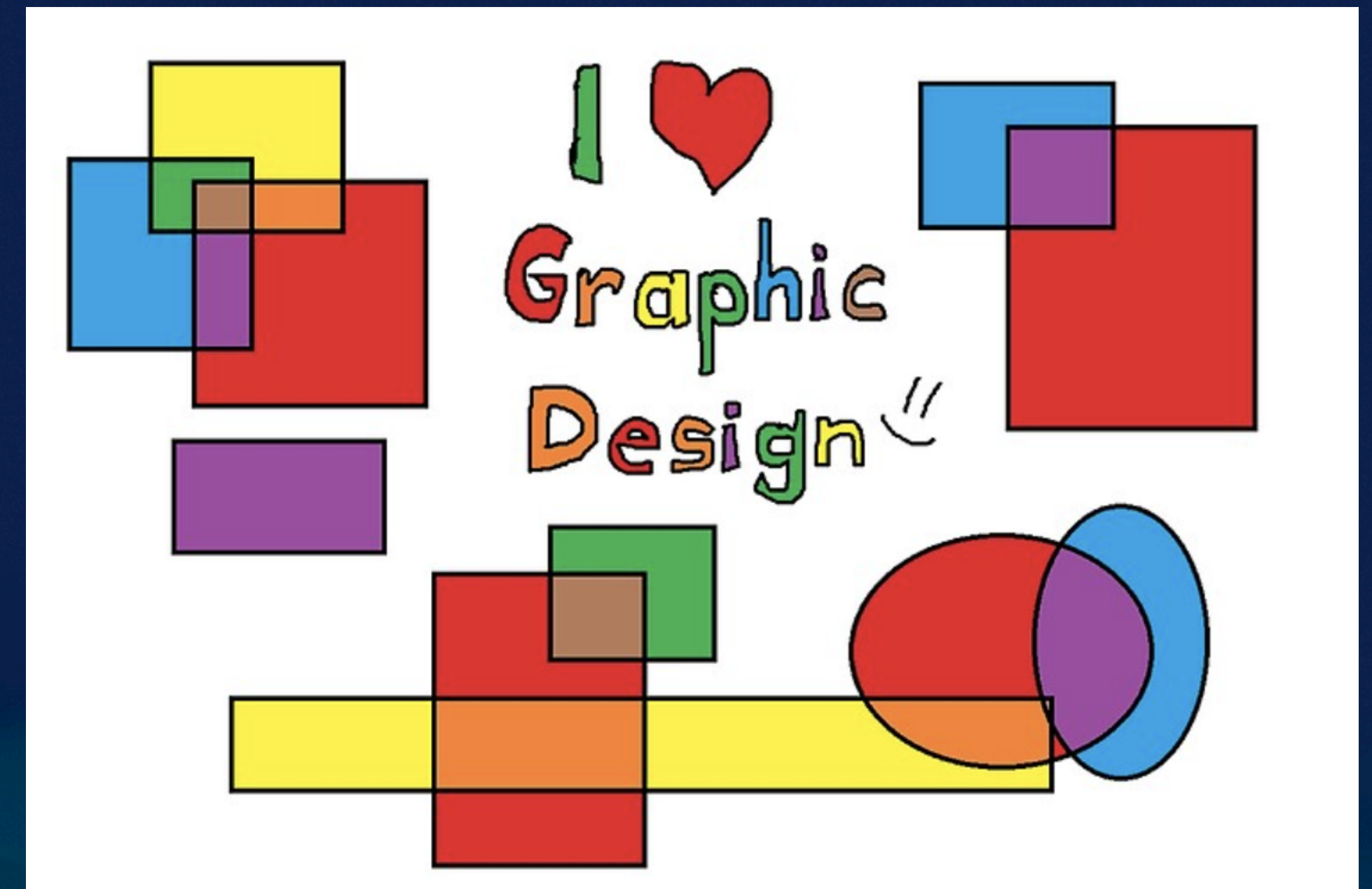
“ [Graphic Design] is about conceptualizing, conceiving, imagining, constructing, producing, managing, and realizing an aesthetically determined functional piece of **visual communication**. Once it was primarily paper; now graphic design affects screens of all kinds. But the fundamental definition of graphic design as a way of **organizing, “formatizing,” and functionalizing word and image** remains constant.”

