

intro to **graphic design**



Ethics & Social Marketing

Deciding on a Career



Career Options

Throughout this semester, we've viewed the career possibilities of a graphic designer, from traditional print media to motion and environmental design.

*Aside from the kind of design you will pursue, think about the **type of job** you will seek.*



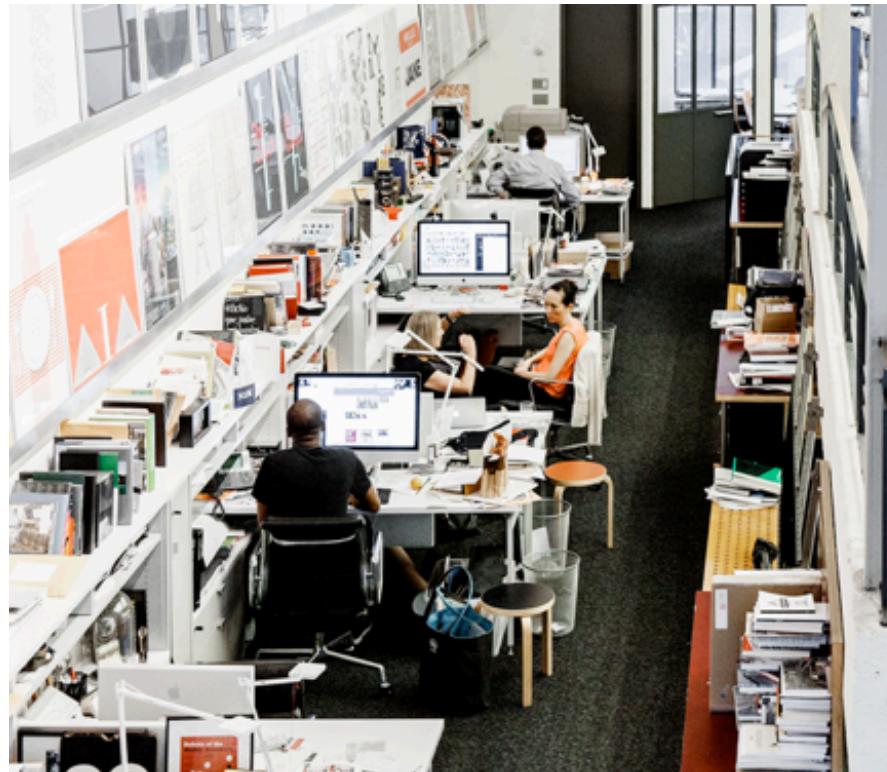
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The graphic design profession is composed of
staffers, freelancers and proprietors...

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*The pros of a **staff position**:*

- learning / mentorship
- experience on another's dime
- gaining of contacts
- security of a paycheck
- benefits?



When to leave a staff job?

- Is there more to be learned?
- Are there opportunities for advancement?
- Is it challenging enough?
- Am I taking advantage of the challenges?

For those who answer **NO** to some or all of the above questions, your ambition may lead to freelance.

My advice: ***two years minimum at your first job***



Freelance work

- includes production, design, and art direction
- you are a hired gun (work-for-hire)
- no employee benefits





Proprietor: The Small Studio

- minimal requirements to start
- usually employ assistant to help
- accountant / bookkeeper a must

Proprietorships not only require design skills but also the ability to manage a business.

Not for the faint of heart (or wallet).
Above all know thyself, and know the liability involved.

Proprietor: The Partnership

- easier financially than going it alone
- most difficult of relationships
- alpha / beta partners
- should complement each other
- many face problems in first three years

Build a partnership on solid legal ground, not a handshake! Carefully consider those who you go into business with. Just because you are good friends does not mean you would be good partners. Many a friendship have been dashed on the treacherous rocks of business.



