



### Job Situation

In design shop, at drafting table and computer. Teamwork and work alone. Reporting to Head Designer.

### Weekly Hours of Work

40

### Overtime

### Monthly Salary

\$3,400

### Student Loan – Owing

### Student Loan – Monthly Payment

### Duties

Confer with the design team. Submit design ideas in sketches. Produce original designs. Produce designs from specifications. Make changes or revisions as directed.

### Prospects

Supervisory or management positions. Design for related products. Self-employment.

### Job Title

Graphic Artist, Industrial Design

### National Occupational Classification (NOC)

5241

### Job Description

Graphic Artists working in commercial design have certain limitations imposed on their work by the materials they are designing for, the end product in mind, and the market their companies cater to. They also need a good sense of style and current fashion to keep their designs fresh and enticing to the buying public. You have to understand the basics of the printing technologies used, but your own challenge is to bring the beauty of colours, lines and forms to an industrial process.

All designs begin with an idea, and often, a pencil or a brush to capture it. The design process is teamwork, with ideas for images and colours coming from market research, management, and artists. This sometimes involves brainstorming meetings that can be fun and generate more ideas. The head designer chooses the best ones. This process involves a lot of decision making and communication amongst the team.

The original artwork could include photographs, watercolours, drawings in different media or work created directly on the computer, depending on the final look desired. Then your computer really comes into play, manipulating the images, trying out colour variations, and different layouts, and creating repeats of patterns. . You clearly have to feel optimistic about the work, and you have to take the initiative.

Computer technology revolutionizes the design process with every new software program. Manipulating photographs makes it possible to put an African lion on an arctic ice pan. Now you can create it on your computer in the warmth of the design studio. Keeping up with the latest advances is a must for you. You want to stay employable and you're excited by the prospects of unleashing your imagination. The sky is not the limit anymore!