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Imagining Art Online: A Career as a Graphic Designer

Imagine getting one's message across to the world. Radiant,
neon, striking colors that scream out to the world who one is.
Although being a graphic designer can reflect his/her ideas in
whatever way one desires, there are specifics for obtaining the
job. I have investigated the particular education that will be
needed, the future outlook along with its salary, and the
training I can undertake that will be useful for being a graphic
designer. Being a graphic designer takes your own creative ideas
and transforms them into something that the world can relate to
in some way. That way could include television ads, magazine
covers, or even range to brilliant brochure photography.

To become a graphic designer, he or she must build a strong
basis on basic art by taking the right classes to advance in
education. Advancing in education primarily consists of
completing the bachelors degree program. But before even
considering a bachelors degree program, one will need to
evaluate himself or herself through specific high school

classes. During high school, and taking art or design courses help later on to build a strong state of mind on being a graphic designer.

Computer classes are also a big factor since that is mainly what one would be working with during his or her days employed as a graphic designer: "Computer graphics courses are now essential for job consideration in these highly competitive fields" (Kepos 116). Learning the basics of Macintosh systems and PC's during high school is key. He or she will want to be throughly educated in computer layout programs: "More and more graphic designers need solid computer skills and working knowledge of several of the common drawing, image editing, and page layout programs" (Ryan-Flynn 621). By the time one is enrolled in college, taking any extra computer graphic class will be a breeze due to prior high school courses.

During college, any art history, writing, psychology, or sociology education can help towards becoming a good graphic designer. Having this understanding of liberal arts education will be a beneficial key in this line of work: "In addition to design courses, a liberal arts education that includes courses in art history, writing, psychology, sociology, foreign

languages, and cultural studies, marketing, and business are useful in helping designers work effectively" (Graphic Designers

3). Psychology introduces what triggers positive brain waves, what colors pop or what colors soothe the mind, and what is pleasing to look at from the costumer's point of view.   In contrast with being educated in art history, a good graphic designer should keep watch for what is currently trending. Above all, it is simply important for a graphic designer to know that for any entry level jobs out there, or even for mere career advancement, a bachelor's degree in graphic design will definitely be required.

In addition to becoming a graphic designer, one must understand the future job outlook and its salary. By taking a graphic designer's future job outlook into consideration, then he or she can really evaluate if this job will be a success in the future. Being an illustrator in graphic design is not a difficult job to obtain if he or she knows the job outlook, which is similar as any other average occupation: "Employment of graphic designers is expected to grow thirteen percent, as fast as the average for all occupations from 2008 to 2018, as demand for graphic design continues to increase from advertises and

computer design firms" (Graphic Designers 4). Designers held

about two-hundred, eighty-six thousand, one-hundred jobs in 2008

including those in specialized design services such as

advertising and related services. This number of jobs is a

combination from holding employment with newspaper publishers,

book publishers, and newsletters to working with magazines in

specialized design services; salary is different. According to

the *Career Informational Center,* the salary one receives while

working can depend: "The salary for full-time graphic designers

varies, depending on the designers experience and the size of

the company in which they work" (Kepos 117). Even though the

salary for full-time designers may vary, it is keen to keep in

mind that working full-time and being self employed are two

different things.

     According to Mary S. Ryan-Flynn, being a self employed

graphic designer means fluctuating patterns in income, rather

that of working with a design firm, and factoring in how

available he or she is:

          Self-employed designers can earn a lot one year and

          substantially more or less the next; their earnings

          depend on individual talent and business ability. They

reported median annual earnings of $57,000 in 2008,

according to the American Institute of Graphic

Art.(622)

So, in general, the job outlook and annual salary is usually

fluctuating, but is considered normal in the graphic design

industry.

Furthermore, one must put fourth specific training that

will be useful for being a graphic designer. If he or she is

fresh out of college, then it is expected that all he or she

knows is from the classes taken prior to obtaining the job. But

in addition to that, there is something called 'on-the-job'

training which is what most beginning graphic designers

experience. Different people go through different training, so

they receive a different length of time it takes to become fully

qualified as a graphic designer: "A period of on-the-job

training is expected for all beginning designers. The length of

time it takes to become fully qualified as a graphic designer

may run from one to three years, depending on prior education

and experience, as well as innate talent" (Ryan-Flynn 621). This

is because some graphic designers enter college with actual

talent, as others just peruse to become a graphic designer with

literally nothing to back he or she up. The more talent in the field that one has, the less on-the-job training is required.

A design firm will expect an individual to know the basics of computers and its programs needed for the job. No training

will be given for this after getting the job. One must train working with oils, watercolors, acrylics, pen and ink, silk screen, or whatever their current project pertains to. Sometimes more than one advanced art technique is expected, due to whatever current project is at had. One must be expected to understand the basics of using these tools and be able to apply them. He or she can also be trained by the eye. One must have an eye for beauty, be trained on the art of understanding graphic design the way to customer does, and build focus on his or her's own imagination: "As with all artists, graphic designers need a degree of artistic talent, creativity, and imagination. They must be sensitive to beauty, have an eye for detail and have a strong sense of color, balance, and proportions" (Ryan-Flynn 621). A graphic designer can learn this before getting the job, or even after, during the training process. Taking into consideration on how the mind needs to be trained as well as the basic talent for getting the job is what makes a graphic designer.

One has to be trained into exploring his or her imagination

in order to become successful. By exploring and imagining a

world of color, one can then learn what pleases different people

(meaning buyers, viewers, etc): "Graphic

designers begin by determining the needs and preferences of

clients and potential users, buyers, or viewers" (Ryan-Flynn

619). Graphic designers with or without the job yet will need to

become advanced in cognitive, cultural, physical, and social

factors in planning and pursuing a design for the target

audience. Once a graphic designer is accustomed to all of the

supplies, have adapted to his or her own work techniques, and

have imaginative ideas is when it is time to stop with his or

her training. Therefore, one must put fourth specific training

and throughly apply it usefully (physically and mentally) to

become a successful graphic designer.

To conclude, after doing in depth research about the

education needed to become a graphic designer, meticulously

understanding the job outlook and salary, along with figuring

out the specific training needed, I believe that I am interested

in pursuing a career as a graphic designer. Perhaps even in the

future you will see my ads, bold, bright, and colorful, striking

your attention as you walk down the street, or turn a page in

your favorite magazine.

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