



ULTIMATE CAREER GUIDE

how to land a job in
the **graphic design** industry

ENTERING THE GRAPHIC & WEB DESIGN INDUSTRIES

What skills are required to become a professional in the graphic and web design industries?

Welcome to F.I.R.S.T. Institute's web and graphic design Ultimate Career Guide! If you have a passion for digital art and a creative eye, a career in this field may be the perfect fit. The graphic and web design industries are constantly evolving, and new technologies and techniques are always emerging. But at their core, they're about bringing ideas to life and creating engaging, meaningful content. Whether you want to work as a graphic designer, illustrator, web developer, or motion designer, there are countless opportunities to pursue your dreams in this exciting and dynamic industry. If you're ready to embark on a rewarding and fulfilling career in graphic design and web development, read on to learn more about the roles available and the skills necessary to obtain them.



THE **TOP 10** POSITIONS OUR GRADUATES PURSUE IN THE **GRAPHIC & WEB DESIGN** INDUSTRIES.



1. GRAPHIC DESIGNER

A graphic designer develops concepts using art and technology for a variety of print and digital applications. From website design to print advertising to social media posts, graphic designers play a huge role in developing companies' brand identity. Experienced graphic designers may find themselves in roles such as art director, marketing manager, or senior graphic designer.



2. WEB DEVELOPER

A web developer writes code that tells websites and applications how to operate. There are two specializations that most web developers will fall under: "front-end," which is the client-facing side, or "back-end," which is the server side. However, some versatile professionals become fluent in both. These are known as full-stack developers. Web developers implement visual designs and layouts to optimize users' experience on the web.



3. FREELANCER

A freelance graphic designer or web developer is a self-employed professional who offers creative and technical services to clients on a project-by-project basis. They typically work remotely and may have multiple clients at any given time. Both roles require a strong understanding of technology and design principles along with the ability to effectively communicate with clients and manage projects independently.

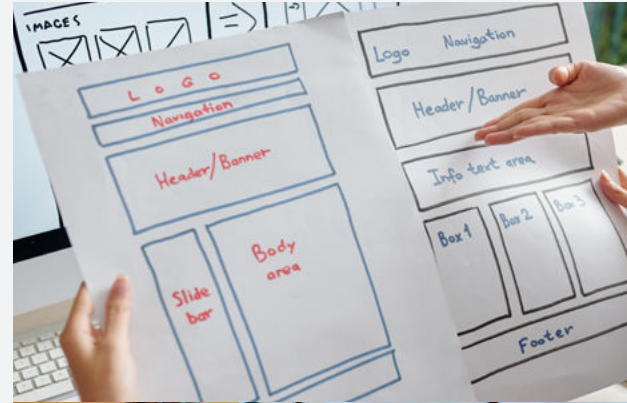


4. FRONT-END DEVELOPER

A front-end developer is responsible for designing and implementing a website or application's visual and interactive elements. This includes creating the user interface (UI) and user experience (UX) using HTML, CSS, and JavaScript. They work closely with the back-end developers to ensure that the website or application is functional and visually appealing. They also test and debug the website or application to ensure it is compatible with different browsers and devices.

5. MOTION DESIGNER

A motion graphics designer works with various design elements to add movement text and graphics in mediums such as television, film, and websites. This role will work closely with the post-production team to ensure the animated pieces are implemented and functioning appropriately. A strong understanding of software such as After Effects and solid organization and communication skills are necessary.



6. LAYOUT DESIGNER

A layout designer creates visually appealing layouts for print and digital materials such as brochures, magazines, books, websites, and more. They will work closely with the art director, copywriter, and other designers to understand the concept and goals of each project. They will use their design skills to create visually engaging layouts and effectively communicate the message.



7. PHOTO EDITOR

A photo editor is responsible for selecting and editing photographs for publication in print or digital media such as magazines, newspapers, websites, and social media platforms. They work closely with photographers, art directors, and other creative team members to understand each project's concept and goals. They use their editing skills to create visually compelling images that effectively communicate the message.



