Visual Designer/Graphic Designer

**Industry Demand of Visual Designer/Graphic Designer**

Even though some of them are self-employed, others work in companies like:

* Specialized design services
* Advertising, public relations, and related services
* Internet and software development companies
* Television studios and video production companies
* Printing and related support activities
* Newspaper, periodical, book, and directory publishers

Companies are continuing to increase their digital presence, which requires visual and graphic designers. Employment of designers in computer systems design and related services is projected to grow.

**Salary (Range)**

* Entry Level Salary in the United States: $49,000/year
* Mid Level Salary in the United States: $105,000/year
* Entry Level Salary in Indonesia: Rp 54,000,000/year
* Mid Level Salary in Indonesia: Rp 96,000,000/year

**Core Tasks**

The core tasks of a graphic designer are:

* Meet with clients or the art director to determine the scope of a project
* Use digital illustration, photo editing software, and layout software to create designs
* Create visual elements such as logos, original images, and illustrations to help deliver a message
* Design layouts, including selection of colors, images, and typefaces
* Present design concepts to clients or art directors
* Incorporate changes recommended by clients or art directors into final designs
* Review designs for errors before printing or publishing them

The core tasks for a visual designer are:

* Consult with the project team and determine visual design preferences and expectations
* Design original graphics with unique colors, shapes, and typography fonts
* Refine the output of paint and hand-draw applications by using visual design software
* Work within brand guidelines to create layouts that reinforce a brand’s style or voice through its visual touchpoints
* Collaborate with IT developers in aligning visual designs with website functionalities
* Develop prototypes to uniformly integrate logos and brand images to other products and platforms, including social media
* Keep track of advancements in visual design technologies and applications, as well as industry trends

To sum it up, graphic designers aim to convey a specific message in each project while visual designers have the goal of conveying a specific brand voice across digital platforms.

**Working Conditions**

* Much of their time is spent in a studio, those who work in firms usually work in teams, and those who are self-employed work from home

**Skills Required**

* Proficient with design software (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Invision, Sketch, etc.)
* A solid foundation in typography, layout and design
* Strong problem-solving skills
* Creativity skills
* A penchant for details and organization, including the ability to prioritize tasks, communicate progress and meet deadlines

**Career progression data**

* Earn a bachelor’s degree in a related field (Graphic Design, Fine Arts, Visual Communications)
* While in the university, build a strong portfolio and consider applying for an internship
* Start out as an entry level graphic/visual designer and progress onto senior designer until finally, art/creative director

**Possible University Major**

* Graphic Design
* Fine Arts
* Visual Communications

**School subjects required**

* Art
* Computer