*Becoming a Graphic and Digital Designer, pg. 15*



# Design Genres

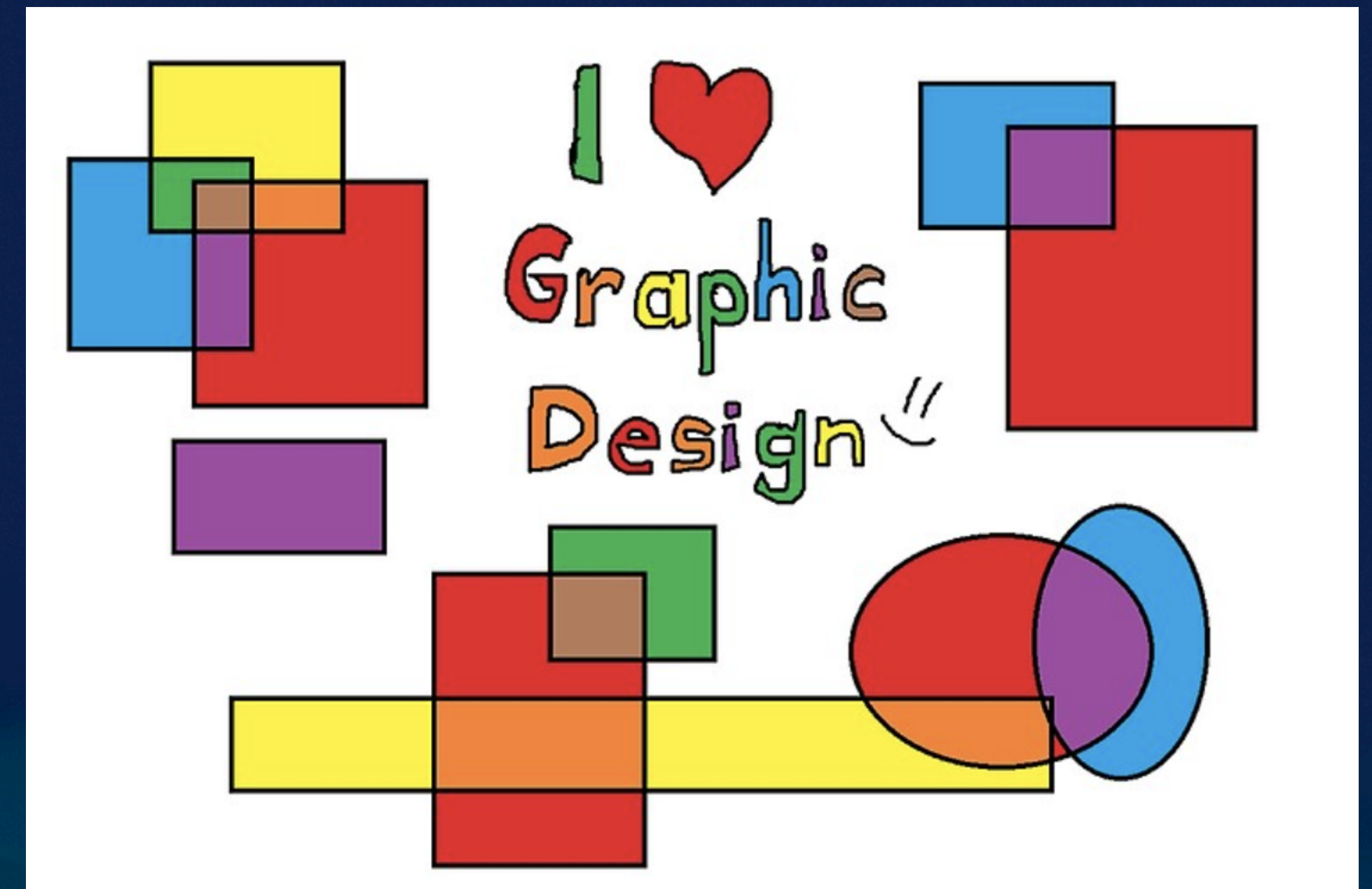
- Letters & Type
- Logos and Marks
- Books and Book Jackets
- Editorial Design
- Branding and Packaging
- Illustration Design





# Design Genres

- Web Design
- Interactive Multimedia Installations & Interfaces
- App Design
- User Experience / User Interface Design
- Digital signage and way finding



