

GRAPHIC DESIGN

- Module code and title: Academic and Employability Skills BMSW4001
- Lecturer: Rita Ukachi-Lois
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- Riccardo Henriques Saba' (2018567)



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

GRAPHIC DESIGNER:

- Is a professional within graphic design and graphic art.
- Assembles images, typography or motion graphic to make a design.
- They make designs mainly for published, printed or electronic media.
- They also involved for typesetting, illustration user interface and web design.



PROGRAMS THAT GRAPHIC DESIGN USE

- Photoshop
- InDesign
- Adobe Fresco
- Photoshop Express
- Dimension
- Acrobat DC



SALARY

Junior graphic
designers is
£23,217 per year.



Senior graphic
designer £33,617
per year.



Design directors
£68,538 per year.

REFERENCING

Referencing is an important part of work. It puts your work in context and also acknowledges other peoples work.

Without referencing other peoples work everything that you've submitted will be considered as yours and it is wrong.

EMPLOYABILITY SKILLS



Communicating with people is one of the most important skills because you will have to communicate with customers' and get ideas so you can acknowledge the good materials or what the customer wants their design to be.



Another important skill is creativity and also using Specific Graphic Design Software skill, and this is important so you can be able to use specific programmes to make your design better.



Other skills are for example branding and delivering presentation.

REPORT WRITING

- Report writing is important because it helps report everything you have done so that at the end you are able to see the changes and also see how your project has developed.
- This must include the purpose, process and the piece of the resolution.



CONCLUSION

- In my opinion graphic design is an important job because it creates strong brand image. By strong brand Image we are talking about logos for example Nike or Adidas.
- Another reason is that graphic design plays an important role in modern marketing trending.
- Last reason is that it builds brand recognition and if costumers like your product they'll be loyal.

REFERENCE

- Tenekedjieva, S., 2021. Why Is Graphic Design Important & How To Use It.
- Mazzoni, S., 2021. The Complete Graphic Designer Salary Breakdown (2020 Update)