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Graphic designers make visual solutions for communication. Whether in print, film or electronic media, graphic designers deliver information through art. If you think you have what it takes to be a graphic designer, follow this general guide to start a career in the field. Building a foundation in high school graphic design requires skills that come from a wide range of knowledge. Prepare courses such as art history, studio art, graphics and website design in high school to get started Source: CollegeBoard. Get a Bachelor's degree Some graphic designers can land a job without a degree or any formal training. In most cases, however, it is quite difficult to become experienced enough in graphic design to make a living from it without studying at a high level the source: Education-portal. Many colleges, universities and design schools offer varying degrees in graphic design. A bachelor's degree is optimal for landing a good job, but an associate degree or certificate may be enough to be a graphic design assistant (Source: BLS). Creating a broad skill base Requirements for graphic designers can vary greatly from project to project. The best way to make sure you are always needed is to be qualified in many different areas. College-level coursework in web design, photoshop, manufacturing design, typography and advertising can help you expand your skills source: CollegeBoard. Be aware of the world of advertising and media changing incredibly fast. It is imperative to keep up with industry trends and developments if you want a long and prosperous career in graphic design Source: BLS. Advertising graphic designers create a variety of visual presentations, from company logos and product labels to website graphics and glossy magazine advertising. It is a job that takes creativity, computer software skills and excellent communication skills to create images and designs that delight a wide range of customers and the public. The average salary of graphic designers in 2010 was \$43,500, according to the U.S. Bureau of Labor Statistics. To get a job as a graphic designer, you need to demonstrate that you have the education, experience and talent. Competition for graphic design jobs is tough, with average job growth of just 13 percent between 2012 and 2020, according to BLS, so it's important to get a bachelor's degree in graphic design or fine art. The fields with the greatest demand in the coming years will be interactive media and website design, notes BLS, so the question of loading into the relevant courses. Taking basic art classes is par for the course, but business and marketing classes can give you an edge over other job candidates. Portfolio is essential for all aspiring graphic designers. Potential employers get a good idea of your talents and abilities by looking at past projects. You don't need work experience to build a portfolio portfolio Beginners typically use images created in class projects. It is a good idea to work on an internship while in college and use any images created during that time in your portfolio. Print the images on high-quality paper and use a professional portfolio to display your work. Although artistic abilities, such as drawing and painting, are important, much of the graphic designer's work is done on a computer. Advanced skills with graphic software are essential. You need to know how to use programs such as Adobe Photoshop and Illustrator, quark XPress, InDesign and AutoCAD. It's helpful to know about designing specifically for web applications or mobile apps. The equipment you need to be comfortable with includes digital cameras and various printers. If you work for an established company or decide to freelance, you will need excellent communication skills to interact with customers who are sometimes unsure of what they want. Even the best projects don't really speak for themselves, so you should be able to convey an idea or message behind it to customers. Interest in pop culture and changing trends in the market can help you stay up to date with developments and fresh ideas. The ability to be original and flexible to adapt to the changing needs of customers is vital. Graphic designers earned an average annual salary of \$47,640 in 2016, according to the U.S. Bureau of Labor Statistics. At the low end, graphic designers earned a 25th percentile salary of \$35,560, meaning 75 percent earned more than that amount. The 75th percentile salary is \$63,340, or 25 percent earn more. In 2016, there were 266,300 graphic designers in the United States. Maria Christensen has written about business, history, food, culture and travel for various publications since 1997. She ran her own business, wrote employee guides and businessflow guides for small businesses, was an author of a Seattle guidebook and worked as an accountant for a software company. Christensen studied communications at the University of Washington and history at Armstrong Atlantic State University. As a graphic designer - whether you work with a creative director at a design agency or you work from home as a freelancer - you are bound to get in touch with some pretty disappointing clients. While there is no easy way to avoid customers from hell, you can use their funny queries for your own inspiration. This project from zerowo collects all the funny quotes they have received from customers