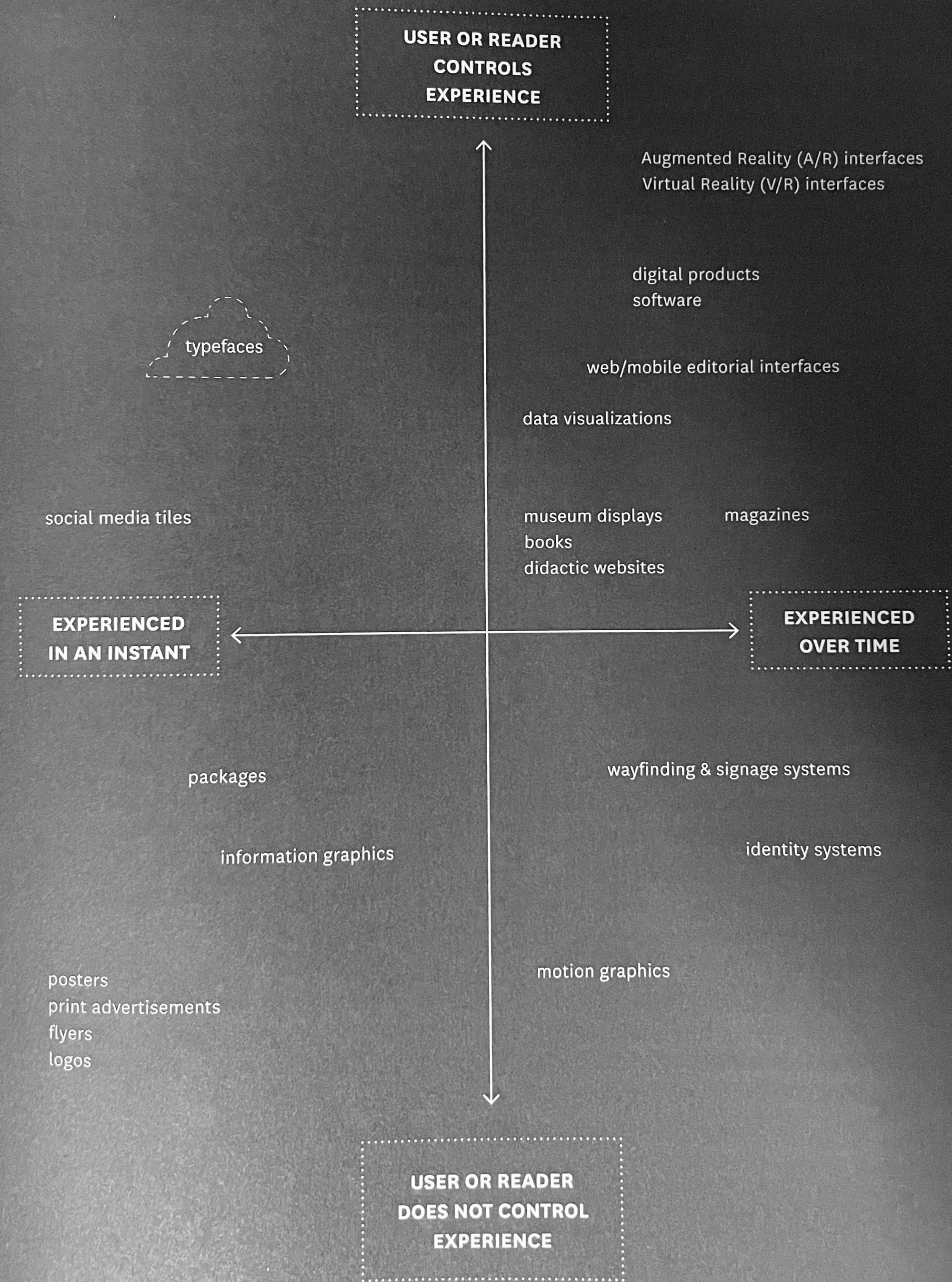


# What Designers Produce

*From AIGA*



What designers produce



**USER OR READER  
CONTROLS  
EXPERIENCE**

Augmented Reality (A/R) interfaces  
Virtual Reality (V/R) interfaces

digital products  
software

web/mobile editorial interfaces

data visualizations

museum displays  
books  
didactic websites

magazines

**EXPERIENCED  
IN AN INSTANT**

**EXPERIENCED  
OVER TIME**

packages

information graphics

posters  
print advertisements  
flyers  
logos

wayfinding & signage systems

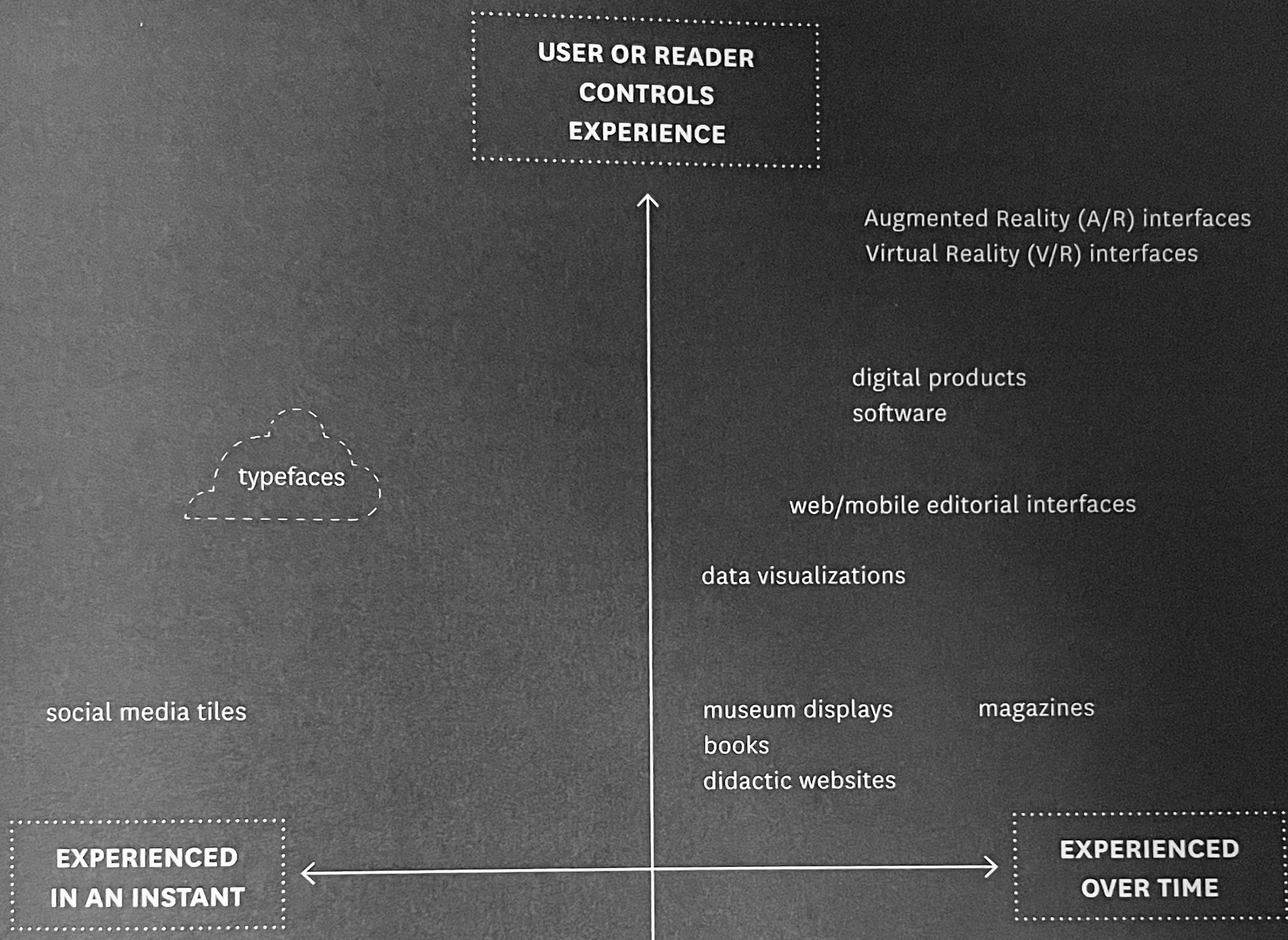
identity systems

motion graphics

**USER OR READER  
DOES NOT CONTROL  
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typefaces

social media tiles

