

What Does a Graphic Designer Do?

A graphic designer communicates through images. It is a person who combines computer software and art to create a product that would inspire others. All the brochures, web design, advertisement, computer games, and posters are the creation of a graphic designer.

Graphic designers are artists. They use their skills to combine color, text, and images in their creations. They can creatively transform statistical data into diagrams and visual graphics, create logos, and marketing material. They often interact with people in public relations, marketing, or advertising. Graphic designers may also specialize in one area such as product package design, book cover design, or web design.

In addition to their artistic skills, graphic designers need to possess good communication skills because they have frequent meetings with clients and art directors to determine the scope of a project, and also, they are the ones who present the project. They need to use digital illustration, photo editing software, and layout software to create designs and they need to be up to date in computer technologies and software to remain competitive. Graphic designers need to be very patient, because they need to incorporate all changes recommended by their clients into final designs.

Being a graphic designer is not an easy job. It requires constant creativity, innovation, and responsibility, but you get to feel accomplished and highly appreciated. You make the world a more colorful place to live in.

Design won't save the world, but it makes it look good!

Sources: collegegrad.com; yourfreecareertest.com