over the years and turns them into some pretty wonderful Printing. It's hilarious and often shocking understanding of what customers want from their designers. If you hear any of them while conducting a project, it may be time to reset the client, but if that's not an option, you can turn it into an interesting project like this. Have you heard any of this yourself? Let us know. We'd love to hear about it! Lifewire uses cookies to provide you with a great user experience. Using Lifewire, you agree to use cookies. The entire graphics consist of one or more elements of graphic design. They are components such as color, type and image, as opposed to design principles such as balance, focal point, and white space use. Not all parts include each item; for example, lines and shapes can provide balance without a photo. ALFRED PASIEKA/Getty Images From ancient pictographs to modern logos, shapes are at the root of design. They can be geometric (squares, triangles, circles) or organic and free-formed (whatever). They can have soft curves, sharp angles, and everything in between. The shapes are a workhorse of graphic design that allows: Install layouts. Create templates. Highlight parts of the page. Identify boundaries by connecting or dividing parts of the page. Create movement and flow by taking your eye from one element to another. Interact to create additional elements, such as creating a form using text on the page. With graphics software such as Adobe Illustrator, Photoshop and free GIMP, creating and manipulating forms is easier than ever. Ralf Hiemisch/Getty Images Lines divide space, direct the eye and create shapes. At the most basic level, direct lines in the layouts of individual content, such as magazines and newspapers, as well as on websites. Designers can go much further, of course, with curved, dotted and zigzag lines used as defining elements and as a basis for illustrations and graphics. Graphic experts often combine lines with type. The general method is to use the implied line to use other elements along its path, such as the type of curve. Jorg Greuel/Getty Images Color evokes deep emotions, and the designer can apply to any other element. Using color is almost endless; for example, color can highlight an image, help convey information, emphasize a point, increase meaning, and specify related text on a website. The theory of color in particular depends on the color of the wheel, what we all saw in school with its basic red, yellow and blue colors and their relationship with each other. Using color requires understanding more than just mixing them, however; Color properties such as shade, shade, tone, hue, saturation and value are combined in a variety of color models, such as CMYK (the so-called deductible model) and RGB, an additive model. CSA Images/Getty Images In graphic design, the goal is not just to place the text on the page, but rather to understand and use it effectively for goals piece. Fonts, size, alignment, color and intervals all come into play. Fonts are usually divided into family types such as Times and Helvetica. Designers also use the type to create shapes and images, to communicate mood (warm, cold, happy, happy, and evoke style (modern, classic, feminine, masculine) - and that's just for starters. Understanding type is a whole art in itself. In fact, some designers devote themselves exclusively to font design. This requires expert knowledge of type terms such as kerning (the space between letters), leading (the space between the lines) and tracking (the common space between the type on the page). In addition, the type has its own anatomy that designers need to understand to design with fonts effectively. Chris Clor/Getty Images Powerful image can make or break the design. Photographs, illustrations and works of art tell stories, support ideas, evoke emotions and attract the attention of the audience. Photos often play a big role in branding, so their choice is important. Some graphic designers create this work themselves. A designer can also commission an artist or photographer, or buy photos from one of the many photo houses. Manuel Brega Colmeiro/Getty Images Texture can be tactile (actual surface design) or visual. In the first case, the viewer can feel the texture physically, which distinguishes it from other design elements. The paper and materials used in the packaging design create this texture. In the second case, the style implies texture. Rich, multi-layered graphics can create a visual texture that reflects or gives a general impression of it. The texture can be applied to any other design element. This can make the text appear three-dimensional, floral, sunken, or jagged. The texture can make the photo look as smooth as glass or jump out like a mountain range. In fact, texture is part of all graphic designs because everything has a surface, whether physical or perceived. An experienced designer combines these elements in a way that contrasts and complements each other to help the piece reach the ultimate goal: sending messages, creating emotions, and/or provoking action. graphic design basics pdf. graphic design basics book. graphic design basics course. graphic design basics pdf free download. graphic design basics amy arntson. graphic design basics color theory. graphic design basics canva. graphic design basics youtube

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