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# Creative Industry Work Environments & Positions

CAREER SNAPSHOTS

VC111



# How to Work

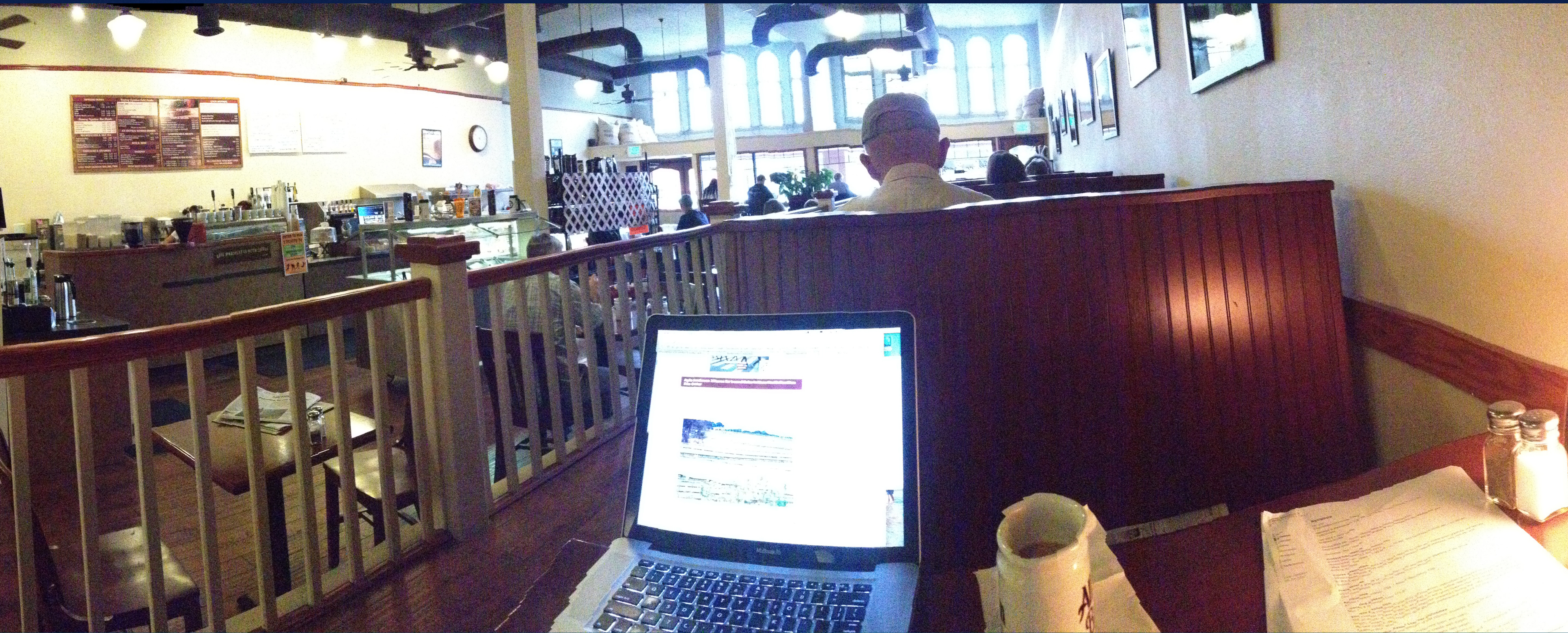


**Freelancer *or* Employee?**









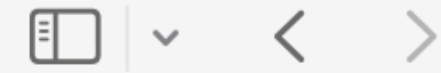












web.archive.org/web/20030610162516/http://www.netroe



http://www.netroedge.com/

Go

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AUG

2001

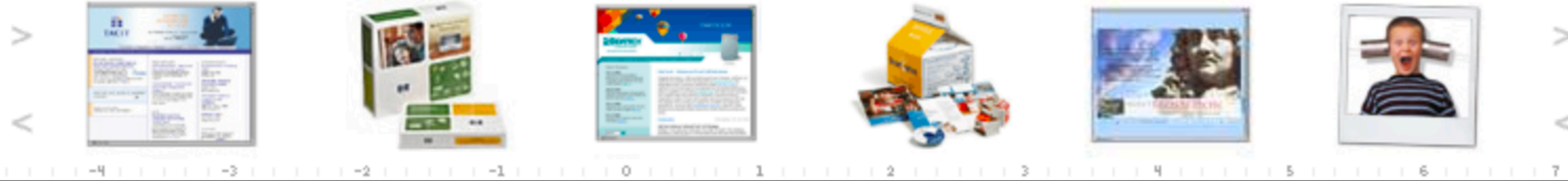
2003

2004

About this capture

93 captures

15 May 1998 - 5 Mar 2016



EDGE > design > advertising

[Click to learn more...](#)

## SOLUTIONS:

PRINT/COLLATERAL WEB/MEDIA IDENTITY PHOTOGRAPHY

CLIENTS

## COMPANY:

NEWS PEOPLE CAREERS CONTACT



EDGE, first and foremost, is a creative company.