8. UI DESIGNER

A UI (user interface) Designer is a professional who specializes in creating the visual design and layout of websites, mobile applications, and software programs. They ensure that the interface is both aesthetically pleasing and easy to use. In addition, UI Designers are responsible for creating wireframes, prototypes, and high-fidelity mockups that illustrate a product's look, feel, and interactivity.



9. PRINT SPECIALIST

A print specialist manages the design, preparation, and production of print materials. They create high-quality print products such as brochures, flyers, business cards, posters, and banners. They work with clients to understand their requirements, develop designs that meet their needs, and ensure that the final printed materials are accurate and meet industry standards. Print specialists must have a strong understanding of graphic design principles and the latest printing techniques.



10. UX DESIGNER

A UX (user experience) designer is a professional who focuses on designing and improving the overall experience of a product, such as a website or mobile application, for the end user. They are concerned with the usability, accessibility, and overall satisfaction of the product. UX Designers conduct user research, analyze data, and create user personas to understand the needs and goals of the target audience. They use this information to create wireframes, prototypes, and user flows that illustrate the user journey and interactions with the product.

HOW TO CREATE A CAREER IN GRAPHIC AND WEB DESIGN.



Graphic design and web development are multifaceted art forms. They combine a variety of disciplines including user experience, illustration, coding, and design. For this reason, there are many different types of jobs in the web and graphics industries. While many companies employ full-time professionals, there is also a large demand for freelancers and contractors.

STARTING OUT

The goal of most aspiring designers and developers is simple: to create art that is impactful and user-friendly. For most people, this doesn't come naturally. It takes knowledge, coaching, and practice to master these mediums.

LEARN THE SKILLS FROM INDUSTRY PROFESSIONALS

The first step toward landing your dream job is getting a solid education from an accredited institution. With industry-standard technical knowledge, mentorship, and hands-on practice, you'll be ahead of the curve when you start looking for your first role within the industry.



LAND THE INTERNSHIP

Internships are extremely valuable to those looking to break into the web and graphics industries. Here at F.I.R.S.T. Institute, students who take advantage of internship opportunities have the highest probability of landing post-graduation employment.

EXPAND YOUR KNOWLEDGE ON THE JOB

Making an effort to continue your education after graduation demonstrates to employers that you are not just there for a paycheck. Although there may be more glamorous positions in graphic and web design, accepting a job as a design assistant, junior photo editor, or a junior web developer can help you acquire additional knowledge and skills that will lead to greater opportunities down the road.

WHERE DO I FIND THE BEST **CAREER OPPORTUNITIES?**



In today's world, you don't necessarily have to live in NYC or Silicon Valley to pursue a career in graphic and web design. Many large and medium-sized metropolitan areas offer ample employment opportunities. In addition, with the rise of remote work, many individuals in the field can find contracts for projects outside of their geographical location. It all comes down to what type of jobs you wish to pursue, how prepared you are for them, and your ability to leverage your resources.

CAREER DEVELOPMENT TOOLS

Many students who pursue a formal education benefit from the networking and career development resources that schools like F.I.R.S.T. Institute are able to provide. By reviewing resumes and portfolios as well as teaching job search strategies, F.I.R.S.T. Institute provides students with all the necessary tools to find entry-level employment in their chosen field.

Having the ability to promote oneself is the cornerstone of a successful career. Understanding the tools available to today's workforce will save you time and open the door to more opportunities. While the cover letter and resume are still important, there are additional assets that can make you more competitive in the marketplace, such as a business card, website, online profile, and a strong portfolio.

COVER LETTER & RESUME

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

BUSINESS CARDS & PROMOTIONAL PIECES

A quick way to let others know you are a professional in your field is a business card. Yes, they're a little old-fashioned, but business cards are still necessary for networking and getting your name out there. When meeting others interested in your work, you want to give them a unique and creative reminder of who you are. It will leave a lasting first impression and provide the individual with all the necessary contact information to reach you. Professionals want to work with other professionals; scribbling your name on paper and handing it to someone indicates a lack of preparation and organization. This industry is competitive, and people want to work with those they can rely on.



