

A man with glasses and a blue shirt is sitting at a desk, focused on his work. He is holding a black pen with a yellow tip over a black tablet. In the foreground, there is a color wheel with various colored segments. To the left, a computer monitor is visible, and in the background, a keyboard and a pen holder with several pens are on the desk. The scene is brightly lit, suggesting a modern office or studio environment.

Graphic Designer

Lance Sawyers

What they do.

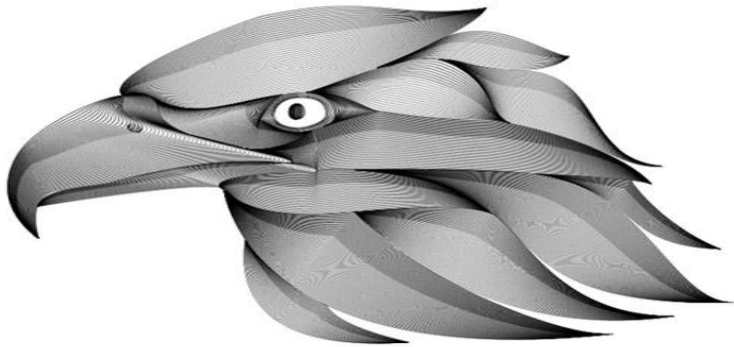
Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports



EXAMPLES.



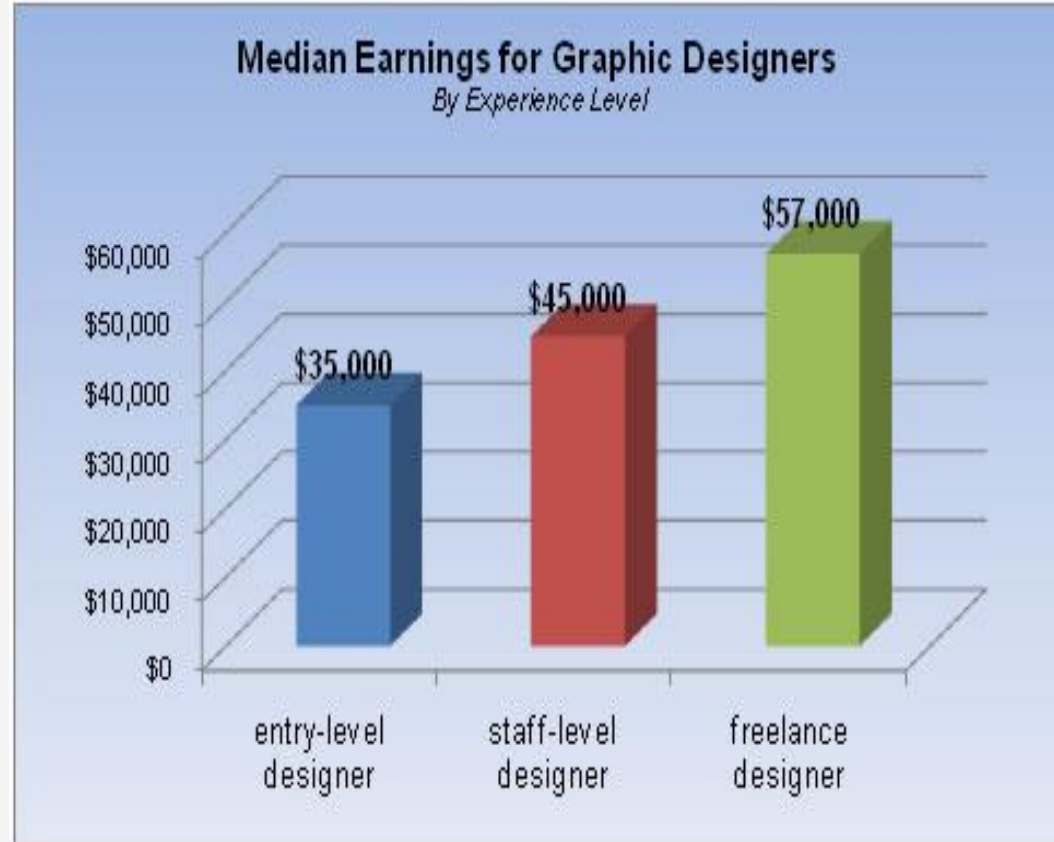
BRAND: COCA-COLA | AGENCY: KULT (Singapore) | YEAR: 2010
DETAILS: Visual works for a COCA-COLA Campaign: "Coca-Cola Red Wave experience"



Where they work/ how much they get paid

❖ Usually work in offices and studios, but may also work from home or travel locally to attend photo shoots.

❖ The average salary is **\$45,000** per year.



Education needed

There was a time when a graphic designer could get hired strictly on their creative portfolio. Today, most employers are looking for designers with a more complete and well-rounded education. A certificate in the field, or an associate's degree, may be good in some cases, but the U.S. Department of Labor reports that designers are much more likely to land a quality job only after earning a bachelor's degree.



THINGS I FOUND INTERESTING

Not all design jobs require a four-year degree. Most employers are more interested in what you can do as a designer.

Graphic Design

David Carson

- Works in a variety of places.
- Didn't really want to be a graphic designer until age 26 when he took a two week summer workshop at the University of Arizona about graphic design.
- Has a degree in sociology



Why I chose David Carson

- I chose David Carson because I found it interesting that he didn't even want to be a graphic designer in the first place and ended up being one of the most famous graphic designers in the world to this day.