Our work utilizes our innovation and vision to produce solutions that have value to the clients we keep and the customers they serve.

Our strength is how we permeate our thinking and technology with our passion and art.

-Joanne McLennan, Creative Director

### EDGElines

[EDGE Helps Oregon Food Bank Take the "Blues" Out of Hunger >>](#)

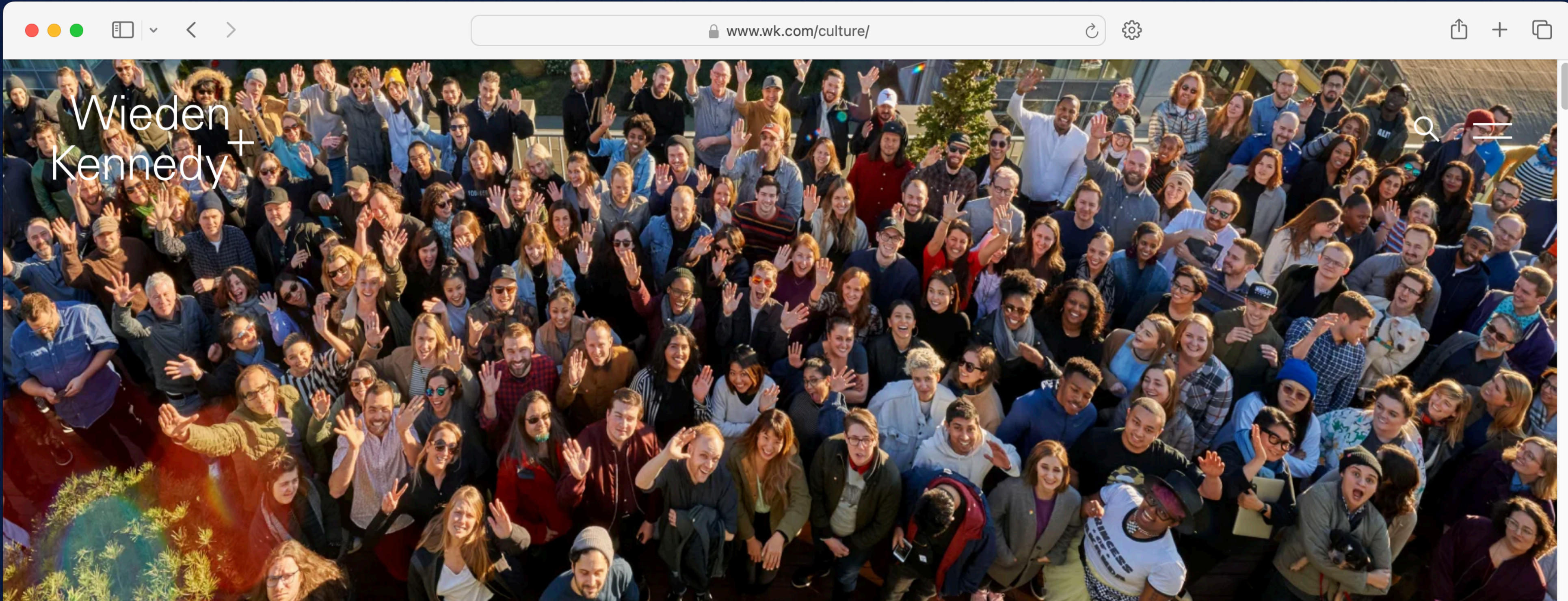
[Samaritan Health Services Launches New Web Site >>](#)

[EDGE Takes HP On The Road >>](#)









# Culture

Welcome to Wieden+Kennedy. Our goal is to build an environment that inspires people to do the best work of their lives.

Follow us on

[Facebook](#)

[Twitter](#)

[Instagram](#)

If you'd like to know about what it's like to work here, and hear from the people who do, read on.



















# Where to Work



# Where to Work

- Design Firms/Creative Firms  
(including Web design & development)
- Corporate/In-house Art or Web  
Departments (both public and private)
- Ad Agencies
- Marketing & PR Agencies; Social  
Media Management Agencies
- Service Bureaus (graphic production)



# Creative Industry Job Positions



# Creative Industry Job Positions

- **Account Executive**  
An Account Executive acts as the bridge between client and agency, ensuring the smooth running of client accounts.
- **Project Manager**  
Ensure the successful delivery of a project by guiding it through all phases of development.
- **Creative Director**  
Leading the creative team in an advertising agency, the Creative Director is a motivator, communicator and creative with a strong commercial background.
- **Art Director**  
Art Directors are responsible for creating the look of a piece, using a keen artistic eye to promote a brand or product.
- **Graphic Designer (Senior & Junior)**  
Creates new and exciting graphics using images and text for print and digital.
- **Production Artist**  
Graphic Artists create all the props with graphic or written elements.



