

# **Computers and Society Task 4**

## ***Educational and Career Paths***

Some MINOR errors, but wonderful! Level 4+

Pick **ONE** computer related field.

(For example, computer programmer, graphic designer, computer technician, computer engineer, database administrator, technology trainer, instructional designer, web developer, network specialist, systems analyst, etc.) **\*Graphic designer**

Research and report on the following based on the related field you choose:

1. Educational path
  - a. high school requirements, such as courses and/or grades (you might have to find out college or university program entrance requirements first)
  - b. post-secondary education (college, university or apprenticeship) program
  - c. other degrees, diplomas, and/or certifications that can be obtained
  - d. any related postgraduate education (masters, doctorate, other?)
2. Career path
  - a. starting in the field
  - b. types of jobs
  - c. types of businesses
  - d. general job requirements, qualifications and responsibilities
  - e. find ONE specific job from each level and discuss it:
    - i. entry level position
    - ii. mid-career (some acquired experience)
    - iii. late career (very experienced)
  - f. growth potential
  - g. professional associations
  - h. professional development

Include in your report (**minimum** 300 words):

- Descriptions, explanations, examples, diagrams, etc. of all of the above
- links to (or copies of) the actual job postings
- bibliography

# **GRAPHIC Designer**

## **1. EDUCATIONAL PATH**

A) YOU NEED TO TAKE SOME BUSINESS CLASSES (EG: WORD PROCESSING, BUSINESS management, Finance, MARKETING.), COMPUTER SCIENCE CLASSES (EG: COMPUTER GRAPHICS, CAD DESIGN AND SOFTWARE.), ENGLISH CLASSES (EG: CREATIVE WRITING, PUBLIC SPEAKING, JOURNALISM.), FINE AND PERFORMING ARTS CLASSES (EG: ART, HISTORY, DRAWING, PAINTING, SKETCHING, ART PORTFOLIO, GRAPHIC ARTS, PRINTING.) NOT ALL COURSES ARE NEEDED AND NOT ALL MIGHT BE AVAILABLE TO YOU, BUT THESE ARE THE COURSES BEST SUITED IF YOU WANT TO GO INTO GRAPHIC DESIGNING.

**B)** THE TYPICAL COURSES YOU TAKE TO GET A BACHELOR'S DEGREE IN GRAPHIC DESIGNER ARE:

- PRINCIPLES OF DESIGN
- CREATING COMPUTER GRAPHICS
- DESKTOP PUBLISHING
- TYPOGRAPHY
- TWO-DIMENSIONAL DESIGN
- THREE-DIMENSIONAL DESIGN
- GRAPHICS FOR THE WEB
- DIGITAL PHOTOGRAPHY
- PRINCIPLES OF COLOR
- MULTIMEDIA AND ANIMATION

**C)** THESE COURSES ARE WHAT YOU WOULD USUALLY TAKE IF YOU WANTED A BACHELORS DEGREE. TYPICALLY, NOT ALL THE COURSES WOULD BE OFFERED IN ONE UNIVERSITY/ COLLEGE UNLESS IT WAS A SPECIAL SCHOOL FOR GRAPHIC DESIGNER, IN THIS CASE YOU WOULD HAVE TO TAKE COURSES AT DIFFERENT SCHOOLS TO BE ABLE TO TAKE ALL THESE COURSES.

**D)** TO GO FURTHER INTO GRAPHIC DESIGN, YOU DON'T NEED THE HIGHEST DEGREE, YOU JUST NEED A DOCTORATE DEGREE.

## **2. CAREER PATH**

**A)** WHEN STARTING OUT AS A GRAPHIC DESIGNER, IT MIGHT BE HARD AT FIRST TO GET A JOB AS A BEGINNER. THAT BEING SAID, THERE ARE ALSO A LOT OF JOBS FOR BEGINNERS AFTER THEY HAVE BEEN AN INTERN FOR ABOUT A YEAR OR TWO BEFORE GOING INTO THE FIELD SINCE YOU HAVE GOTTEN MORE EXPERIENCE.

