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Content Specialist = Jevon

## Intro to a Graphic Designer

Data Friendly Version



# Lesson One

## *The specialist*

### **The Graphic Designer**

Meet Jevon – a current Graphic Designer in South Africa with experience of over 12 years. Jevon works at Derivco and previously completed qualifications in both Graphic Design and UX Design.

A Graphic Designer's role is to create visual concepts to communicate information. They create everything from posters and billboards to packaging, logos, and marketing materials.

Graphic Designers use elements such as shapes, colours, typography, images, and more tools to convey ideas to an audience. There are many roles in Graphic Design from Art Director, Creative Director, Product Designer, Digital Marketing Manager, Graphic Designer and many more. These are all depending on your experience and in which direction you would want to go as a designer.

### **Personal Style?**

I would say my personal choice of style is minimal and clear, making sure the information and the type of design is visible, while looking good. As a Graphic Designer you need to be versatile and flexible enough in your designs to match the clients' specific needs.

Therefore, the importance and need for constant skills training and development is required. This will not only help you keep up with the global trends for design, but also ensure you are able to execute the concepts being pitched.



### **Size of the industry?**

Graphic Design is a huge industry, and you can often find yourself getting lost within it. It is important as a Graphic Designer to gain experience in the field you want to follow. Then aim to be at one of the big companies that are going to value you and give you a good market related salary.

There are many companies that do the same thing, but the beauty of design is that there are many roles that do different things as well. For example, a product designer will differ to marketing and social media designer. It's all about researching the types of roles that interest you and then putting in the hours to reach that level of competence.

# Lesson Two

## *Career choice*

### **Positive Vibes**

The benefits of choosing Graphic Design as a career path is that it is fairly easy once you have the basics of design, to then change what you do going forward. Once the foundation is set you can start to branch off into a variety of design roles that may interest you.

I have had the privilege of working with brands like Mattel and Disney, which allowed me to design products that would make it in to Toy stores. This also allowed me to branch off into UX Design, which enables me to create amazing User experiences for companies.

The benefits of an ever-revolving role means you can follow your passion in design and never feel as if you are stuck doing the same concepts.

### **99 problems**

A disadvantage of being a designer is that sometimes you can feel like a single NikNak in a jumbo pack. Jobs are readily available but sometimes it is difficult to get into a company that values design the same way you do. What I have learnt is to know your worth as a designer and know what you bring to the table.

Confidence in your ability and vision should always be your first priority to ensure you are joining a project that aligns to your values. There are so many ways to approach design and concepts, therefore a bad fit does not mean your work is not good enough. Focus on your strengths as there is always a company out there that will value you and your approach.

### **Expectations**

I think the expectation from family and friends is that because you a designer they will just get you to do it for free, not realising the time and effort it takes to create anything. Another expectation is from people who think design is cheap. This requires you to use your creativity, your time, and your ideas to bring to life a vision that they have, and this isn't an easy or cheap process. A 5 min logo won't look as good as a logo that was created from a sketch pad to a final product that may have taken hours to prepare.

It's all about knowing your worth and setting boundaries!



# Lesson Three

*Finding your way!*

## Dipping your toes in design...

With Graphic Design you can use a daily walk or drive to find inspiration. By looking at billboards, artists designs, magazine page layouts and many more avenues you can get into the mind of designers. The internet is also a very powerful tool when it comes to creativity. There are many design sites such as **Behanced** or **Dribbble** to feed your mind with what is trending when it comes to Graphic Design.

## Confident steps!

The most affordable way to start learning would be on YouTube, there are many easily available courses/tutorials you could find and use. This will give you a good idea of the direction you want to take and the skillset you will need to get there.

In order to get a Job in Graphic Design you would need some sort of qualification. Try and find which institution is best suited for you as there are many places to achieve a Graphic Design qualification.



## Tips for the early bird.

Start with a pencil and paper to create concepts of whatever types of design you enjoy most, whether it is logo or a product design. Find courses on how to use photoshop & illustrator, try investing in this software as it is what will take your design from paper to digital.

**Feed your mind daily with design and always know what is happening in the design scene.**