Owner: The Medium Firm

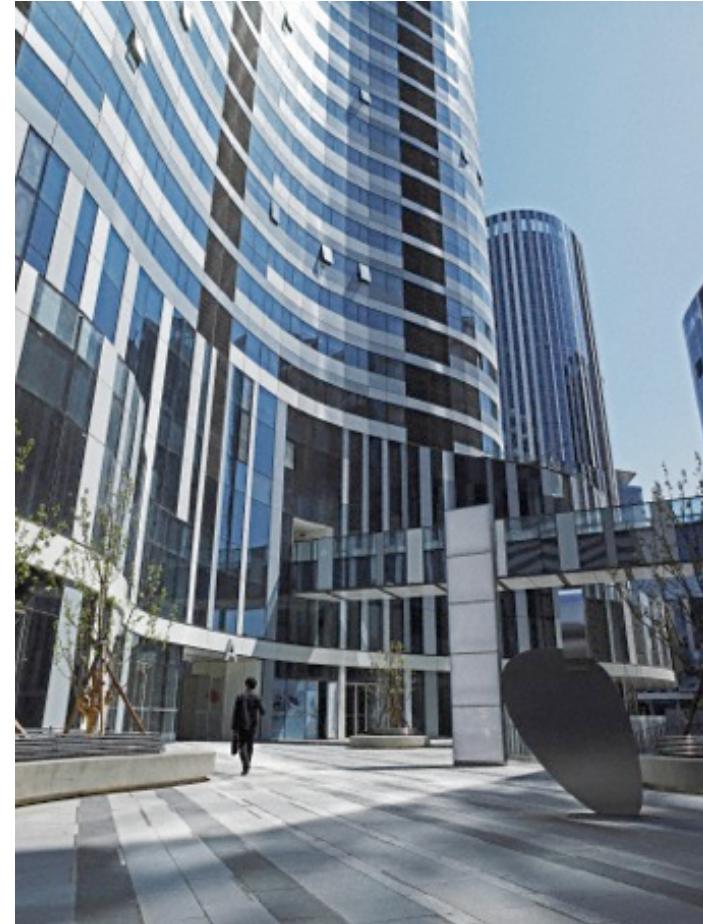
- bigger commitment
- additional resources and space
- principal or partners
- average of 15 employees
- receptionist / traffic manager / accountant



Medium firms attract larger clients.
Larger budgets = more visible accounts.

Owner: The Large Firm

- biggest commitment
- principal or partners
- 15+ employees (could be hundreds)
- domestic or international
- usually not specialized
- usually cater to Fortune 500

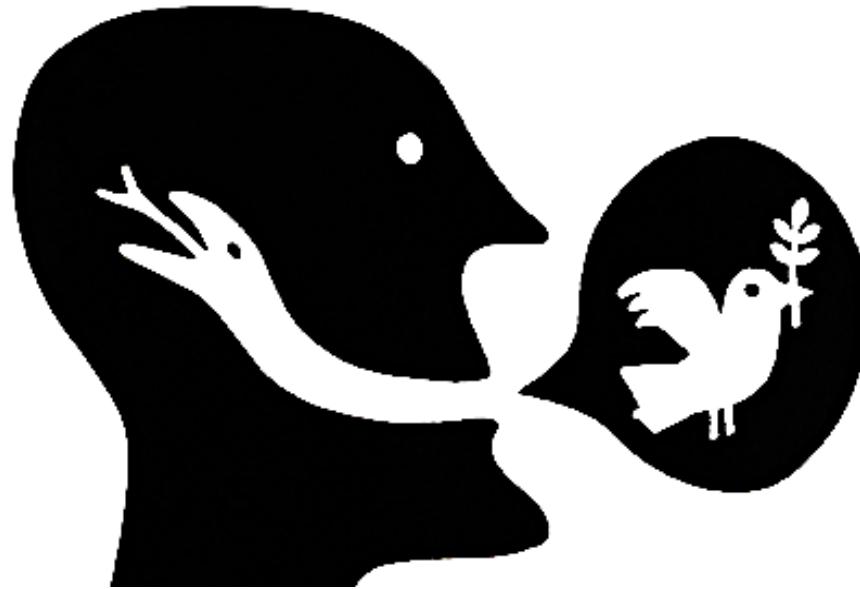


Think Long Term

Obviously many variables go into determining the eventual career you pursue. Take into consideration all the costs (**not just financial**), and plan out the kind of career that best complements the life you want for yourself.

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Ethics in Design



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what does the word **ethics** mean?

eth·ics

/'eTHiks/

Plural

1.moral principles that govern a person's behavior or the conducting of an activity: "medical ethics also enter into the question"

2.the branch of knowledge that deals with moral principles: "neither metaphysics nor ethics is the home of religion"

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ethical issues we face in the industry:

- spec work
- crowdsourcing
- intellectual property
 - software ownership
 - usage and copyrights
 - imagery (illustration, photography)
 - type fonts
 - copywriting
- sustainability
- client/contractual obligations
- communication of content

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spec work: what's the harm?

<https://www.youtube.com/watch?v=essNmNOrQto>

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crowdsourcing (another form of spec work)

<https://www.youtube.com/watch?v=uOZKHFUguHo>

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fiverr® Find Services Search

Become a Seller Sign In **Join**

Graphics & Design Digital Marketing Writing & Translation Video & Animation Music & Audio Programming & Tech Business Fun & Lifestyle

Graphics & Design

You've got the idea, now make it official with the perfect logo or design

[How Fiverr Works](#)

Graphics & Design

- Logo Design
- Business Cards & Stationery
- Illustration
- Cartoons & Caricatures
- Flyers & Posters
- Book Covers & Packaging
- Web & Mobile Design
- Social Media Design
- Banner Ads
- Photoshop Editing
- 3D & 2D Models
- T-Shirts
- Presentation Design
- Infographics
- Vector Tracing



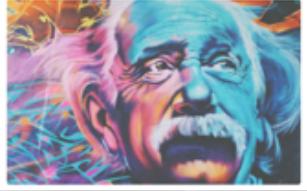
Logo Design



Business Cards & Stationery



Illustration



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intellectual property

vs.