JOB'S YOU CAN GET AS A BEGINNER ARE JOB POSITIONS LIKE DIGITAL MARKETING ASSISTANT, GRAPHIC DESIGN AND SOCIAL MEDIA MANAGER, JUNIOR MARKETING ASSISTANT, OR GRAPHING PRODUCTION.

**B)** THERE ARE JOBS FOR GRAPHIC DESIGN IN DIFFERENT AREAS (EG: PRINT, DIGITAL, ETC.). MAC OPERATOR/ENTRY LEVEL DESIGNER, MID-LEVEL DESIGNER, SENIOR DESIGNER, ART/ CREATIVE DIRECTOR, PACKAGE DESIGN, ADVERTISING/ MARKETING, ADVERTISING AND BRANDING, MARKETING, PRINT PUBLICATION DESIGNER, LOGO DESIGN, FRONT END WEB DESIGNER, DESIGNER/ DEVELOPER, USER INTERFACE DESIGNER, USER EXPERIENCE DESIGNER,

**C)**

**HTTP://WWW.YELLOWPAGES.CA/BUS/ONTARIO/OTTAWA/  
AN-DESIGN-COMMUNICATIONS/8079090.HTML?WHAT=G  
RAPHIC+DESIGNERS&WHERE=OTTAWA+ON&USECONTEXT  
=TRUE** (AN DESIGN COMMUNICATIONS  
204-16 BEECHWOOD AV, OTTAWA, ON K1L 8A8)

**HTTP://WWW.YELLOWPAGES.CA/BUS/ONTARIO/KANATA/  
JIFFY-PHOTO-PRINT/8155002.HTML?WHAT=GRAPHIC+DES  
IGNERS&WHERE=OTTAWA+ON&USECONTEXT=TRUE** (JIFFY  
PHOTO & PRINT  
3-420 HAZELDEAN RD, KANATA, ON K2L 4B2)

**HTTP://WWW.YELLOWPAGES.CA/BUS/ONTARIO/OTTAWA/  
MERRIAM-PRINT/4463275.HTML?WHAT=GRAPHIC+DESIGN  
ERS&WHERE=OTTAWA+ON&USECONTEXT=TRUE**

(MERRIAM PRINT  
252 LAURIER AVE E, OTTAWA, ON K1N 6P4)

**HTTP://WWW.YELLOWPAGES.CA/BUS/ONTARIO/OTTAWA/  
LOUDMOUTH-PRINTHOUSE/6889266.HTML?WHAT=GRAP  
HIC+DESIGNERS&WHERE=OTTAWA+ON&USECONTEXT=TR  
UE** (LOUDMOUTH PRINTHOUSE  
411 CATHERINE ST, OTTAWA, ON K1R 5T6)

**D)** JOB REQUIREMENTS:APART FROM TECHNICAL AND DRAWING SKILLS,  
CANDIDATES NEED TO SHOW EVIDENCE OF THE FOLLOWING:

- PASSION, ENTHUSIASM, AND CREATIVE FLAIR;
- A FLEXIBLE APPROACH WHEN WORKING IN A TEAM;
- PATIENCE;
- EXCELLENT COMMUNICATION SKILLS IN ORDER TO INTERPRET AND NEGOTIATE BRIEFS WITH CLIENTS;
- GOOD PRESENTATION SKILLS AND THE CONFIDENCE TO EXPLAIN AND SELL IDEAS TO CLIENTS AND COLLEAGUES;
- TIME MANAGEMENT SKILLS AND THE ABILITY TO COPE WITH SEVERAL PROJECTS AT A TIME;
- ACCURACY AND ATTENTION TO DETAIL;
- BEING OPEN TO FEEDBACK AND WILLING TO MAKE CHANGES TO YOUR DESIGNS;
- EFFECTIVE NETWORKING SKILLS TO BUILD CONTACTS.

RELEVANT SUBJECTS INCLUDE THOSE THAT INVOLVE VISUAL ARTS. IN PARTICULAR, A DEGREE/HND IN THE FOLLOWING SUBJECTS MAY INCREASE YOUR CHANCES:

- GRAPHIC DESIGN;
- ILLUSTRATION;
- 3D DESIGN;
- FINE ART;
- VISUAL ART;
- PHOTOGRAPHY;
- FILM/TELEVISION;
- COMMUNICATION DESIGN.

