Graphic Designer, Web Designer or Illustrator

Graphic designers and illustrators create visual concepts to inspire and captivate consumers. They develop the layout and design for advertising, brochures, magazines, and reports, or work on the images in them. Web designers flex their creative design muscles by making beautiful websites with user-friendly interfaces.

What graphic designers or illustrators do

Graphic designers help their clients or employers reach their audiences by putting their messages in visual form. They have a knack for understanding how to strike a chord with the images they create and decide how those images will interact with the text around them.

Illustrators typically do commercial work for companies including publishing houses and advertising agencies. Focusing on drawing, their strong knowledge of art history, painting and many forms of artistic media allows them to design branding, product packaging, and book, website or advertising illustrations.

Web designers use their passion for art and IT to design aesthetically pleasing web pages that reflect a brand's personality, but are also functional and easy to use. They work on layouts and wireframes, and design icons and graphics. They also know how to code using HTML, CSS and JavaScript.

Whether it's developing big-picture strategies or the details of the text and images to use, marketing professionals collaborate in teams to think outside the square.

education.nsw.gov.au

Will I get a job?

Very strong growth in these occupations is predicted with 9,600 new jobs in Australia in the next four years, bringing the total to 68,800.

What will I earn?

$1,101–$1,350 median full-time weekly salary (before tax, excluding super).

You'll like this job if...

You're creative. You think differently about the world around you. You're good with technology. You enjoy collaboration. You have good hand-eye coordination. You easily see patterns, value innovation and seek creative solutions to problems. You have exceptional attention to detail. You're deadline oriented. You take criticism well.

A day in the life...

Work as a graphic designer, web designer or illustrator may involve these tasks:

- meet with clients or the art director to determine the project's objectives
- research and analyse message requirements
- prepare sketches, diagrams, illustrations and layouts to communicate design concepts either by hand or using computer software
- create images that identify a product or convey a message
- develop graphics and visual images for product illustrations, logos and websites
- select colours, images, text style, and layout
- present draft designs to clients or the art director
- incorporate changes recommended by clients into the final design
- review designs for errors before printing or publishing
- supervise or carrying out production in the chosen media.

VET qualifications

The following government-subsidised qualifications are available in NSW:

Certificate IV in Digital Media Technologies (ICT40815)

- Up to 2 years full-time
- Graduates employed or in further study: 82.6%*

Diploma of Digital Media Technologies (ICT50915)

- Up to 2 years full-time
- Graduates employed or in further study: 77.6%*

Roles to look for

- Graphic designer
- Graphic artist
- Illustrator
- Multimedia designer
- Digital media designer
- Interactive media designer
- Web designer

Main employing industries

- Professional, scientific and technical services
- Retail services
- Manufacturing
- Information media and telecoms
- Education

Other jobs you may like...

- Graphic pre-press trades worker
- Fashion, industrial and jewellery designer
- Interior designer

To find out more regarding these related jobs, visit education.nsw.gov.au/job-guides.

education.nsw.gov.au

NSW GOVERNMENT