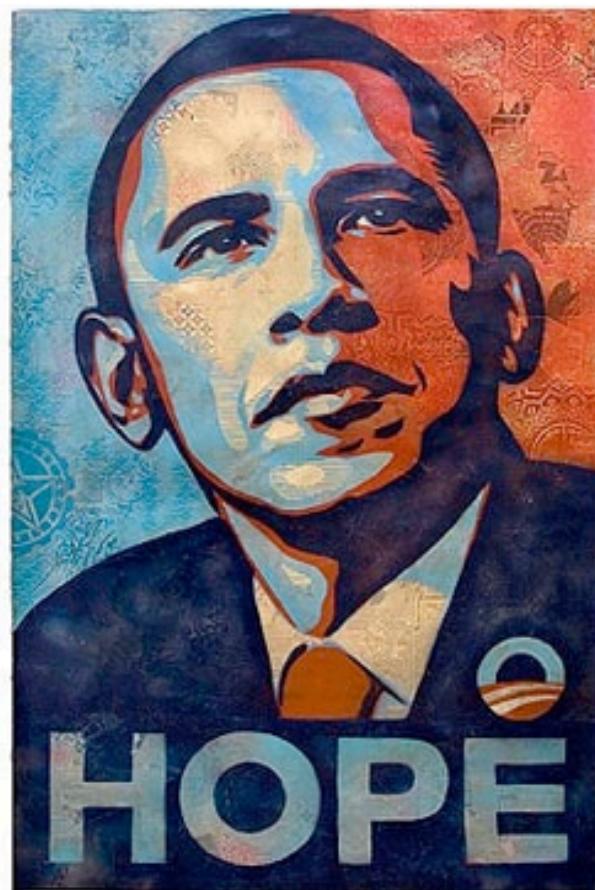
fair use

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The Curious Case of **Shepard Fairey**

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ethical issues we face in the industry:

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 - imagery (illustration, photography)
 - type fonts
 - copywriting
- sustainability
- client/contractual obligations
- communication of content
- **your values as a designer**

the designer's responsibility to audience members and users...

- *designer's main concern is to communicate with their audience with dignity and respect*
- *designer must not knowingly use information obtained from an audience in unethical manner*
- *designer must advocate the needs of all potential audiences, particularly those with limited abilities*
- *designers must recognize that their work contributes to the well-being of the general public (health/safety)*
- *designers must uphold the credibility and dignity of their profession by practicing honest, timely and candid communication*

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Ethics is not confined to the notion of simply
“doing no harm.”

first-things-first manifesto:

advertising

marketing

branding

more worthy pursuits

first-things-first manifesto:

There are pursuits more worthy of our problem-solving skills.

Unprecedented **environmental, social and cultural** crises demand our attention. Many cultural interventions, social marketing campaigns, books, magazines, exhibitions, educational tools, television programs, films, charitable causes and other information design projects urgently require our expertise and help.

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the ad council

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AdCouncil PSACentral AdLibbing

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High Blood Pressure Control »

New PSAs encourage people to talk with their doctor to create or evolve their high blood pressure treatment plan.



Learning & Attention Issues



Adoption from Foster Care



Hurricane Relief



Wildfire Prevention



Lung Cancer Screening



Job Training

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making a difference in **print**

