

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?)

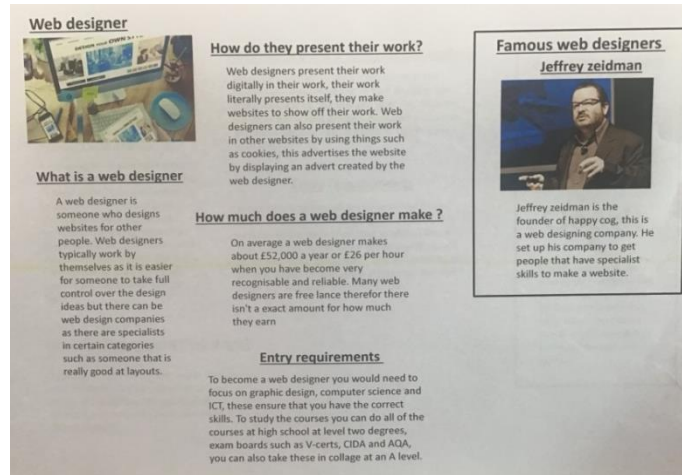
You will have to complete this section of unit 4 at some point so it would be a great idea to take this time to get it out of the way.

Unit 4

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Concentrate on **three** different specialisms of GRAPHIC DESIGN. One per page.

- Explain what the specialism is and what they do? E.g Web designer.
- Explain how they present their work? What digital programs do they use? Give examples of images.
- Research how much they earn?
- Explain entry requirements. How to get into that specialism? What qualifications you need?
- Focus on a famous/ successful designer from that specialism. Write a paragraph about what they do and their achievements. Show examples of their work.



Web designer

How do they present their work?

Web designers present their work digitally in their work, their work literally presents itself, they make websites to show off their work. Web designers can also present their work in other websites by using things such as cookies, this advertises the website by displaying an advert created by the web designer.

What is a web designer

A web designer is someone who designs websites for other people. Web designers typically work by themselves as it is easier for someone to take full control over the design ideas but there can be web design companies as there are specialists in certain categories such as someone that is really good at layouts.

How much does a web designer make ?

On average a web designer makes about £52,000 a year or £26 per hour when you have become very recognisable and reliable. Many web designers are free lance therefore there isn't a exact amount for how much they earn

Entry requirements

To become a web designer you would need to focus on graphic design, computer science and ICT, these ensure that you have the correct skills. To study the courses you can do all of the courses at high school at level two degrees, exam boards such as V-certs, CIDA and AQA, you can also take these in collage at an A level.

Famous web designers

Jeffrey zeidman

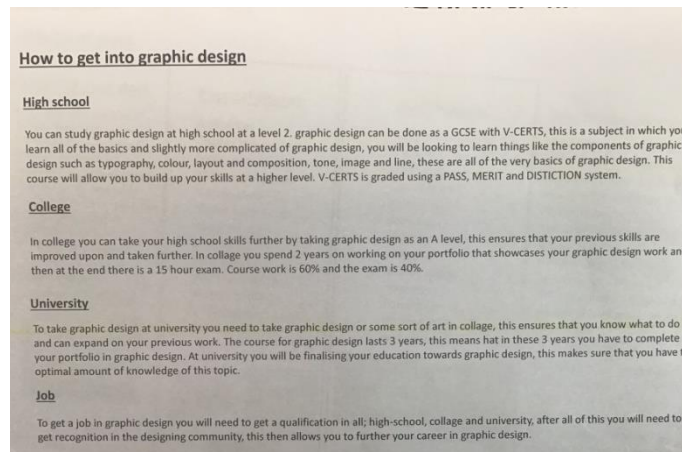
Jeffrey zeidman is the founder of happy cog, this is a web designing company. He set up his company to get people that have specialist skills to make a website.

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How to get into graphic design?

- Write a paragraph about the different steps you must take to become a successful Graphic designer
- High school
- College
- University / masters degree in specific discipline
- Job



How to get into graphic design

High school

You can study graphic design at high school at a level 2. graphic design can be done as a GCSE with V-CERTS, this is a subject in which you learn all of the basics and slightly more complicated of graphic design, you will be looking to learn things like the components of graphic design such as typography, colour, layout and composition, tone, image and line, these are all of the very basics of graphic design. This course will allow you to build up your skills at a higher level. V-CERTS is graded using a PASS, MERIT and DISTICTION system.

College

In college you can take your high school skills further by taking graphic design as an A level, this ensures that your previous skills are improved upon and taken further. In collage you spend 2 years on working on your portfolio that showcases your graphic design work and then at the end there is a 15 hour exam. Course work is 60% and the exam is 40%.

University

To take graphic design at university you need to take graphic design or some sort of art in collage, this ensures that you know what to do and can expand on your previous work. The course for graphic design lasts 3 years, this means hat in these 3 years you have to complete your portfolio in graphic design. At university you will be finalising your education towards graphic design, this makes sure that you have the optimal amount of knowledge of this topic.

Job

To get a job in graphic design you will need to get a qualification in all; high-school, collage and university, after all of this you will need to get recognition in the designing community, this then allows you to further your career in graphic design.

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