

GRAPHIC DESIGNER (ANZSCO Code: 232411)

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 and Training.

The skills 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

Specialisations

- 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.

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Requirements for Skills Assessment

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.

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Qualification

AQF Bachelor degree or higher degree*

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

Note: 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.

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 analysing 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

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Employment context

Graphic Designers may work in the following businesses / organisations:

- 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

Applicants nominating this occupation are advised to provide a copy or link to their portfolio or give examples of their design work.