# Creative Industry Job Positions

- **Web Designer**  
Bringing creative ideas across a variety of digital formats, a web designer ensures a strong visual product to meet client needs.
- **Web Developer**  
A skilled programmer, the developer is responsible for any kind of custom software technology needed by the creative team.
- **Social Media Manager**  
Responsible for all aspects of promotion through social media networks.
- **Copywriter**  
Responsible for the development of advertising concepts and copy.
- **Photographer**  
Photographers produce images for creative work under direction from the Art Director.
- **Illustrator**  
Draws for a living
- **Traffic Manager/Ad Buyer**  
Manages the internal flow of job responsibilities. Negotiating and purchasing media space and airtime on behalf of the clients.



## Senior Graphic Designer

Want to be a part of a growing creative agency that creates high-end work for a diverse list of clients? We're seeking an experienced senior-level designer to work alongside our Art Director to execute varied design work that increases our bandwidth and enhances our reputation. Our studio culture is low-drama, and follows a simple set of directives: serve people, do your best work, keep growing; smile.

### We're looking for someone with the following qualities...

- Strong method and disposition for getting things done
- Ability to work independently, often with limited direction
- Ability/experience executing beautiful and effective design work from start to finish, knowing what it takes to create 'winning' work in the eyes of real clients
- Detail-oriented, with strong organizational skills
- Constructive disposition that stays positive under stress
- Passion for doing great design work
- Ability and interest in quickly learning new things
- 5+ years professional experience

### ...and skills...

- Mastery of Adobe CC (mainly Photoshop, Illustrator, InDesign)
- Broad skillset covering print and web
- Complex layouts (ads, web UI, brochures, booklets)
- Graphics, effects, icons, infographics
- Able to work quickly
- Excellent verbal communication
- Problem-solving. Able to see forests and trees.
- Being able to draw/sketch on paper (or tablet) is a plus

### The right candidate would likely...

- Be able to speak passionately about what's on their music playlist
- Immediately be able to name 3-4 designers they admire
- Spend significant spare time thinking about design
- Care a great deal about their portfolio
- Prefer to arrive 10 minutes early

### Requirements:

Must be able to work (physically) in Salem, OR at least 3 days/week.

### Status:

Full time

### Sound like a good fit?

Please tell us about yourself, send a link to LinkedIn (if you're there). And send a link to work samples; they will be a primary factor in our decision. If showing a collaborative piece, be prepared to tell us specifically which parts you executed.



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**From:** Amber McAlary AMcAlary@newsregister.com  
**Subject:** [EXTERNAL] Entry-Level Production Artist Position Available  
**Date:** February 12, 2021 at 12:17 PM  
**To:** peter.hoelter@chemeketa.edu  
**Cc:** Morgan King MKing@newsregister.com



Hi Peter,

Hope you are doing well! I am leaving The News-Register Publishing Co. here in a few days, and am reaching out to let you know that the company will have an entry-level production artist position available.

The candidate should have a solid grasp of design for print and static web, and the technical aptitude to be able to learn the tricky ink limit and color build requirements of printing on newsprint as well as other paper qualities and finishes. Tasks will include print and static web advertisement building, resizing, and final preflighting, publication layout and design, as well as a smattering of special projects here and there that require some solid planning, organization, teamwork and communication.

The position will likely start remotely. The NR Graphics Department is currently working remotely and will likely continue to for the foreseeable future, but the office is located in McMinnville and employees may need to plan to come back to the office at some point.

The position is normally FT, 40hrs/wk, but the candidate should be aware that circumstances of COVID-19 could affect work hours. The company is currently set up on a Work Share program that allows employees to cut 8-16 hours from the workweek and still receive unemployment benefits for hours lost. That being said, there is still a lot of work to be done, and there's optimism for what the future holds.

If you think of anyone who would totally crush this role, please let Morgan know (CC'd on this email). He is our new Lead Designer and will be helping to acquire applications for the position.

## Production Artist

- Adobe CC InDesign, Illustrator, Photoshop
- Firm understanding of CMYK vs RGB
- Firm understanding of pixel dimensions and pixel-perfect ratios
- Familiarity with spot, LAB
- Ability to learn ink limits and color separations as applied to various paper coatings, qualities and finishes
- Ability to learn the imposition process
- General understanding of print preflight practices
- Ability to learn dummymy and pagination software and tasks
- Familiarity with HTML and CSS within a CMS
- Knowledge of task management apps (We're using Clickup)
- Ability to multitask and meet deadlines
- Ability to self-manage
- STELLAR communication skills via phone, email, messaging app or video chat
- Positive, can-do attitude
- Good interpersonal skills
- High attention to detail
- Accepting of constructive criticism

Best



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Post



# Do college degrees matter?

*(Aka: do I need a Bachelors degree to be successful in my Graphic Design career?)*



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If you want to become a professional graphic designer, a helpful first step is exploring all the educational options available to you. For one, it's helpful to know what training is required for you to get started.

