VETASSESS

Information sheet

Graphic Designer

ANZSCO: 232411 | **Group B**

About this document

- The following Information Sheet is for your reference only and should be used as a guide to assist with your Skills Assessment application to VETASSESS. This information is subject to change.
- Please note that a Skills Assessment of the qualification involves assessment of both the qualification level and content. Qualifications are assessed according to the guidelines published by the Australian Government Department of Education.
- The employment assessment involves determining the skill level and relevance of the tasks undertaken.
- Integrity checks may be conducted to verify the qualification and employment claims made in an application.

Job description

Graphic Designers plan, design, develop and prepare 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.

Alternative Titles

- Graphic Artist

Occupations considered suitable under this ANZSCO code:

- Exhibition Designer
- Film and Video Graphics Designer
- Publication Designer

Occupations not considered under this ANZSCO code:

- Illustrator
- Multimedia Designer
- Web Designer
- Industrial Designer
- Advertising Specialist
- Multimedia Specialist

These occupations are classified elsewhere in ANZSCO.

Graphic Designer is a VETASSESS Group B occupation.

This occupation requires a qualification assessed as comparable to the educational level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree, in a field highly relevant to the nominated occupation. In addition to this, applicants must have undertaken at least one year of post-qualification employment at an appropriate skill level in the last five years which is highly relevant to the nominated occupation. If employment is not post-qualification, then five additional years of highly relevant employment are required.

If the degree is not in a highly relevant field, three years of employment at an appropriate skill level completed in the last five years in a field which is highly relevant to the nominated occupation is required. This is reduced to two years if there is an additional qualification at least at AQF Diploma level in a highly relevant field.

If employment is not post-qualification, then five additional years of relevant employment are required. This is in addition to one year of highly relevant employment within the past five years.

A positive assessment of both qualifications and employment is required for a positive Skills Assessment Outcome.

GROUP B	Criteria for a suitable Skills Assessment			
	Minimum comparable Bachelor or higher degree AQF level	With highly relevant major field of study	Additional highly relevant qualifications	Highly relevant employment duration
1	AQF +	+	N/A +	1 YEAR minimum
2	AQF +	No highly relevant major +	AQF Minimum AQF Diploma level with highly relevant major +	2 YEARS minimum
3	AQF +	No highly relevant major +	No additional highly relevant qualifications +	3 YEARS minimum
	Pre-qualification methodology can apply to Group B occupations			
	Highly relevant employment duration	With or without highly relevant major field of study	Additional highly relevant qualifications	Comparable Bachelor degree AQF level
4	5 YEARS minimum + 1 YEAR minimum (Within last 5 years) +	N/A +	N/A +	AQF

Description of Pathways

The information below describes the available pathways for a Skills Assessment under **Group B**. Please note that in order to achieve a suitable Skills Assessment Outcome, a positive assessment for both qualifications and employment is required.

Pathway 1

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **one** year of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 2

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

An additional qualification in a highly relevant field of study at a minimum AQF Diploma level is required. Additional qualifications in a highly relevant field of study include those comparable to the AQF Diploma or AQF Advanced Diploma or AQF Associate Degree or AQF Graduate Diploma.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **two** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

For example, an applicant for the occupation Quality Assurance Manager completed a non-relevant AQF Bachelor qualification in April 2024 and later completed an AQF Diploma in Quality Management in May 2026. The applicant commenced employment with the organisation in May 2024 and remains employed there.

Under Pathway 2, the applicant satisfies the minimum educational requirement for a Group B occupation through the AQF Bachelor qualification. Accordingly, employment is counted from the completion date of the Bachelor qualification, meaning employment from May 2024 onwards may be considered toward both the required Qualifying Period (QP) and any remaining eligible period for the points test.

As the later Diploma qualification is highly relevant to the occupation, the applicant may access the reduced employment requirement applicable under Pathway 2. In this case, only two years of QP are required, and that employment may be counted from the post-Bachelor period rather than from the Diploma qualification completion date.

Pathway 3

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree and in a field not highly relevant to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **three** years of post-qualification employment at an appropriate skill level, undertaken in the last five years,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Pathway 4

This pathway requires a qualification assessed as comparable to the education level of an Australian Qualifications Framework (AQF) Bachelor degree or higher degree with or without a highly relevant major field of study to the nominated occupation.

Bachelor degree or higher degree includes AQF Master Degree or AQF Doctoral Degree.

In addition, it is essential for applicants to meet the following employment criteria:

- at least **six** years of employment at an appropriate skill level that includes at least **one** year of highly relevant employment within the last five years before applying,
- working 20 hours or more per week, and
- highly relevant to the nominated occupation.

Qualification

A degree in Industrial design may be considered on a case-by-case basis if there are relevant units covered throughout the degree and/or the field of study is highly relevant to the subsequent employment

*This includes qualifications assessed at AQF Bachelor, Master and Doctoral level.

Highly relevant major fields of study include:

- Graphic Design (the study of designing and producing visual representations of concepts and information)
- Visual Communication
- Communication Design

Employment

Highly relevant tasks include, but are not limited to:

- determining the objectives and constraints of the design brief by consulting with clients and stakeholders.
- undertaking research and analyzing 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

Employment context

Graphic Designers may work in the following businesses / organizations:

- Design houses
- Advertising agencies
- Government departments
- Sole proprietors
- Contract freelancers
- NGOs
- Businesses which require an in-house designers (e.g. architectural/interior design practices, printing businesses, packaging companies/factories, publishing houses, TV studios, post production studios, tech companies, retail.

Employment information

UX and UI Designers

In order to be considered suitable against the requirements of a Graphic Designer, it is important to note the applicant must have a strong foundation of skills in graphic design (colour, type and layout) before they consider UX / UI as a career pathway.

For applicants who do not hold a highly relevant qualification, do not have any previous employment experience in graphic design, and are currently working as a UX or UI Designer, they are unlikely to be considered under Graphic Designer. They may, however, be considered under Web Designer.

Supporting material for assessment

When applying for a Skills Assessment, please ensure
you submit sufficient evidence supporting your proof of
identity, qualification and employment claims. A full list of
the documents required can be found on the VETASSESS
website under Eligibility Criteria.

If you are nominating this occupation, you must also
submit a portfolio. Please provide a link to your portfolio or upload samples of your design work of no more than 5MB per sample.