**QUALIFICATIONS:** TO BE A GOOD GRAPHIC DESIGNER, YOU MUST POSSESS CREATIVITY, GOOD COMMUNICATION AND PROBLEM SOLVING SKILLS. TO BE A GOOD GRAPHIC DESIGNER, YOU CANNOT JUST RELY ON YOUR ABILITY TO PHOTOSHOP AND CREATE ART, YOU HAVE TO HAVE A GOOD EYE, A LOT OF DETAIL AND FORM. BEING A GRAPHIC DESIGNER IS HAVING MANY JOBS IN ONE.

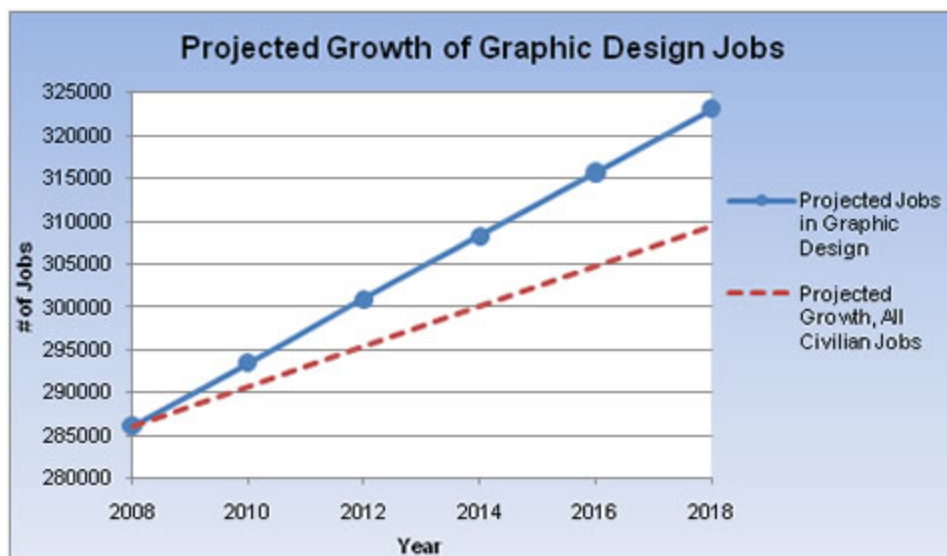
RESPONSIBILITIES: TO BE A GOOD GRAPHIC DESIGNER YOU HAVE TO BE TIME EFFICIENT AND NOT WASTE PRECIOUS WORK HOURS. YOU SHOULD EXPECT TO TAKE YOUR WORK HOME OR WORK LATE HOURS TO GET STUFF DONE. YOU SHOULD EXPECT SURPRISE TASKS TO DO LAST MINUTE AND SHOULD BE FAST YET DETAILED WHEN DOING THOSE TASKS. YOU NEED TO BE ORGANISED AND SPONTANEOUS BEING ABLE TO POSTPONE PLANS WITH FRIENDS FOR WORK. YOU NEED TO BE CREATIVE WHILE WORKING TO ATTRACT MORE ATTENTION TO YOUR BUSINESS.

## **E) (creative director)**

I) ENTRY LEVEL POSITION: YOU WILL START YOUR CAREER FROM HANDS ON PROJECTS IN BIG GROUPS OF PEOPLE WHO YOU WILL NEED TO COMMUNICATE WITH AND SHARE IDEAS WITH EQUALLY. YOU WILL START OFF WITH SMALL PROJECTS LIKE ONLINE ADVERTISEMENTS, CHARACTER DESIGN IDEAS. TO START OUT AS A CREATIVE DIRECTOR, YOU NEED TO BE GOOD AT COMMUNICATIONS, CONSUMER BEHAVIOR, AND OTHER SKILLS LIKE THESE. YOU WON'T BE GIVEN VERY BIG PROJECTS UNLESS YOU ARE SELF-EMPLOYED. YOU WILL USUALLY BE ONE OF MANY CREATIVE DIRECTORS IN SUB GROUPS SINCE YOU WILL BE JUST BEGINNING YOUR CAREER. THE AMOUNT OF TIME YOU SPEND AS AN ENTRY LEVEL POSITION VARIES DEPENDING ON YOUR INITIATIVE AND DETERMINATION TO MOVE UP THE JOB SCALE, IT CAN VARY FROM 2-5 YEARS. SALARY: C\$55,287 PER YEAR.