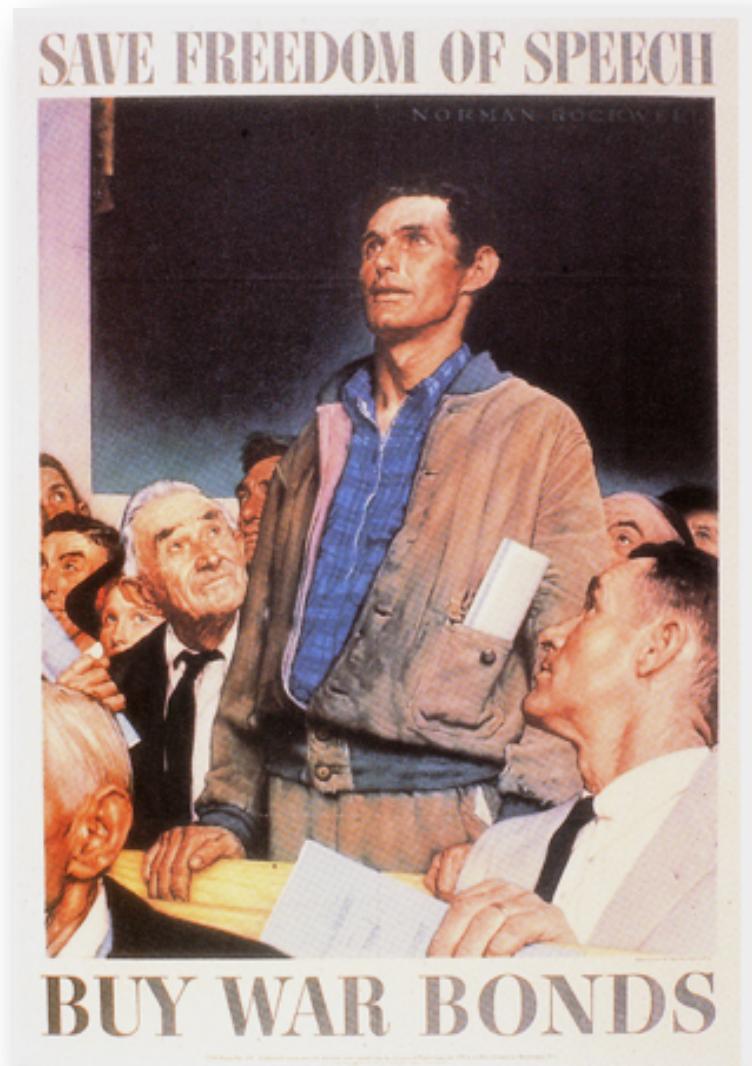
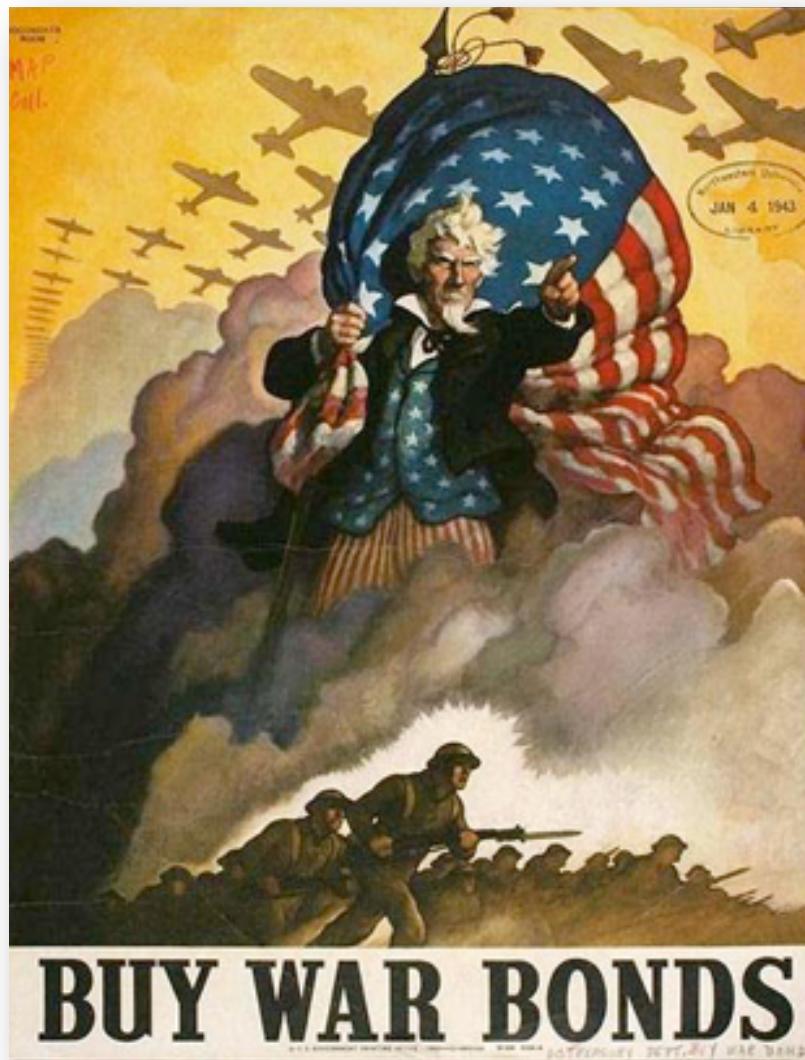
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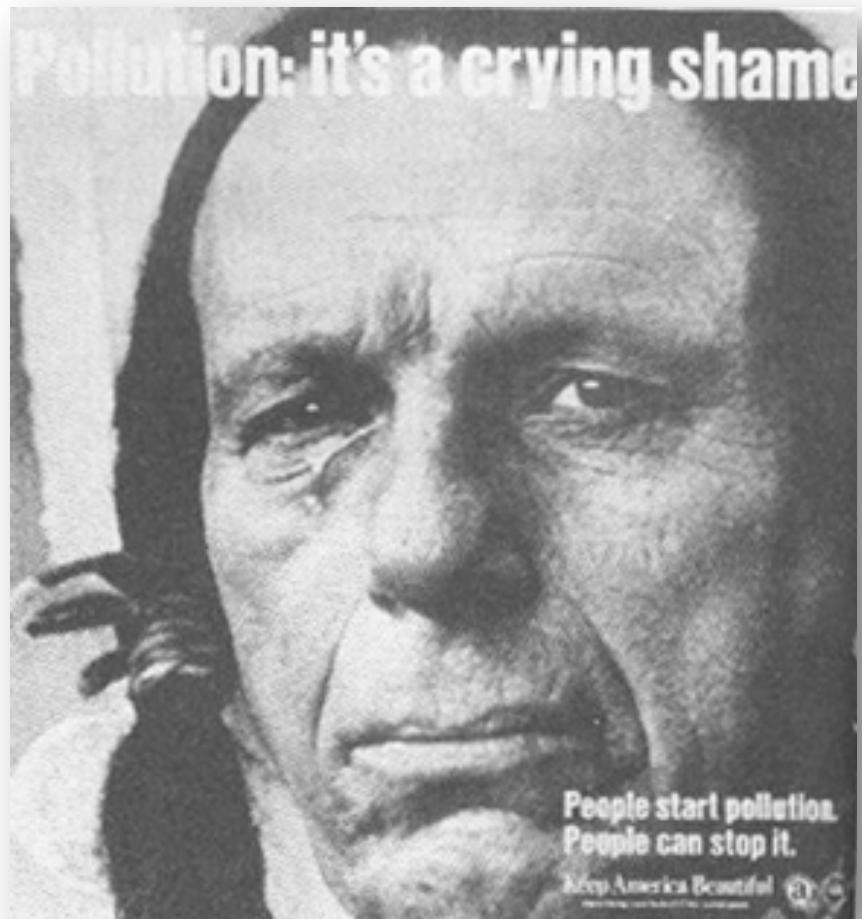
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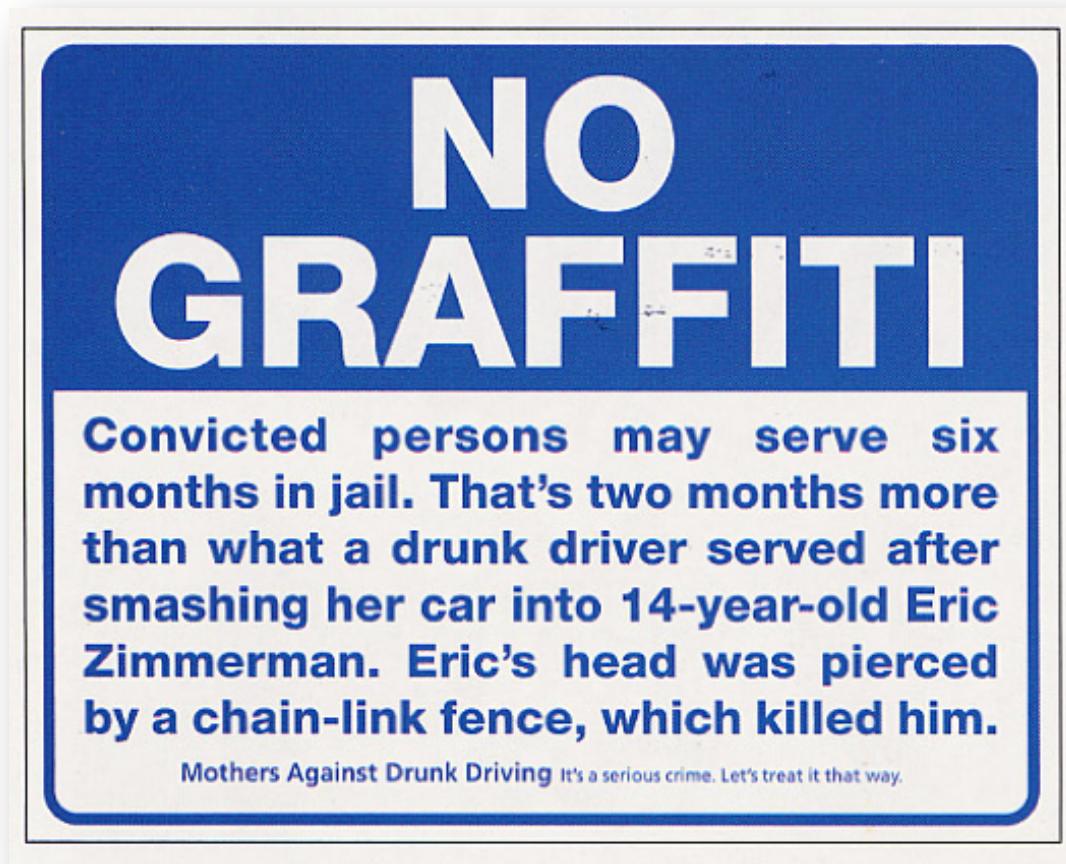


