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1220.0 - ANZSCO - Australian and New Zealand Standard Classification of Occupations, 2013, Version 1.2

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UNIT GROUP 2324 GRAPHIC AND WEB DESIGNERS, AND ILLUSTRATORS

GRAPHIC AND WEB DESIGNERS, AND ILLUSTRATORS design information for visual and audio communication, publication and display using print, film, electronic, digital and other forms of visual and audio media.

Indicative Skill Level:

In Australia and New Zealand:

Most occupations in this unit group have a level of skill commensurate with a bachelor degree or higher qualification. At least five years of relevant experience may substitute for the formal qualification. In some instances relevant experience and/or on-the-job training may be required in addition to the formal qualification (ANZSCO Skill Level 1).

Tasks Include:

- determining the objectives and constraints of the design brief by consulting with clients and stakeholders
- undertaking research and analysing functional communication requirements
- formulating design concepts for the subject to be communicated
- preparing sketches, diagrams, illustrations and layouts to communicate design concepts
- negotiating design solutions with clients, management, sales and production staff
- selecting, specifying or recommending functional and aesthetic materials and media for publication, delivery or display
- detailing and documenting the selected design for production
- supervising or carrying out production in the chosen media
- may archive information for future client use

Occupations:

232411 Graphic Designer
232412 Illustrator
232413 Multimedia Designer
232414 Web Designer

232411 GRAPHIC DESIGNER

Alternative Title:
Graphic Artist

Plans, designs, develops and prepares information for publication and reproduction using text, symbols, pictures, colours and layout to achieve commercial and communication needs with particular emphasis on tailoring the message for the intended audience.

Skill Level: 1

Specialisations:

Exhibition Designer
Film and Video Graphics Designer
Publication Designer

232412 ILLUSTRATOR

Plans, designs, develops, and prepares pictures and diagrams to communicate messages, clarify meaning, assist in presentations and illustrate stories, using traditional and digital media such as drawing, painting, drafting, collage, models, photography, and image capture and manipulation software.

Skill Level: 1

Specialisations:

Animator
Cartoonist
Technical Illustrator

232413 MULTIMEDIA DESIGNER

Alternative Titles:
Digital Media Designer
Interactive Media Designer

Plans, designs and develops the production of digitally delivered information, promotional content, instructional material and entertainment through online and recorded digital media using static and animated information, text, pictures, video and sound to produce information and entertainment tailored to an intended audience and purpose.

Skill Level: 1

Specialisation:

Instructional Designer

232414 WEB DESIGNER

Plans, designs, develops and prepares information for Internet publication with particular emphasis on the user interface, ease of navigation and location of information using text, pictures, animation, sound, colours, layout and data sources to deliver information tailored to an intended audience and purpose.

Skill Level: 1

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