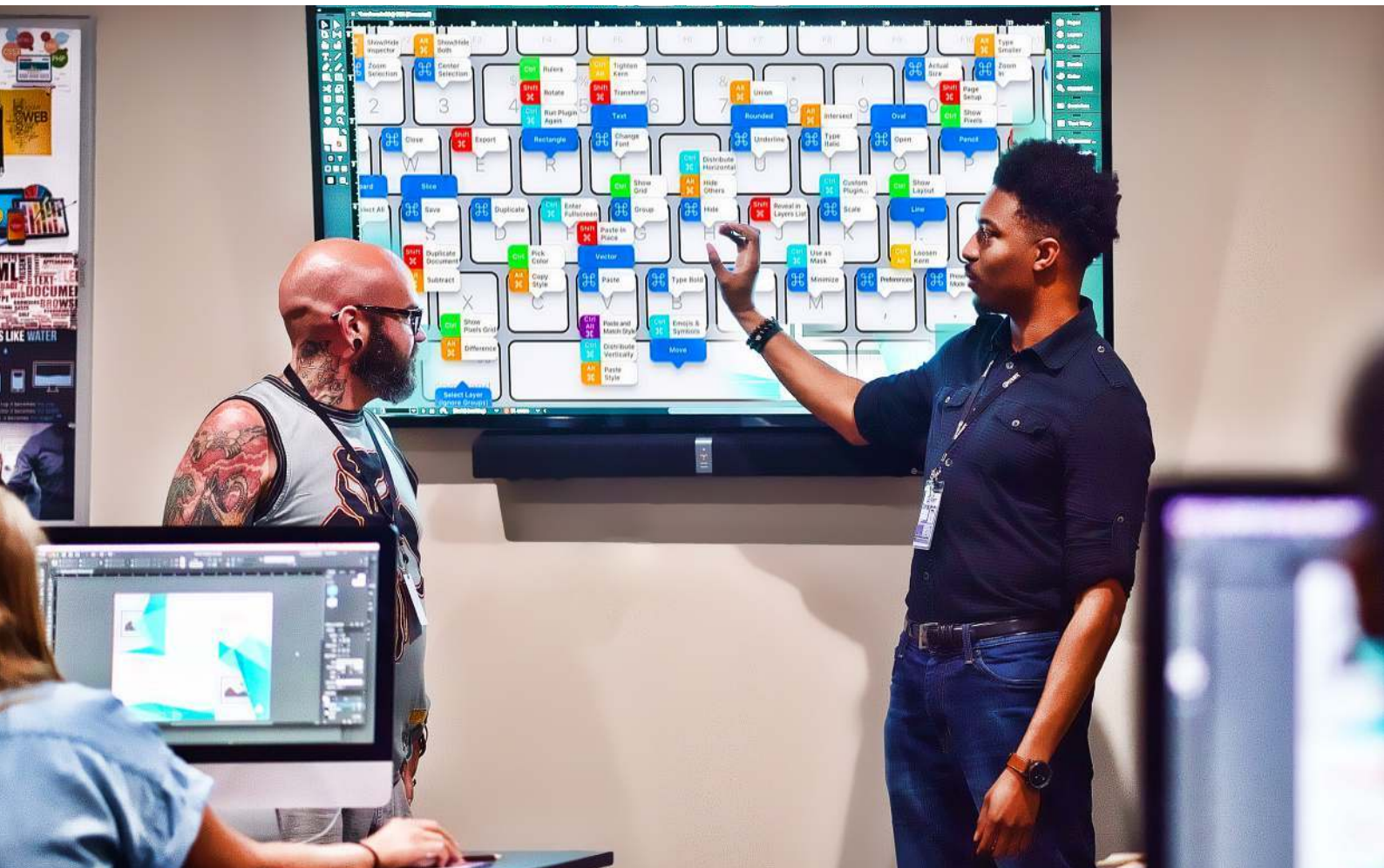




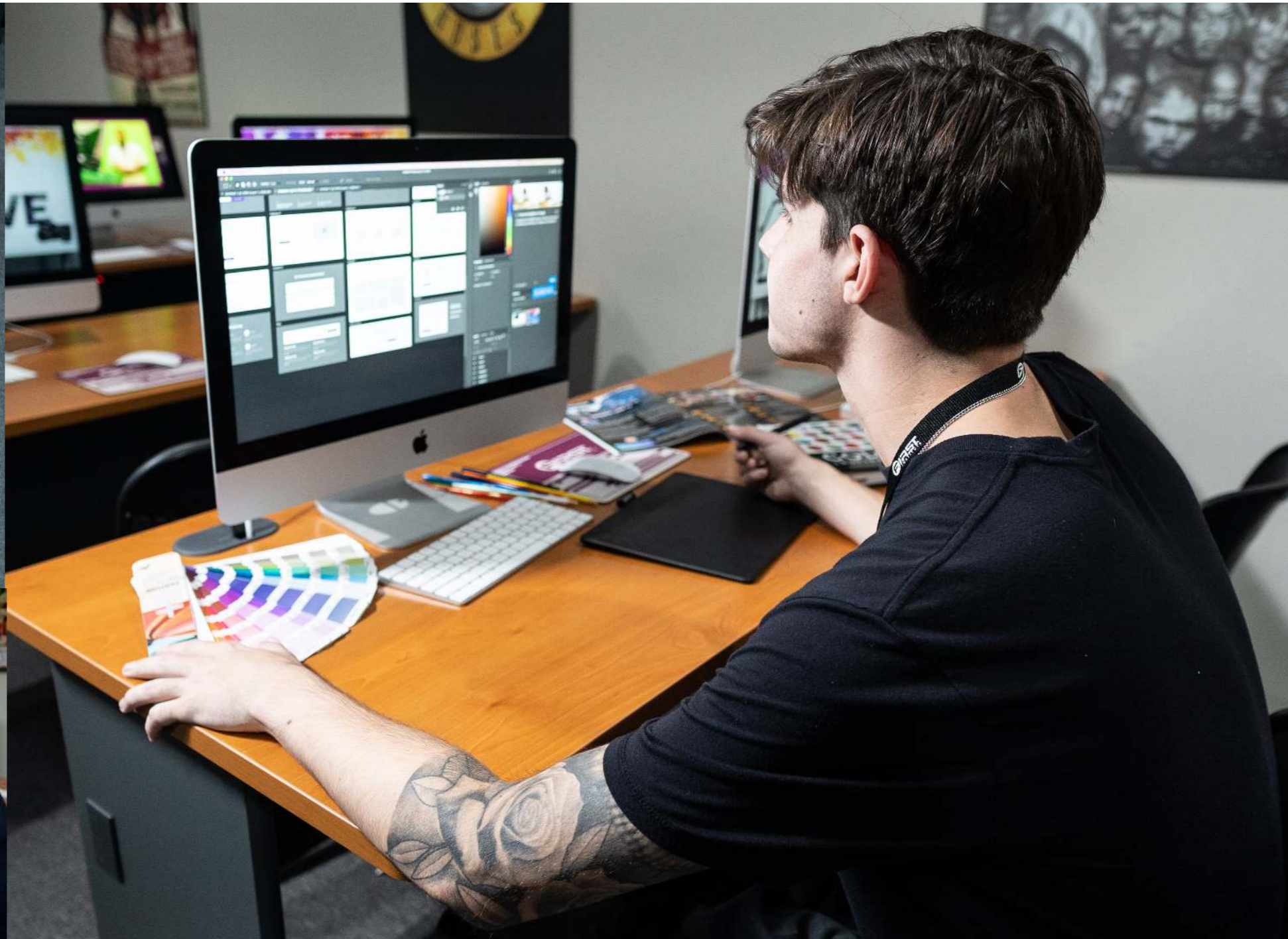
Learn about the Film & Video industry, the types of positions available, and how to get the training you need to launch your career for success.



# The Ultimate Career Guide For The **Web & Graphics Industry**

# So you want to join the The Graphic Design & Web Development Industry...

Just what does it mean to study Graphic Design & Web Development, and what do professionals in the Graphic Design & Web Development Industry do?



In this fast-paced, exciting field, you'll need to combine both your artistic vision and your technical expertise in the creation of graphics and web content.

Graphic Design & Web Development centers on the planning, creation, and editing of images for use in print or online, and the creation and manipulation of the very code that drives every website, large and small. The Graphic Design & Web Development Industry is vast and varied, employing everyone from artists to code writers to creative directors – making teamwork critical to the success of any project!

# The top 10 most common positions our graduates pursue in the **Graphic Design & Web Development Industry.**



## 1. GRAPHIC DESIGNER

Can't decide just where you'd like to specialize, or prefer to have a broad range of skills? You might be best suited to being a well-rounded Graphic Designer! Graphic Designers are very attractive to businesses because they can often be counted on to perform a wide variety of different design tasks, from logo design to print layouts and packaging!