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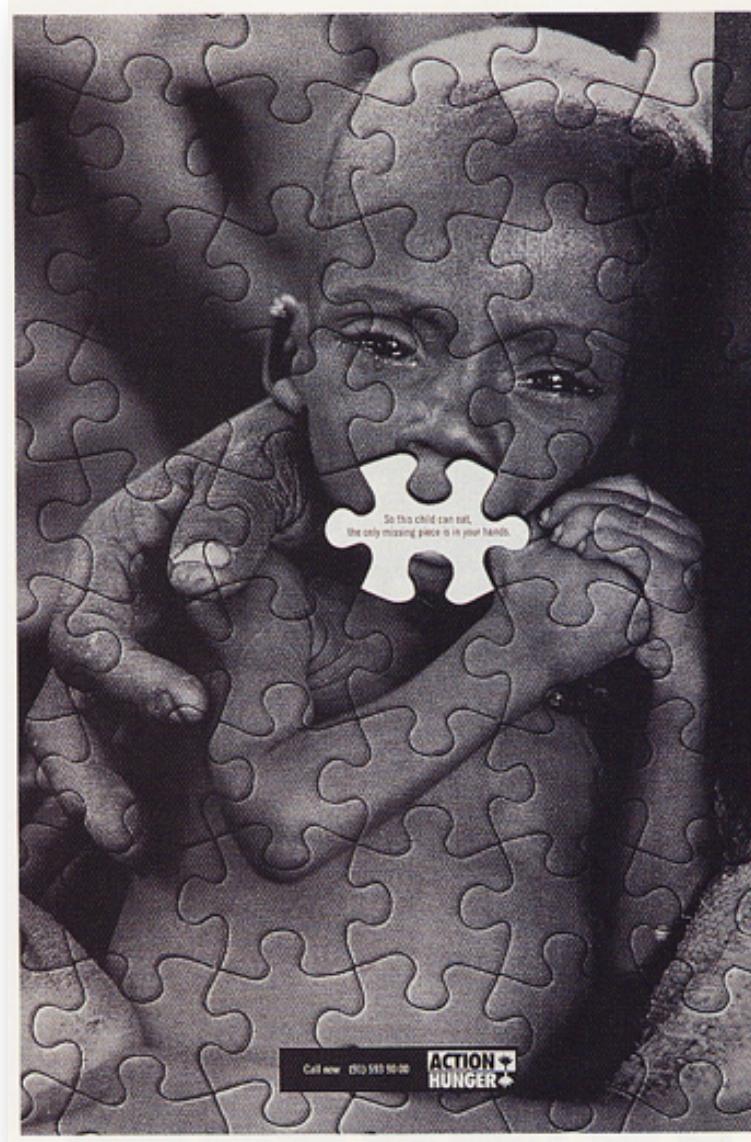


