What does a Graphic Designer do?  
[Graphic Designers](https://www.careerjunction.co.za/jobs/graphic-designer) interpret the brand and marketing needs of clients to drive sales/revenue and convey a certain message to consumers. Graphic designers can be found operating in almost all industries, such as advertising agencies, animation studios and publishers, usually using [digital software to create visuals](_blank) that will captivate or inspire a certain target audience.

Graphic Designer Duties  
Your duties as a [Graphic Designer](https://www.careerjunction.co.za/jobs/graphic-designer) will depend on the type of company you work for and the industry they operate in. Some of the more universal duties will include:

* Bringing the brief and concept to life based on the client’s needs and vision.
* Keeping budget, time and production constraints in mind.
* Preparing mockups and presenting to clients before deciding on a final design/concept.
* Editing proofs to client’s specifications and getting signoff/approval before finalising artwork.
* Working and collaborating with [art directors](https://www.careerjunction.co.za/jobs/art-director), [copywriters](https://www.careerjunction.co.za/jobs/copywriter), photographers and other [designers](https://www.careerjunction.co.za/jobs/designer).
* Adapting and rolling out approved concepts to various media, above and below the line.
* Adhering to a client’s brand identity and guidelines.
* Communicating with internal and external stakeholders about progress of projects and any issues that may arise.
* Working with external departments to extend concept and visuals to other internal and external marketing-related material.
* Making sure artwork is correct and supplied in the right format/sizes/colour codes before being sent to press and production facilities.
* Work on multiple briefs at the same time.

Graphic Designer Skills  
Coveted [Graphic Designer](https://www.careerjunction.co.za/jobs/graphic-designer) skills you will need:

* Be creative, adaptable to trends and conceptualise original ideas.
* Have a strong, well-rounded portfolio that showcases your individual design aesthetic.
* Good communication skills to accurately convey your concepts to clients and team members.
* Be a skilled user of design software such as Adobe Illustrator, [Photoshop](_blank) and InDesign.
* Mindful of client’s needs and the time and costs associated with what you will be delivering.
* Have an active interest in [art/design](https://www.careerjunction.co.za/jobs/graphic-designer) and passionate about the work you deliver.

Graphic Designer Qualifications  
The qualification criteria will depend on the position. Most companies will require you to have some sort of [post-Matric qualifications](http://www.shawacademy.com/learning/?product=naGraphicDesign&lang=en) in design or similar field such as [Art/Textile/Product Design](https://www.careerjunction.co.za/jobs/graphic-designer). In most cases, the strength of your portfolio will usually determine if your hired or not. Some higher-education options to consider are:

* A National Diploma/Degree [in Graphic Art/Design](http://www.shawacademy.com/learning/?product=naGraphicDesign&lang=en) or any related creative field.
* Formal training/certification in the use of Adobe’s Creative suite of programs or similar.
* Other software tools such Dreamweaver, HTML, CorelDraw or AutoCAD.