II) MID- CAREER: IN THE MIDDLE OF YOUR CAREER, YOU WILL BE MORE ADVANCED AND HAVE MORE ADVANCED PROJECTS TO WORK ON IN SMALLER GROUPS. YOU WILL BE EXPECTED TO TAKE ACTION AND BE A LEADER SINCE THERE WILL BE FEWER CREATIVE DIRECTORS AND SMALLER GROUPS WITH A HEAVIER WORKLOAD. YOU WILL HAVE MORE JOB OPPORTUNITIES SINCE YOU WILL HAVE MORE EXPERIENCE AT THIS POINT. YOU WILL NEED THE SKILLS YOU HAD AS A BEGINNER AS WELL AS BEING GOOD AT CREATING ADVERTISEMENTS AND PROMOTIONS, INTERNET MARKETING, AND OTHER SKILLS IN THOSE AREAS. YOU WILL HAVE MORE CONTROL AND HAVE PEOPLE WORKING UNDER YOU WHICH GIVES YOU MORE RESPONSIBILITY IN TELLING THEM WHAT TO DO AND HOW YOU WANT IT DONE. YOU NEED TO BE MORE ASSERTIVE AND RESPONSIBLE AT THIS POINT BECAUSE YOU WILL HAVE OTHERS TO WORK FOR WHILE HAVING PEOPLE WORK FOR YOU. YOU WILL NEED TO BE ABLE TO DO THINGS LIKE HIRE AND TRAIN STAFF, NEGOTIATE PRICING AND SOURCE PRINTERS, AND REVIEW AND EDIT ALL YOUR EMPLOYEES WORK TO SEND TO YOUR EMPLOYERS FOR FURTHER MANAGEMENT. SALARY: C\$66,598 PER YEAR.

III) Late career: AFTER years OF experience, YOU WILL HAVE more OPPORTUNITIES TO BE IN CONTROL OF MOST TO ALL ASPECTS OF YOUR career. MOST OF THE PEOPLE YOU WILL BE WORKING WITH WILL BE UNDER YOU IF YOU HAVE DEVELOPED THROUGH YOUR career. YOU WILL HAVE a LOT more responsibility FOR YOURSELF AND FOR OTHERS. YOU WILL HAVE TO START TAKING ON BIG PROJECTS BY YOURSELF WHILE BEING YOUR OWN BOSS. YOU WILL need TO BE organized. YOU need TO KNOW HOW TO DEVELOP creative programs and design concepts THAT COOPERATE WELL WITH BUSINESS OBJECTIVES and expectations. YOU WILL HAVE TO BE STRATEGIC and PITCH WELL THOUGHT OUT PROPOSALS. salary: C\$81,176 Per year.



**F)**

THE POTENTIAL FOR GRAPHIC DESIGNERS TO BE SUCCESSFUL IS HIGHER THAN REGULAR CIVILIAN JOBS ACCORDING TO THE THIS GRAPH. THE CHANCE TO GET MORE PAY IS HIGHER DEPENDING ON YOUR WORKLOAD.

**G)** WHILE WORKING as a GRAPHIC DESIGNER, you need to HAVE IMPECCABLE SOCIAL SKILLS FOR BUSINESS PURPOSES. YOU WILL HAVE TO BE ABLE TO ASSOCIATE WITH OTHERS and make agreements WITH THEM FOR your use. YOU WILL need to make DEALS WITH OTHERS WHO are in your INDUSTRY, and MIGHT even need to make DEALS WITH COMPETITORS in your LEAGUE as WELL.