Many aspiring graphic designers often feel confused about the difference between graphic design certificates, online courses, college degrees, and even YouTube tutorials. There is a huge difference in what these options cost, what they can teach you, what they can be used for, and how long they take to complete. Depending on the type of job you want and how quickly you want to start your career, it's important to understand the differences between these options before you make the best choice for your education.

### Are graphic designers required to have a college degree?

The short answer- no.

Many of today's hiring managers and recruiters looking for talented graphic designers are mostly looking for experience, skill and quality work. Given this, the education pathway that gets you there doesn't really matter as much as the quality of the work you're capable of providing- meaning you aren't required to spend tens of thousands of dollars and years of time on a [college degree](#) in order to start working as a capable, talented professional. As Lauren Dixon, Graphic Design USA's source at [Talent Culture](#) shares,

*"As higher education becomes less accessible due to rising tuition, and as more alternative learning platforms proliferate online, more people are able to acquire in-demand job skills without a formal college degree."*

### What skills do graphic designers need on their resume?

According to [Monster](#), rather than looking for college or university names on a resume, there are 5 key skills that hiring managers are seeking out when browsing resumes.


1. Creativity
1. [Graphic Design Software Proficiency](#)
1. Typography
1. Web Design

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Your Graphic Designer Salary Guide





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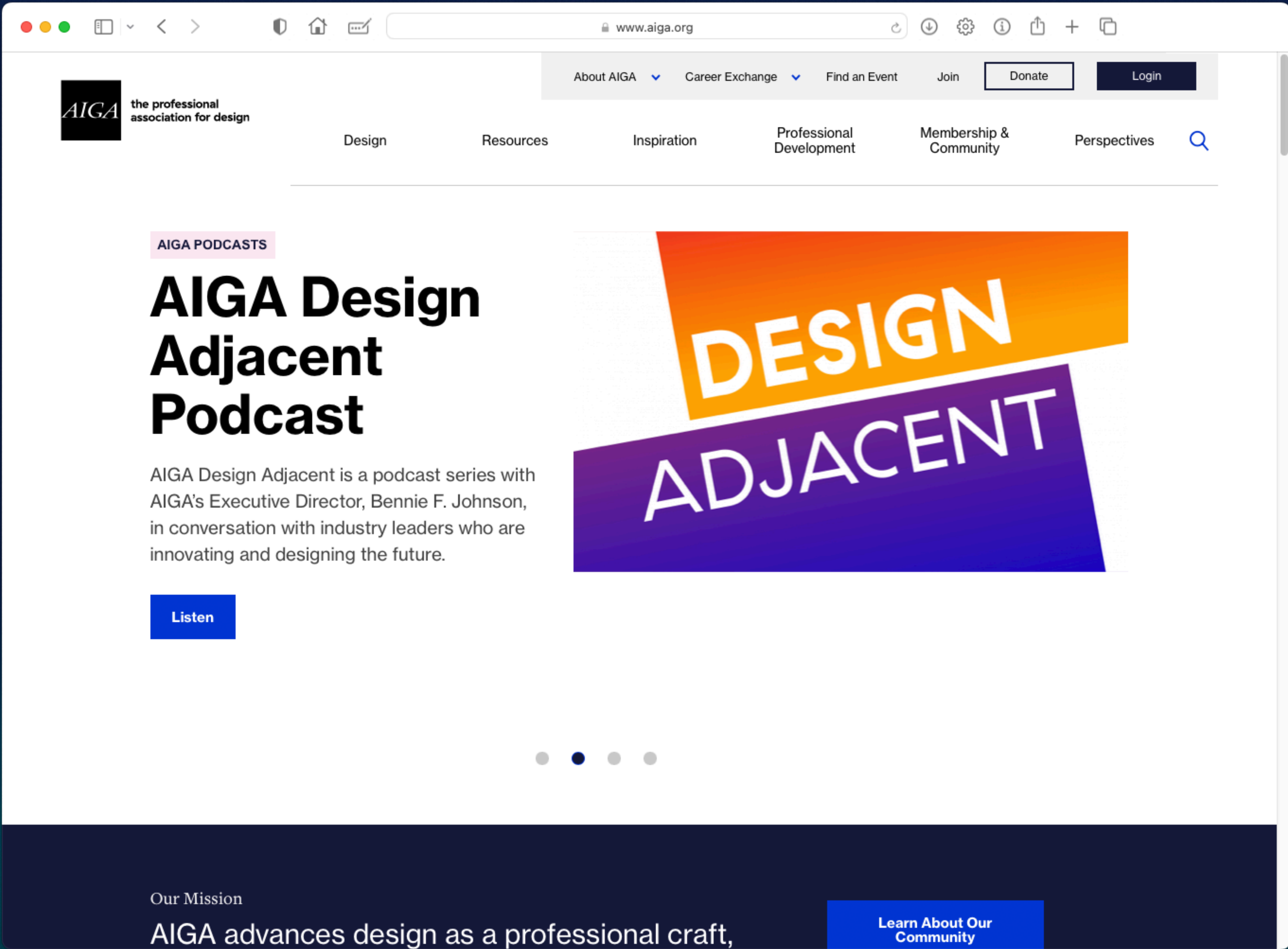
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[www.aiga.org](http://www.aiga.org)





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AIGA PODCASTS

# AIGA Design Adjacent Podcast

AIGA Design Adjacent is a podcast series with AIGA's Executive Director, Bennie F. Johnson, in conversation with industry leaders who are innovating and designing the future.