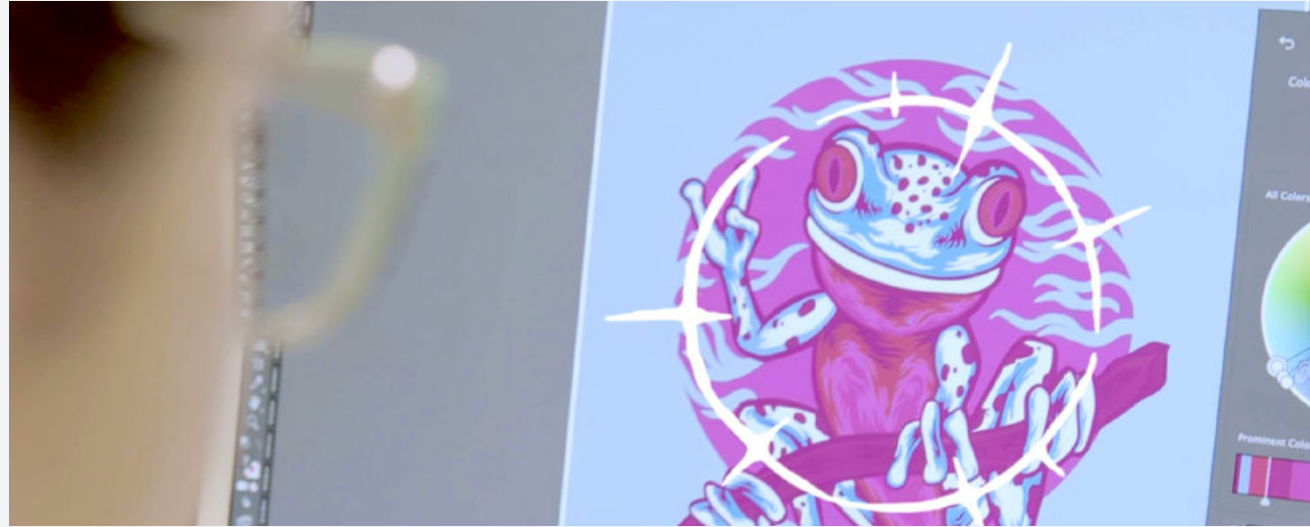
WEBSITES, ONLINE PROFILES, & PORTFOLIOS

All of your marketing materials, from your business card to your social media profiles, should lead back to your website. Your site allows others to learn about you and your story. It is a great place to show off all your work and generate leads for future opportunities. In addition, those who have had a positive experience working with you will likely share your website with their network.

Social media, online directories, and media hosting sites have changed the world as we know it. They have connected many professionals worldwide who would otherwise have never worked together. Spaces like LinkedIn are perfect for demonstrating your knowledge and interest in the film and video industry. Engaging in conversations and sharing ideas can allow others to see your value, which may result in job offers.

No matter how strong your website and online profiles are, if your portfolio is lackluster or nonexistent, you will not be competitive. Providing clients and potential employers with a powerful portfolio that demonstrates your skills, knowledge, and artistic vision is paramount to building a career in the graphic and web design industries.

THE EDUCATION YOU **NEED TO SUCCEED!**



Gaining your education from F.I.R.S.T. Institute will prepare you with the tools to launch your career in the web and graphic design industry.

With such a wide field to work in and so many options to choose from, the best way to start a career in the web and graphic design 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 this growing field.

As the global art industry continues to expand, other industries that employ web and graphics 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 essential. Not only will getting an education prepare you for the practical and professional challenges ahead, but your confidence in articulating your skills will also grow. In addition, you will have a solid understanding of your industry, 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, gain 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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