**H)** IF you want to mature as a GRAPHIC DESIGNER, you WILL need to improve your SKILL and TECHNIQUE TO THE POINT WHERE you are ABLE TO TEACH OTHERS your SKILLAGE. YOU WILL need to BE ABLE TO EDIT your OWN WORK and IMPROVE WHILE STAYING ORGANIZED and TIME EFFICIENT. YOU WILL ALSO LEARN a LOT FROM your EMPLOYEES, EMPLOYERS and PEERS WHICH WILL HELP you IMPROVE your WORK.



## **WORK CITED:**

**[HTTP://DESIGNERTODAY.COM/ARTICLES/6406/WHAT.DOES.A.GRAPHIC.DESIGNER.DO.ASPX](http://Designertoday.com/articles/6406/What.Does.a.Graphic.Designer.Do.aspx)**

Website Title: A graphic designer, also often referred to as a graphic artist, wears many different hats while using an equally diverse number of media to create numerous types of designs.

-Article Title: Graphic Design Articles & Features

Date Accessed: November 24, 2014

**[HTTP://WWW.AIGA.ORG/GUIDE-WHATISGRAPHICDESIGN/](http://www.aiga.org/guide-what-is-graphic-design/)**

Website Title: AIGA

Article Title: What is graphic design?

Date Accessed: November 21, 2014

**[HTTP://WWW.ADIGITALDREAMER.COM/GRAPHIC-DESIGN-SCHOOLS.HTM](http://www.adigitaldreamer.com/graphic-design-schools.htm)**

Website Title: Graphic Design Schools, Colleges Education

Article Title: Graphic Design Schools, Colleges, Education

Date Accessed: November 24, 2014

[HTTP://WWW.PROSPECTS.AC.UK/Graphic\\_Designer\\_entry\\_requirements.htm](http://www.prospects.ac.uk/Graphic_Designer_entry_requirements.htm)

Website Title: Graphic Design Schools, Colleges Education

Article Title: Graphic Design Schools, Colleges, Education

Date Accessed: November 24, 2014

[HTTP://WWW.PROSPECTS.AC.UK/Graphic\\_Designer\\_Job\\_Description.htm](http://www.prospects.ac.uk/Graphic_Designer_Job_Description.htm)

Website Title: | Prospects.ac.uk

Article Title: Graphic designer: Job description

Date Accessed: November 24, 2014

[HTTP://WWW.GRAPHICDESIGNINTERNSHIP.NET/QUALIFICATIONS\\_OF\\_A\\_GRAPHIC\\_DESIGNER.HTML](http://www.graphicdesigninternship.net/qualifications_of_a_graphic_designer.html)

Website Title: Qualifications of a Graphic Designer

Article Title: Successful Graphic Designers

Date Accessed: November 24, 2014

## **JOB POSTS**

[HTTP://ca.indeed.com/cmp/ALGO-communication-PRODUCTS-LTD/JOB/DIGITAL-Marketing-ASSISTANT-10F76803BD735a50](http://ca.indeed.com/cmp/ALGO-communication-PRODUCTS-LTD/JOB/DIGITAL-Marketing-ASSISTANT-10F76803BD735a50)

[HTTP://ca.indeed.com/cmp/RANK-Media-AGENCY/JOB/WEB-Graphic-Design-InternSHIP-CED0782Ba4Ba6CB3](http://ca.indeed.com/cmp/RANK-Media-AGENCY/JOB/WEB-Graphic-Design-InternSHIP-CED0782Ba4Ba6CB3)

[HTTP://ca.indeed.com/cmp/second-Nature-BOUTIQUE/JOB/Graphic-Design-Social-Media-Manager-0a07Ba673acd9027](http://ca.indeed.com/cmp/second-Nature-BOUTIQUE/JOB/Graphic-Design-Social-Media-Manager-0a07Ba673acd9027)

[HTTP://ca.indeed.com/cmp/Dynamic-Team-SPORTS/JOB/Graphic-Production-1D2CD053ae9322B6](http://ca.indeed.com/cmp/Dynamic-Team-SPORTS/JOB/Graphic-Production-1D2CD053ae9322B6)