Listen



Our Mission

AIGA advances design as a professional craft,

Learn About Our Community





< Resources

# Student Resources

AIGA produces national programs to support all members. These initiatives have been made possible through the support of our generous partners and sponsors, as well as the effort of many thousands of members.

[Learn More About AIGA Membership](#)

## Design Practice Areas

Interested in learning more about the different areas of communication design? Browse collections of books and talks or start from the beginning by learning about the type of work each practice area undertakes.

[Learn more](#) →

## Student Groups

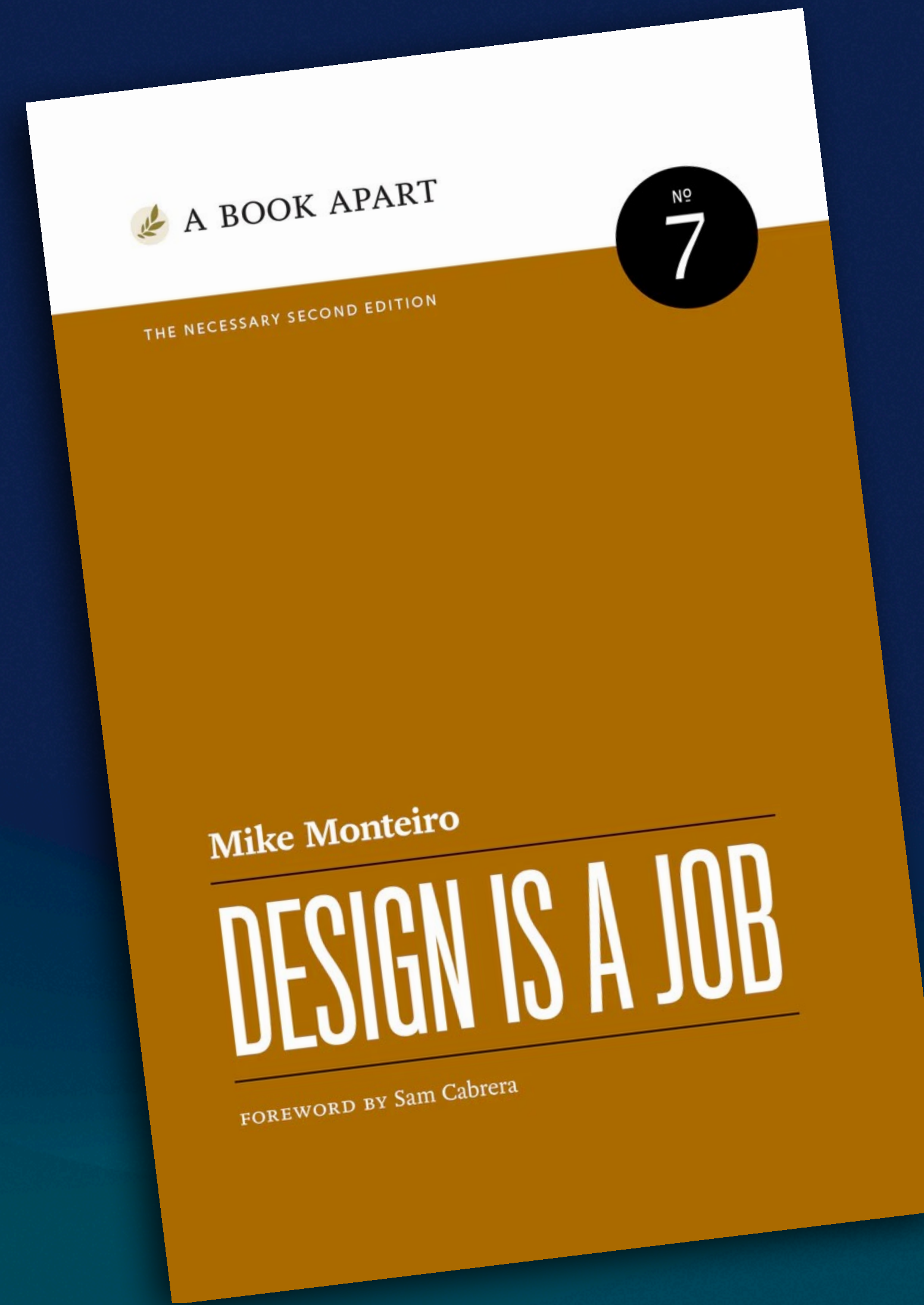
Students represent tomorrow's professional designers and the future of AIGA. When student members organize to become student groups, they serve as a microcosm of AIGA—complete with their own board, programming and needs for community, inspiration and organization—and cultivate the next generation of design leaders.

[Learn more](#) →



# Where you will learn more about careers

- VC283 Business of Graphic Arts (spring Q6)
- VC284 Graphic Design Portfolio (spring Q6)





# Job Post Analysis

## Small Group Lab

- Within your groups, conduct searches for the creative job type provided. Work to find 6–9 positions as a group in our area (Portland/Vancouver south to Eugene).
- Review the qualifications of each job, taking note of the following that are *common or similar* across all postings:
  - Core Qualifications
  - Preferred Years of Experience
  - Degree Requirements
  - Desired Soft Skills
- Take note of anything unusual or interesting about the position postings. Are they on-site or remote? Any unexpected requirements? Any unique requirements?
- Be prepared to share your finding with the class.