## 2. CREATIVE DIRECTOR/ART DIRECTOR

A creative director is someone who brings it all together – from the initial brief to the finished product, a creative director guides the design team by offering their assistance and insight, as well as their graphic or web design skills. You might start out as a Junior or Assistant Creative Director, and move up to a Senior or Lead role later on in your design career.



## 3. INTERACTIVE GRAPHIC DESIGNER

Interactive Graphic Designers focus on the overall look and feel of different communication products. Using text, data, graphics, sound, animation, and other digital and visual effects, you will work on interactive products such as video games, websites, television, and more.



## 4. DIGITAL MEDIA DESIGNER

Digital Media Designers work in a variety of platforms from animation to website design and video production. You'll be completing projects all over the spectrum such as movie storyboards, cartoon layouts, commercials, and more. The main purpose of this designer is to create things that will move onscreen.



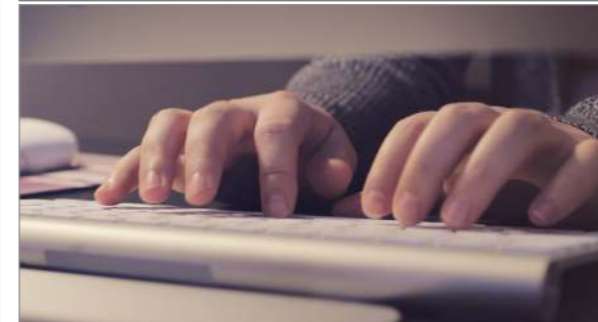
## 5. ILLUSTRATOR

As an Illustrator, you'll have the chance to create images that will inform, persuade, and entertain the target audiences of your clients! Using your imagination and artistic skills, you will transform client briefs into unique works of art – your work could easily appear in newspapers or magazines, as part of an advertising campaign, or even on a website. Illustration is a great way to express your unique vision and style, either as a freelance contractor or part of a team.



## 6. WEB DEVELOPER

Web developers make the internet what it is today – a fascinating, ever-evolving space, with each website more dazzling than the last. As a web developer you'll have the opportunity to make your mark on the web, one website at a time! You'll be creating efficient and functional data driven applications, adhering to modern web standards and best practices guiding you down the path of creating optimized & accessible websites.



## 7. UX/UI DESIGNER/DEVELOPER

UX / UI (User Experience / User Interface) Designers and Developers are some of the unsung heroes of the design community – Every time you open an app on your mobile device, use a program on your computer, or surf the web from anywhere, you're interacting with the work of a UI designer / developer. UX Designers and developers focus on how easy a UI design is to use, and how well it functions. They put themselves in the user's shoes and offer their insight and perspective throughout the UI design and development process.



## 8. CONTENT DESIGNER

Content Designers work in both print and digital media. This person works for the creation of content in websites, social media, software, blogs, etc. You'll be making content from scratch and implementing it through text, graphics, videos, sound, and more. Content Designers can be specified in different areas such as animation, writing, programming, and more.



## 9. WEB DESIGNER

If you love the design aspect of building websites and enjoy using a variety of skills to help your clients achieve their goals online while looking sharp in the process, you should consider becoming a web designer! A broader-spectrum discipline, web design covers graphic elements and architecture for building front end applications that utilize styling and scripting with CSS & JavaScript. This is an excellent choice if you enjoy the flexibility of a multi-faceted skill set.



## 10. HTML/HTML5/CSS DEVELOPER

An HTML5 Developer is a Front End Developer responsible for all things HTML. HTML5 is the most widely used and latest HTML standard and is an essential part of web applications (and increasingly, mobile applications). The HTML5 Developer translates the user interface framework to codes that can produce visual elements. You'll bridge the gap between graphic design visuals on a webpage and the technical code behind those visuals. You play a big role in the function and look of a web application. The HTML/CSS Developer has all of the responsibilities of the HTML5 Developer, plus must understand CSS. CSS, or Cascading Style Sheets, define how HTML elements are displayed. Together, HTML and CSS are the core elements of building a web page.

# Take a look at a few of the lesser-known areas you can explore with a background in **Graphic Design & Web Development**

## Starting Out

Most people begin a career in The Graphic Design & Web Development Industry with a passion for colors, layout, or photography.

So you have the passion, where do you go from there?



- **Storyboard Artist**
- **Instructional Designer**
- **Marketing Design Specialist**
- **SEO Specialist**

There are many other options for working in Graphic Design & Web Development in today's market, however, and an aspiring designer does not necessarily have to rely on traditional employment routes to find work! Freelance design opportunities are available online and in your local area, and each is a valuable option for F.I.R.S.T. Institute's Graphic Design & Web Development graduates!

