

DESIGN

PRACTICE

1.1 DESIGN JOB OPPORTUNITIES IN FUTURE

- LOGO/BRANDING
- WEB DESIGN
- PRINT DESIGN (MAGAZINES, BOOKS, BOOKLETS ETC.)
- FOOD PACKAGING
- PATTERN DESIGN FOR FABRICS

1.3

LEGAL AND INTELLECTUAL PROPERTY

GRAPHIC DESIGNERS MUST BE CONSCIOUS ABOUT THE USE OF IMAGES FOUND ON THE WEB. AS MANY ARE NOT FREE FOR USE. IT IS BEST TO USE WORKS FROM SITES SUCH AS PEXELS OR UNSPLASH, AS THESE IMAGES DO NOT REQUIRE ROYALTIES.

THE CREATION OF YOUR OWN ASSETS SUCH AS IMAGES OR FONTS GIVES YOU OWNERSHIP OF THEM, UNLESS YOU EXPLICITLY GIVE THEM TO A CLIENT.

1.4 ERGONOMICS

THROUGH ALL THE WORK A DESIGNER COMPLETES, IT IS CRUCIAL THAT BREAKS ARE TAKEN, AND THE BODY IS CARED FOR. SITTING FOR PROLONGED PERIODS OF TIME CAN IMPACT THE LEGS, BACK, AND SHOULDERS. TYPING FOR THE SAME AMOUNT OF TIME ALSO IMPACTS THE WRISTS AND ELBOW.

CONSISTENT BREAKS ARE NEEDED THROUGHOUT WORK PROCESSES TO STRETCH AND REST. SHORT BREAKS FROM THE COMPUTER ITSELF WILL ASSIST WITH EYE STRAIN.

ERGONOMIC DESK USE WOULD ALSO HELP REDUCE DAMAGE. SITTING WITH YOUR KNEES ON A 90-DEGREE ANGLE AND LOOKING STRAIGHT ON TO A MONITOR HELPS TO REDUCE FATIGUE, AND CRAMPING.

1.2 KEY PEOPLE

ART DIRECTOR

- ASSISTS WITH KEEPING THE PROJECT ON TRACK
- PROVIDES FEEDBACK ON BEHALF OF CLIENTS
- WILL KEEP YOU DOING THE RIGHT DIRECTION

CLIENTS

- COMMUNICATION IS KEY FOR UPDATES AND CONSISTENT FEEDBACK
- NARROWS DOWN THE DIRECTION A PROJECT SHOULD GO AS PER THE CLIENTS NEEDS

PRINTERS

- INFORMATIVE ON PRINT DETAILS
- POTENTIAL DEALS ON PRINTS
- KEEP UP TO DATE ON THEIR PRINT PREFERENCES

FELLOW DESIGNERS

- GOOD FOR IDEAS
- COULD PASS ON WORK THEY CANNOT FIT IN OR NOT THEIR STYLE
- MAY WORK TOGETHER ON PROJECTS

TRENDS

2.1

RETRO

RETRO DESIGN CAN BE CATEGORIZED INTO 2 KINDS. THE FIRST USES STYLING FROM 20/30 YEARS AGO. SOMETIMES AS FAR BACK AS 50. THE OTHER STYLE IS THE USE OF PIXELS AS IN VIDEO GAMES LIKE PAC-MAN AND DONKEY KONG.

FUTURISM

FUTURISM IS A CURRENT DESIGN TREND THAT FEATURES NEON COLOURS AGAINST A DARK, OFTEN BLUE, BLACK OR PURPLE BACKGROUND. IT OFTEN RESEMBLES SCIENCE FICTION, AND IS USED FOR TECHNOLOGY.

2.2

VR

VIRTUAL REALITY (VR) INVOLVES SHOWING VISUALS OVER EXISTING IMAGERY, OFTEN THROUGH THE USE OF A DIGITAL HEADSET. IT'S POPULAR WITH VIDEO GAMES VIA VR HEADSETS, BUT THERE ARE A VARIETY OF OTHER USES SUCH AS TOKYO'S SHIBUYA'S 3D BILLBOARD.

AI

ARTIFICIAL INTELLIGENCE IS THE USE OF AN ALGORITHM CREATED BY FEEDING PIECES OF DATA TO A PROGRAM. IT CAN BE USED FOR VISUALS OR TEXT. AI HAS BEEN ADDED TO MANY PROGRAMS SUCH AS PHOTOSHOP, ALLOWING THE USE OF GENERATIVE FILL OR THE CREATION OF IMAGES VIA PROMPTS.

