

# GRAPHIC DESIGN

**G**RAPHIC DESIGNERS conceive, plan and realise graphic designs, such as posters, packaging, corporate identity programmes, signs, publications, adverts and web sites, for clients. Graphic designs are directed to an audience with the aim of informing, persuading or educating.

Graphic designs are typically created to be reproduced, either by way of print, or on a television, computer or cinema screen. Graphic designers therefore need to be exceptional communicators, conceptual thinkers and innovators with a solid understanding of the client, audience and the contexts in which they operate.

Furthermore graphic designers must possess excellent technical skills and be able to work well individually and as members of a team.

## RECOMMENDED SCHOOL SUBJECTS

Art.

## ADMISSION REQUIREMENTS

A Senior Certificate or an equivalent qualification.

## SELECTION REQUIREMENTS

A portfolio is required from applicants. Applicants are also interviewed.

## TRAINING

### UNIVERSITY

A BA (Information Design) degree is offered at most universities. The duration of the course is four years of full-time study.

### UNIVERSITY OF TECHNOLOGY

#### Programmes offered:

NDip: Graphic Design

BTech: Graphic Design

### PRIVATE COLLEGES

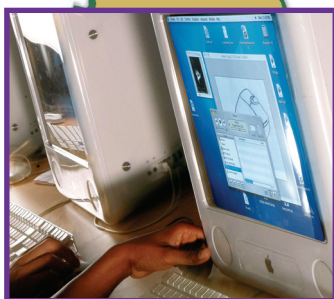
Various private colleges offer diploma courses in graphic design and advertising.

### PROFESSIONAL BODIES

Design South Africa (DSA) and the South African Graphic Design Council.

## CAREER OPPORTUNITIES

Completing this programme will enable you to work as a graphic designer, art director, desktop publisher, typography designer and illustrator in businesses such as graphic design studios, marketing consultancies, advertising agencies, and for newspapers, magazines and book publishers. In addition employment may be found as an in-house designer for companies or state supported institutions, or you may choose to freelance or start your own graphic design business.



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