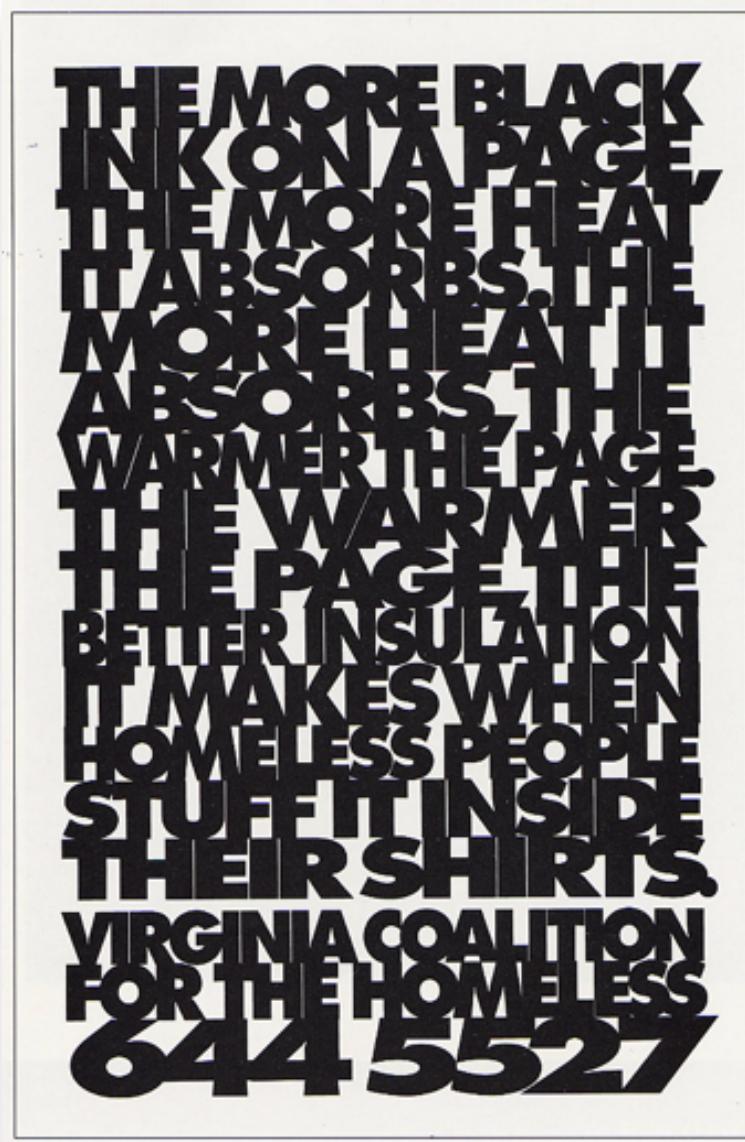
**YOUR DIGESTIVE
SYSTEM
SHUTS DOWN.
FOOD ROTS
IN YOUR STOMACH,
YOU SWEAT
FAECES.**