DESIGN

TECH

2.3 CHANGES IN THE DESIGN INDUSTRY

WITH AI ON THE HORIZON, THERE IS A POSSIBILITY OF AI TOUCH UPS BECOMING A JOB IN THE INDUSTRY. A COMPANY MAKING USE OF SOMETHING AI GENERATED, CALLING A DESIGNER IN TO RECREATE OR TOUCH THE DESIGN UP.

WITH INTEREST IN VR, THERE MAY BE A PUSH IN FUTURE FOR THE USE OF 3D MODELLING IN MANY GRAPHIC DESIGN JOBS, WORKING TO CREATE BELIEVABLE VISUALS.

2.4 CONNECTING JOBS IN THE INDUSTRY

DESIGNERS WORKING WITH BOOK COVERS MAY FIND THEIR JOBS OVERLAPPING WITH THE FILM INDUSTRY, ASSISTING WITH MOVIE POSTERS OR COVER DESIGNS.

THE ABOVE MAY HAVE YOU OVERLAPPING FURTHER INTO ART DIRECTION, AND FROM THERE POTENTIALLY INTO PHOTOGRAPHY, AS SOME CLIENTS MAY AS YOU TO DIRECT FOR THE SHOTS YOU NEED.

PROFESSIONAL DEVELOPMENT

3.1

VARIOUS JOBS INTERACT WITH OTHER INDUSTRIES. THE VIDEO GAME INDUSTRY MAKES USE OF GRAPHIC DESIGNERS FOR LOGOS, UI/UX, AND COVER ARTS FOR EXAMPLE. GRAPHIC DESIGNERS MAY ALSO BE INVOLVED IN MANY GOVERNMENT PROJECTS IN THE FORM OF WEB DESIGN AND BOOKLET/PAMPHLET DESIGN.

3.2

THE ADOBE SUITE IS THE INDUSTRY STANDARD, WHICH MEANS AS A DESIGNER YOU WILL WANT TO STAY UP TO DATE ON THESE PROGRAMS, OR YOU WILL BE AT A DISADVANTAGE.

3.3

STRATEGIES I COULD USE TO KEEP THESE NEEDS UP TO DATE ARE WATCHING/KEEPING TABS ON OTHER DESIGNERS IN THE FIELD, FREQUENTING LINKED IN HELPS, AND THERE ARE MANY DESIGNERS WHO OWN YOUTUBE CHANNELS THAT WILL GO IN-DEPTH ABOUT THESE TRENDS. IT HELPS TO KEEP TRACK OF UPDATES FOR PROGRAMS FOR NEW FEATURES TO KEEP UP TO DATE.

DESIGNER INTERVIEW



DESIGNER PROFILE

Company:
Hello Mellow

Designer:
Vanessa Kelly

What do they do: They cover a wide variety of design services including creative, digital and production fields.



Examples of Hello Mellow's work; a branding for Ripple Surf Coast across logo and paper form, and Mr Monbulk, an alcoholic beverage.



There are various websites useful for graphic designers, and Vanessa recommended I make of them. They offer fonts for licensing or free use, images for manipulating or filling documents, and giving colour ideas. Listed below are a handful of these.

Useful Websites

- Adobe Colour/FonTS/Stock
- Pexels/Unsplash
- Google Fonts
- DaFont

What would you say to us to make us choose you over someone else for the job?

I'm very adaptable and can focus well on what I have to do. I also get along well with others, so it wouldn't much trouble integrating into the workplace. Vanessa suggested next time perhaps mentioning other skills as well, such as illustration, animation, writing etc.

We're very busy and its just the two of us and there may be times on your own. If you were stuck on something what would you do if we weren't available?

I have other designers I could discuss with, but if its technical I have resources I could access. Vanessa corrected me after that a better answer is we need to find a time where I have that help.

Would you be willing to work pro-bono for us?

No, I would require minimum wage at bare minimum. Never Not Creative has a great page for minimum standards I could recommend.

What are you expecting to come from this internship? What sort of out come?

I'd love to end with a job, but I understand that it would be a temporary internship position. It does give me the experience to move further onto another potential job, and for that I would be grateful.