Graphic Design

About this area of study

Modern communication is heavily dependent upon well designed print and digital media. As the internet has increasingly become a core form of communication, there is a broader demand for creative individuals with technical skills in visual communication. Almost every business needs to communicate visually with the rest of the world whether it is through their website, posters or pictures on their products. Design professionals are the people who create the brand, the identity and present information creatively to the rest of the world. They are the ones who interpret the idea and turn it into a powerful message. Graphic design offers a challenging and interesting career containing variety and diversity in work tasks and roles.

Studying graphic design at Deakin University enables potential graphic designers to engage in a diverse range of activities that includes both traditional and contemporary approaches to this discipline. Students are encouraged to develop a critical approach to problem-solving, embracing where applicable, current technological developments in the graphic arts.

Key skills that Graphic Design graduates demonstrate include

- creativity, versatility and open-mindedness
- technical skills and the passion to learn
- strong written and oral communication skills
- organisational and time management skills
- the ability to take constructive criticism and implement feedback
- teamwork skills
- good presentation skills
- leadership and team building
- problem solving skills
- self confidence and humility
- an eye for detail- precision and accuracy

Courses offered by Deakin University include

- Bachelor of Creative Arts (Graphic Design)
- Bachelor of Arts (Media and Communication)
- Bachelor of Film and Digital Media

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Web designer
- Multimedia designer
- Games graphic designer
- Packaging designer
- Illustrator
- Desktop publisher

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Studio Brave www.studiobrave.com.au

Spark Studio www.sparkstudio.com.au

South-southwest www.southsouthwest.com.au

Lemonade www.lemonade.com.au

White Rhino www.whiterhino.com.au

Mad Art www.madart.com.au

Evolution 7 www.evolution7.com.au

Fairfax Media www.fairfax.com.au

Key Media www.keymedia.com.au

Penguin www.penguin.com.au

ACP Magazines www.acpmagazines.com.au

Adcorp Australia www.adcorp.com.au

Clemenger BBDO www.clemengerbbdo.com.au

George Patterson Bates www.gpyr.com.au

M&C Saatchi www.mcsaatchi.com.au

For employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Arts Hub www.artshub.com.au

V-Raw www.itallstartswithv.com.au/vraw

Jobs77 www.creativejobs77.com

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Graphic Design Association www.agda.com.au

Australian INfront www.australianinfront.com.au

Australian Interactive Media Industry Association www.aimia.com.au

Australasian Writers and Art Directors Association www.awardonline.com

Design Institute of Australia www.dia.org.au

Graphic Arts Services Association of Australia www.gasaa.asn.au

Illustrators Australia www.illustratorsaustralia.com

International Council of Graphic Design Associations www.icograda.org

Media, Entertainment and Arts Alliance www.alliance.org.au

Melbourne Advertising and Design Club www.madc.com.au

Australian Publishers Association www.publishers.asn.au

Australian Network for Art and Technology www.anat.org.au

Magazine Publishers of Australia www.magazines.org.au