

Graphic design UNIT 4

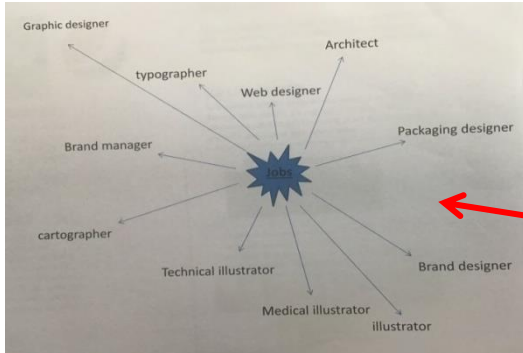
As we are all housebound it would be an excellent idea if we could complete some of the research sections of units we haven't started yet. (I know how much you love research)

Unit 4 is about the Graphic design industry and the research section consists of:-

- A mind map identifying all the different areas of graphic design there are. (what direction you can specialise in)
- What is a graphic designer?
- How do they present their work?
- How much do they earn?
- What qualifications do you need?
- Examples of successful graphic designers and graphic design companies.
- Concentrate on three of the areas of graphic design from your mind map.
- How to get into graphic design
- How do they advertise their work (what is a portfolio?)

You will have to complete this section of unit 4 at some point so it would be a great idea to take this time to get it out of the way.

Unit 4



Page 1

Mind map about careers in Graphic design and related jobs.

This basic example shows the different areas a graphic design student can enter into and specialise in.

You could add to this mind map by explaining in one sentence what each job involves.

Page 2

- What is a GRAPHIC DESIGNER?

Find out what the definition of a graphic designer is, what they do to make a living. (This should be no more than a paragraph)

- How do GRAPHIC DESIGNERS present their work?

Graphic designers have to collate all of their work if they are going to get a job or advertise their talents to the world in order to get work. (This should be no more than a paragraph)

- How much does a GRAPHIC DESIGNER earn? Look at how much a graduate earns through to an established designer. It would be useful to try and find out how much the top companies in the world charge for designs and rebranding e.g Pentagram. (A few years ago BP were charged over £100 million to rebrand their company.)

- What are the entry requirements to become a GRAPHIC DESIGNER?

What qualifications would you have to achieve to become a graphic designer? (most students would take the route of a degree and some would go on to a masters degree in a specific area of graphic design. Some students would opt for a low paid graphic design job after they finish college and try to climb the ladder. Some designers go on to become freelance and work from home for themselves.)

- Give a brief example of a successful GRAPHIC DESIGN company. Explain what area of graphic design they concentrate on and display examples of their work.

The sample page is divided into three main sections. The top left section is titled 'Graphic Designer' and includes an image of a person working at a computer. The top right section is titled 'Wages of a graphic designer' and contains text about average earnings. The bottom section is titled 'Entry requirements' and includes a sub-section 'Graphic design company' with an image of a company logo and text about the company's work.

**PLEASE DO NOT COPY THE EXAMPLES
WORD FOR WORD!!!!**