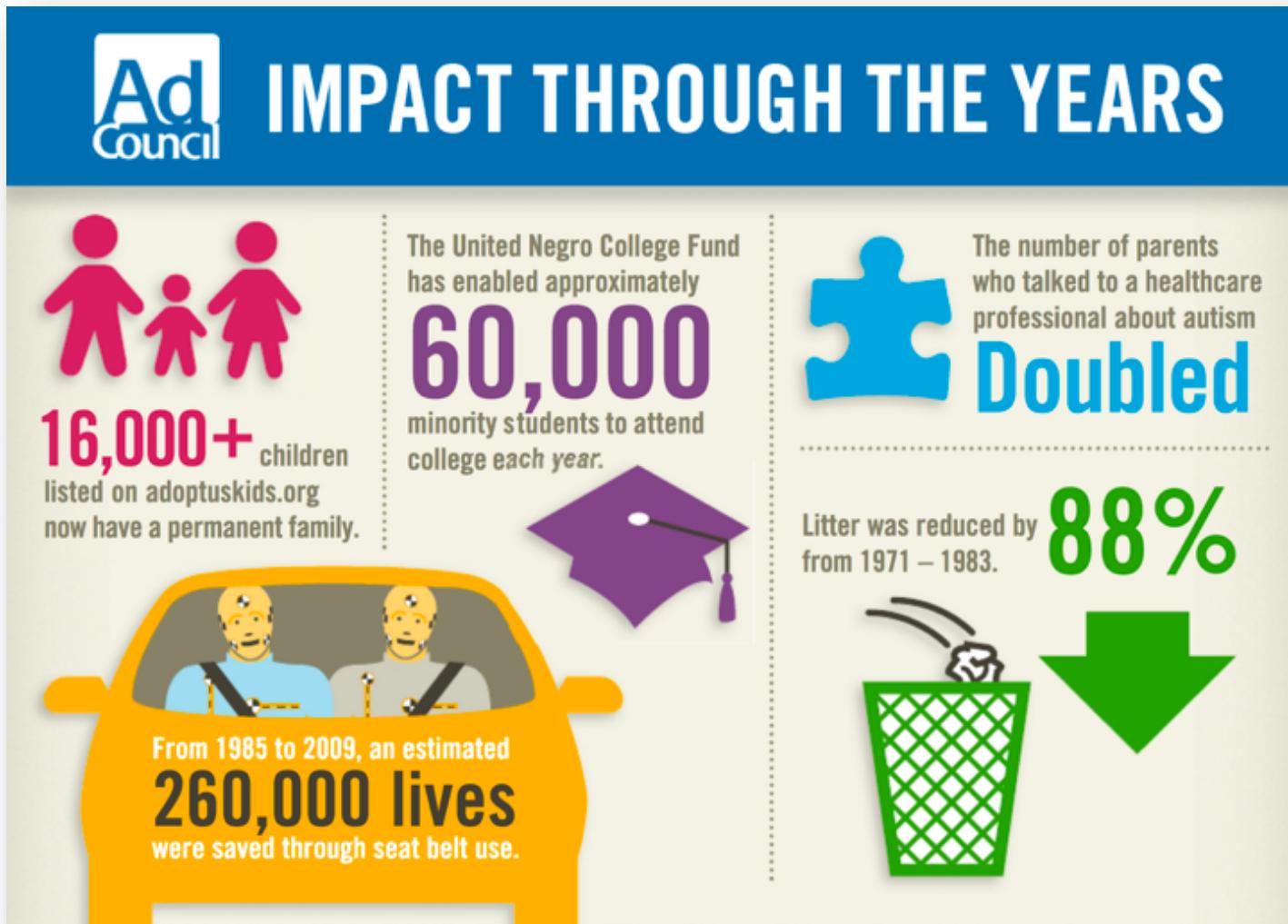
FOUR OUT OF FIVE WHO TRY HEROIN NEVER GET OFF IT.
HEROIN IS LIVING HELL.



