

Career Exploration Centre

Online



 **SAIT**
**YOUNG
ORIGINALS**

Graphic Designer

Career Description

Graphic designers produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs, and interactive media, such as websites.

They are employed by:

- Advertising and graphic design companies
- Establishments with advertising or communications departments
- Multimedia production companies
- They may also be self-employed

Working conditions:

Graphic designers work directly with clients or with teams in studios, advertising agencies, or government or corporate settings. Travel may be needed. A weekday schedule is standard. Overtime and weekend hours are sometimes required to meet project deadlines.

Skills and abilities:

Graphic designers must have:

- creativity, drawing ability, and visual sense
- self-discipline and attention to detail
- communication and interpersonal skills
- time management and organizational skills

Stats:

Average salary In Alberta: \$56,601.00 Annually*

Average wage: \$29.13 Hourly*

Minimum education: 2 years post-secondary

*Statistics from 2018, alis.alberta.ca

For more Alberta career Information and stats:

<https://alis.alberta.ca/occinfo/occupations-in-alberta/occupation-profiles/graphic-designer/>

Activity Mission

You have been hired to design and create a poster for an upcoming Digital Animation Expo. In this activity you will:

1. Brainstorm and quick sketch ideas
2. Create the final poster

Tools:

Pen and/or pencil, paper, coloured pencils

Task 1: Brainstorm and Quick Sketches

Background

Graphic designers brainstorm and quick sketch ideas before creating their final work. The Digital Animation Expo, which showcases computer technology, software programs, and video games, would like the following elements included in the design of the poster:

- A cat (the Expo's mascot)
- Their brand colours, which are blue and green (along with any other colours of your choice)
- The dates of the Expo: June 20, 21, and 22
- Hours of the event: 8:00 AM – 8:00 PM all 3 days
- The hashtag #animationexpo

Instructions

1. Set a timer for 5 minutes.
2. In the time, quickly sketch out 3 unique Ideas for the poster layout.
3. Try different layouts for each sketch.
4. Don't worry about perfection with these quick sketches, just be creative.
5. Work quickly, you have 5 minutes to complete these sketches.

Task 2: Create the Final Poster

Background

Now that you have 3 different design ideas, you must decide on the final design for your client's poster. You can also combine ideas from your different designs into one.

Instructions

1. Use blank paper and coloured pencils to create your final poster.
2. Revisit the items that the client wants in the design to ensure that you are capturing their requests.
3. Once your poster is finished, ask for feedback from family members: what stands out? What could be made more noticeable? What are their thoughts on the overall design?
4. If they have feedback that you think is valid, consider incorporating their ideas into your poster, or creating a new one with their suggestions in mind.

To find out about a SAIT program connected to this activity, please visit:

<https://www.sait.ca/programs-and-courses/continuing-education/courses-and-certificates/graphic-design-certificate-of-achievement>