## Get the Skills One-On-One

The first step toward landing your dream job is getting a solid education from an accredited institution. With industry- standard technical knowledge and plenty of experience under your belt, you'll be way ahead of the game when you start looking for your first position.

## Get the Internship

Internships are a fantastic way to get familiar with a professional environment, make contacts within the industry, and show yourself to your best advantage. At F.I.R.S.T. Institute, your internship is an integral part of your coursework, and sometimes students find that this internship leads directly to their first job after graduation.

## Learn on the Job

Taking a position as an assistant or junior designer is the perfect opportunity to watch the pros in action and strengthen your skills. A good assistant or junior designer is indispensable and the more you learn here, the better you'll know what to expect and how to instruct your own future assistants!

## Where Do I Find the Jobs that Pay the Most?

Unlike some other career fields, The Graphic Design & Web Development jobs that pay the most aren't always in major cities.



Thanks to the expansion of the global economy, and the advent of remote freelance, many design jobs can be completed from home, or anywhere that you have an internet connection.

Of course you can still seek more traditional employment as part of a shop, company, agency, or studio with a physical office – these jobs are out there too! You'll have better luck finding these opportunities in a larger city as opposed to a more rural area.

However it is just as easy to find a job online and work from the comfort of your own home!

Every city in the U.S. holds opportunities in Graphic Design & Web Development. For example, local businesses need qualified Graphic Designers & Web Developers to build their brands, big-name brands are always in need of unique perspectives, and clients from around the globe need designers from all walks of life: your skills are needed wherever you go!

## Career Development Tools

There are some essential tools to keep in your back pocket as you conduct your job search. Not only will these things show that you understand how to operate professionally, they will serve as calling cards for your creative abilities. A huge part of job searching in today's world is self-promotion. You no longer can send out a ton of resumes and expect a response. You have to create a professional portfolio and make the initiative to network.



## Cover Letter and Resume

Your cover letter explains who you are and why you are great for the position you're applying for, and your resume proves it! This is where you can get your foot in the door, show your professionalism, and set yourself up for an interview.

## Business Cards & Promotional Pieces

They might seem a little old-fashioned at first, but business cards are still a must-have for networking and getting your name out there. If you meet a person that is interested in your work, you want to give them a unique, creative reminder of who you are and let them know how they can find you – you do not want to just scribble your name and number on a random piece of paper! People do business with those they believe they can rely on. Business cards and promotional pieces show care and attention to detail, and can be stunning examples of your design style.

## Websites and Online Profiles

One of the best things to list on your business card is your website! All social media / online profiles should lead back to your website, where you can show off your best work. Having a website shows that you are serious about your career as a designer, and serves as a place to direct potential clients who are interested in your work. You should also showcase any online galleries you have to promote your creative work.

## Portfolio

Your portfolio is one of the most important career development tools a Graphic designer or a Web Developer can have. More than anything else, your portfolio shows who you are as a person, as an artist, and as a professional. Your portfolio is often the first sample of your work an employer will see, so keep it short, sweet, and only include your best designs. For the best possible outcome, make sure that your portfolio tells the person viewing it exactly what you want them to know about your experience, skills, and personal design style.

## The Education you need to succeed!

Gaining your education from F.I.R.S.T. Institute will prepare you with the tools needed to successfully launch your career in the Graphic Design & Web Development Industry.



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With such a wide field to work in and so many options to choose from, the best way to start a career in the Graphic Design & Web Development Industry is to get an education in the latest technologies and techniques.

The Graphic Design & Web Development Program here at F.I.R.S.T. Institute focuses on giving you the tools and personalized attention you need to succeed in these growing fields.

As the global art industry continues to expand, other industries that employ Graphic Design & Web Development professionals are always looking for new talent.

This means that your skills will be in demand, but it also means that there will be more competition in the field.

As the job market follows its projected growth, employers are looking for only the most experienced and qualified candidates to work on their projects.

This is where your training and background become important. Not only will getting an education prepare you for the practical and professional challenges ahead, your confidence in articulating your skills will grow. Other professionals will speak your language. You will have a solid understanding of your field, with the beginnings of a network already in place when you graduate.

Investing in your education is the best thing you can do to prepare for your career, learn the tricks of the trade, speak the language of your peers, get real experience, and prepare your portfolio for success. Start your new career path with F.I.R.S.T. Institute today!

Warmest Regards,  
F.I.R.S.T. Institute

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CHECK OUT OUR WEBSITE TO VIEW STUDENT AND FACULTY BLOGS, CAMPUS VIDEOS, AND MORE.



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