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Ad Council IMPACT THROUGH THE YEARS

Since McGruff was introduced,
OVER 75% of adults say they can do something to stop crime.



Nearly **23,000 veterans** have joined a veterans' support network.



The percent of alcohol-impaired driving fatalities declined from 48% in 1982 to **32%** in 2007.



15.5 million acres saved



Smokey Bear has helped reduce the number of acres lost to forest fires annually from 22 million to 6.5 million today.



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making a difference on **screen**

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gun safety

<https://www.youtube.com/watch?v=63Ip-SrUoIQ>

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emergency preparedness

<https://www.youtube.com/watch?v=Bzilt-ntn3M>

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seat of your pants

<https://www.youtube.com/watch?v=PxdaSIC2yjI>

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the taproot foundation

<https://www.youtube.com/watch?v=Z0Ny0uDMe6c>

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The screenshot shows the homepage of the Taproot Foundation. At the top, there's a navigation bar with links for "GET PRO BONO", "DO PRO BONO", "SUPPORT PRO BONO", and "ABOUT PRO BONO". On the right side of the header are "DONATE", "SIGN IN", and a search bar. Below the header is a large banner with the text "WHAT'S YOUR PRO BONO STORY?" in white, overlaid on a background image of diverse children smiling. To the right of the banner is a button labeled "SHARE NOW". Below the banner, a call-to-action reads "Inspire others by sharing your pro bono story. Click here to get started." There are three small circular navigation dots at the bottom of this section. To the right of the banner, a large blue text displays "\$152,794,953 IN PRO BONO SERVICES DELIVERED TO DATE". Below this, a section titled "WHAT WE DO" describes the foundation's mission: connecting nonprofits and social change organizations with skilled volunteers. Further down, a Twitter icon is followed by a message about "#WorldKindnessWeek". At the bottom, there are three main service sections: "NONPROFITS" (with an image of two people in an office), "VOLUNTEERS" (with an image of hands holding a smartphone displaying a mobile app), and "COMPANIES" (with an image of a group of diverse professionals). Each section has a corresponding call-to-action: "CONNECT TO SKILLED VOLUNTEERS", "SHARE YOUR BUSINESS SKILLS PRO BONO", and "ENGAGE YOUR EMPLOYEES IN PRO BONO SERVICE".

taproot
FOUNDATION

GET
PRO BONO

DO
PRO BONO

SUPPORT
PRO BONO

ABOUT
PRO BONO

DONATE

SIGN IN

SEARCH

\$152,794,953
IN PRO BONO SERVICES DELIVERED TO DATE

WHAT WE DO

The Taproot Foundation connects nonprofits and social change organizations with passionate, skilled volunteers who share their expertise pro bono. Through our programs, business professionals deliver marketing, strategy, HR, and IT solutions that organizations need to achieve their missions.

In honor of #WorldKindnessWeek give back to ur #community through #probono service. Donate ur professional skills at... twitter.com/i/web/status/9...

NONPROFITS

CONNECT TO SKILLED VOLUNTEERS

VOLUNTEERS

SHARE YOUR BUSINESS SKILLS PRO BONO

COMPANIES

ENGAGE YOUR EMPLOYEES IN PRO BONO SERVICE

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Design is problem solving.



But **your values bring a heart** into the equation

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ending hunger

<https://www.youtube.com/watch?v=6IMfLC-sDA4>

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love of what you do = you bring purpose to it.

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team will

<https://www.youtube.com/watch?v=KCZ5qjRYHkY>

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Being a designer is like having a superpower:



you can decide to use that power for good **OR** evil.

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"with great power comes great responsibility."

~ stan lee

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your homework is to read
“ethics in design”
by midnight tonight Monday, April 20th