



Career Focus - Graphic Design

Dear Alumni, TUCSIN students & Staff

If you are a creative individual with a talent for visual elements then you may consider a career in *Graphic design*. Graphic design is a creative process that reaches into everything we do these days—from websites to application interfaces to product packaging, the talented hand of the graphic designer is seen everywhere. It can be a rewarding and challenging career. Explore your creativity and turn it into your dream job!

- Martina

What is Graphic Design ?

Graphic design is a form of visual communication essential in the marketing of products and services to the consumer. The work of the graphic designer is always geared to the needs of the industry, and includes such tasks as designing annual reports and magazines, posters and books, product packaging and labels, as well as advertisements.

The graphic designer aims to develop a unique and recognizable identity for a product, service, organization or idea. Their services are required whenever an advertisement goes into print in newspapers, magazines, pamphlets, leaflets, brochures, posters, show cards, package designs, signage or logos.

Graphic designers attempt to transmit specific messages by means of appropriate visual material. A message may be aimed at projecting a certain image of an organization, transmitting information or promoting a service or product, and should be based on careful market research.

Graphic designers are also involved in the production of film and television advertisements, in the illustration of books and articles, in layouts and in the design of book covers, calendars, labels, wrappers, letterheads and trademarks.

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The designing of the corporate identity of an organization is one of the many interesting facets of the designer's work. This may entail the creation or modification of a "logo", which is a single, visually dominating form symbolizing the characteristics, nature or name of the organization or business. This promotes a strong visual image of an organization.

In order to produce a design that reflects general attitude, choice and taste, graphic designers require thorough knowledge of the market. Ideas need to be continually adapted and modernized in order to keep up with, or be ahead of, market trends.

Areas of specialization for graphic designers depend on the type of work, for example, rendering artist, layout artist, lettering artist, fashion illustrator, book illustrator, freelance illustrator, and/or specifically on the type of employer, for example, advertising agency, packaging manufacturer and publisher.



REQUIREMENTS & TRAINING

SOME SATISFYING ASPECTS OF THIS CAREER

- the opportunity to use your artistic ability at work
- working on a variety of projects
- the wide variety of specialties available

SOME DEMANDING ASPECTS OF THIS CAREER

- working under pressure
- having to revise your work to meet the demands of clients
- working on dull or uninspiring projects until one becomes established

REQUIREMENTS

A graphic designer should:

- be imaginative, creative and artistic;
- have an interest in drawing;
- have colour sense, depth perception and balance;
- have good eye-hand coordination and finger dexterity;
- have the ability to advise people persuasively without offending them;
- have good reasoning and communication ability;
- have a knowledge of business and products;
- have good eyesight;
- have the ability to comprehend abstract ideas and translate them into tangible products.

SCHOOL SUBJECTS

Namibia National Senior Certificate meeting degree requirements for a degree course

Namibia National Senior Certificate meeting diploma requirements for a diploma course

Each institution will have its own minimum entry requirements.

Compulsory Subjects: None

Recommended Subjects: Visual Arts, Computer Applications, Information Technology, Engineering and Graphic Design, History

TRAINING

Degree: The BA (Fine Arts) is offered at all universities except UL. The duration of the course is 4 years of full-time study.

Diploma: N.Dip: Graphic Design. The duration of the course is 3 years, and it includes specific training in advertising campaigns and design for corporate image - CUT, CPUT, DUT, TUT, NMMU, VUT.

Certificate: Colleges eg Port Elizabeth, S W Gauteng.

Various private colleges, such as The Design School, Design Centre, Intec, Inscape Design College and others, also offer comprehensive Graphic Design Diplomas.

Many institutions select students by asking them to submit a portfolio, attend an interview or pass an entrance examination of a practical nature.

EMPLOYER

- advertising agencies
- advertising or marketing departments of large organizations
- printing and publishing firms
- in-house studios of large firms, such as newspapers
- graphic design firms
- industrial companies
- educational institutions
- government departments
- manufacturers and packaging firms
- self-employment on a freelance basis, acting as consultant to larger firms

INTERESTING FACTS OF A GRAPHIC DESIGNER

- Ever wondered where the words graphic designer originated from? Graphic: 1630–40; < Latin *graphicus* of painting or drawing < Greek *graphikós* able to draw or paint, equivalent to *gráph* (*ein*) to draw, write + *-ikos* -ic; cognate with carve. Design originated from/around 1350–1400; Middle English *desigmen* < Latin *dēsīgnāre* to mark out. De-, sign.
- The first known and recognized visual communication to be portrayed with pictograms and symbols were found around 15,000-10,000 BC In the Lascaux caves in southern France!
- Today, fonts known as sans-serif typefaces were once known by quite a few names, some including: Antique, Egyptian, Doric, Heiti, Lineal, and Simplicies ; Just to name a few.
- Graphic Designers are important to society, designing many logos we see today.
- Did you know that the Pepsi logo was paid one million dollars to get designed? That's amazing!



Graphic communication as the name suggests is communication using graphic elements. These elements include symbols such as glyphs and icons, images such as drawings and photographs, and can include the passive contributions of substrate, color and surroundings. It is the process of creating, producing, and distributing material incorporating words and images to convey data, concepts, and emotions.

The field of graphic communications encompasses all phases of the graphic communications processes from origination of the idea (design, layout, and typography) through reproduction, finishing and distribution of two- or three-dimensional products or electronic transmissions

THE USE OF TYPOGRAPHY TO ADVERTISE



WHY I CHOOSE THIS JOB ?, A GRAPHIC DESIGNER:

"I chose this job, a graphic designer, because Graphic design involves computers and art, which are both very fun, and also because graphic design is a very creative field and job, almost most of the time letting you design what you want. Being a graphic designer compared to working in a cubicle (for me) would be better, because it gives you the chance to work independently, and giving you the freedom you need to design something, and It is also a diverse job. "Choose a job you love, and you will never have to work a day in your life." Wouldn't it also be really neat to see something you designed on a label, sold in stores? Graphic design feels like the right choice for me, just because you're able to mix computers and art together, which I think is very, very neat and interesting. " Unknown author



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