

Graphic Designers and Illustrators

Description

Graphic designers conceptualize and produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs and interactive media such as Web sites and CDs. They are employed by advertising and graphic design firms, by establishments with advertising or communications departments and by multimedia production companies, or they may be self-employed. Graphic designers who are also supervisors, project managers or consultants are included in this unit group. Illustrators conceptualize and create illustrations to represent information through images. They are almost solely self-employed.

Duties:

- Graphic designers
 - Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
 - Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication
 - Develop the graphic elements that meet the clients' objectives
 - Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
 - Estimate cost of materials and time to complete graphic design
 - Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
 - Establish guidelines for illustrators or photographers
 - Co-ordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs and interactive terminals
 - Co-ordinate sub-contracting
 - Work in a multidisciplinary environment
 - Supervise other graphic designers or graphic arts technicians.
- Illustrators
 - Consult with clients to determine the nature and content of illustrations in order to meet their communications needs
 - Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards and stationery
 - Assist in developing storyboards for electronic productions such as multimedia, interactive and digital products and television advertising and productions
 - Produce 2-D and 3-D animated drawings or computer illustrations
 - May adapt existing illustrations.

Other titles:

- Graphic Designers – Multimedia

- Advertising Designer
- Commercial Artist
- Animator – Animated Films
- Bank Note Designer
- Cartoonist
- 3D Animation Artist
- Illustrator
- Layout Designer

(Government of Canada National Occupation Classification)

Skills

Communication	Creativity	Time Management	Negotiation	Fine Arts	Attention to Detail
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Education/Training Requirements

Ontario Secondary School Diploma (OSSD)

- Secondary school education is required

Post-secondary diploma/degree

- A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma program in graphic arts is required
- Experience or training in multimedia design at a post-secondary, college or technical institution may be required
- In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators.

Certification

- Creative ability and artistic talent, as demonstrated by a portfolio of work, are required for graphic designers and illustrators.

Potential Earnings in Durham Region

The average and median wages and salaries for individuals employed as graphic designers and illustrators are as follows. Place of Residence (POR) is defined as individuals who reside within the Durham Region. Place of Work (POW) is defined as individuals who are employed within the Durham Region.

Median Wages and Salaries (POR)	Average Wages and Salaries (POR)	Median Wages and Salaries (POW)	Average Wages and Salaries (POW)
\$43,293	\$41,032	\$33,899	\$35,731

Employment Prospects

Industry (NAICS)	Jobs in Durham Region (POW)	Durham Region Residents Employed (POR)
3231 - Printing and related support activities	60	110
5111 - Newspaper, periodical, book and director publishers	35	80
5414 - Specialized design services	335	495

(Ministry of Advanced Education and Skills Development 2016 data in Durham Workforce Authority's 2017 Sector Report)