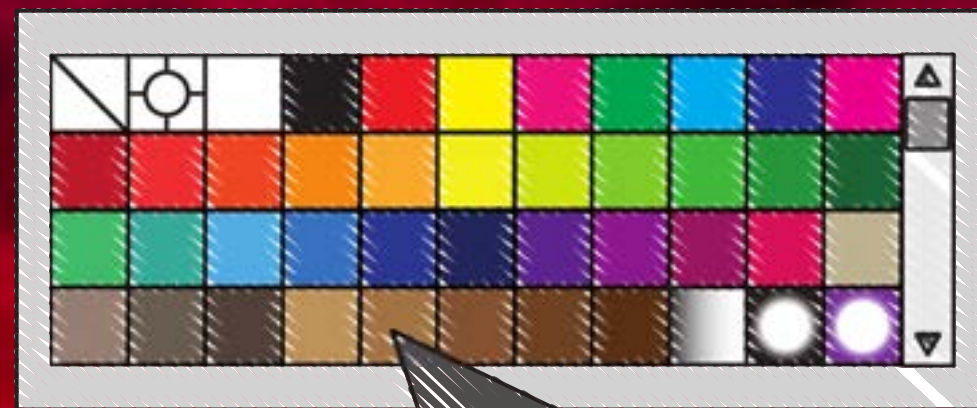
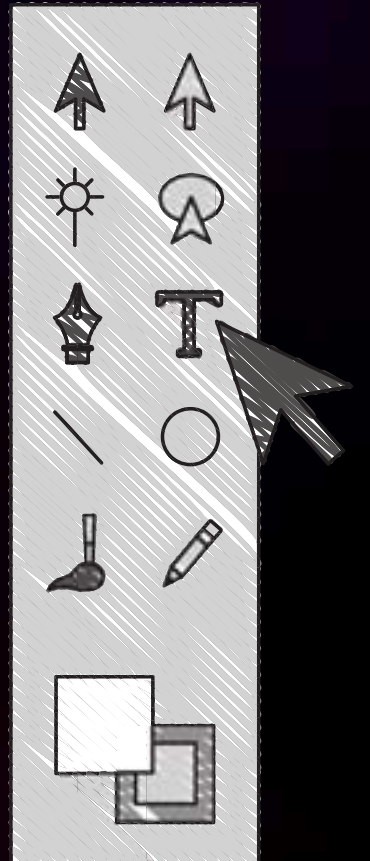




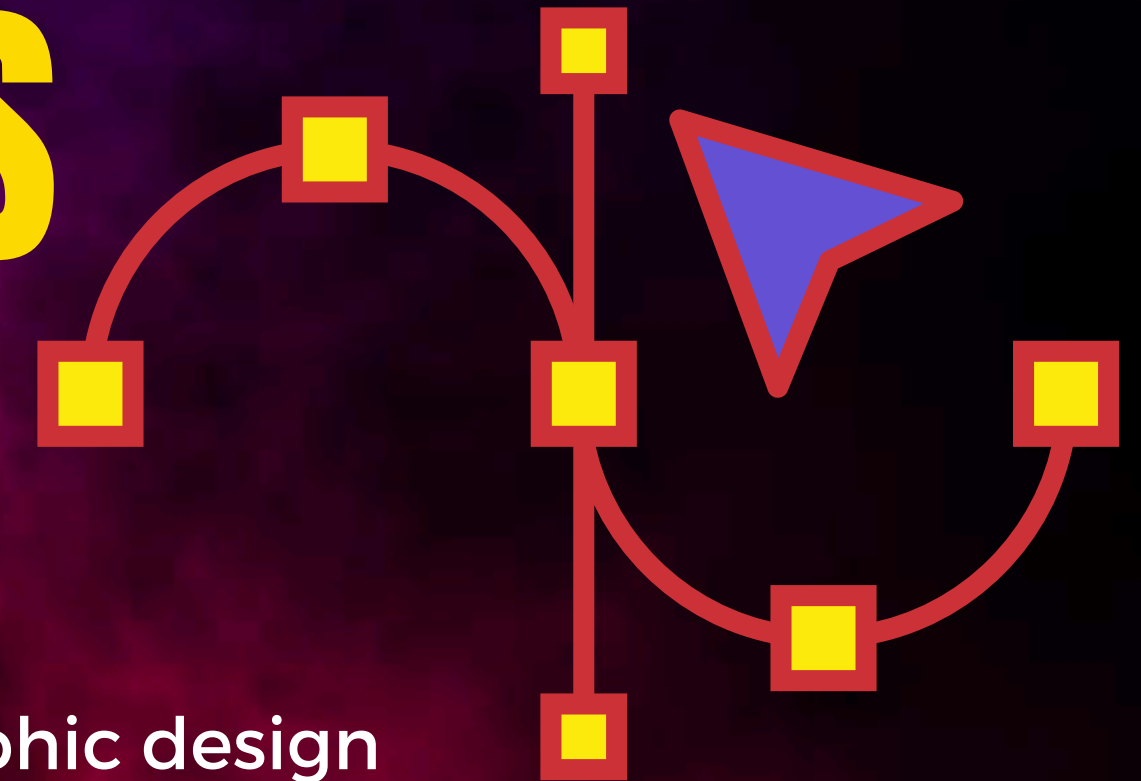
INTRODUCTION TO GRAPHIC DESIGN & CAREERS

EXPLORING THE WORLD OF VISUAL COMMUNICATION





LEARNING OBJECTIVES



By the end of the lesson you will:

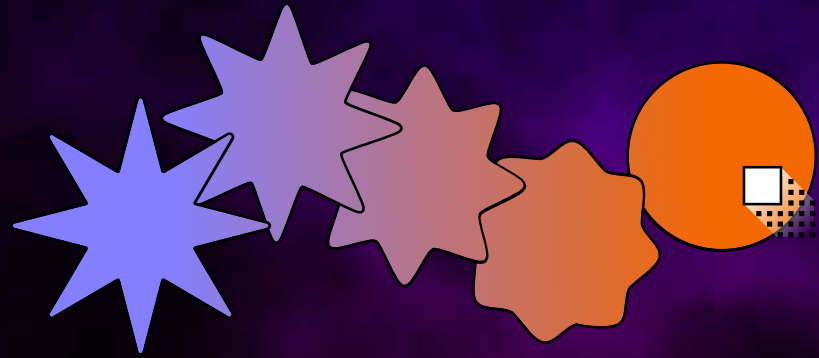
- Understand the role and significance of graphic design
- Identify key skills and tools used in graphic design.
- Develop basic graphic design skills through a practical activity.
- Explore career opportunities in the field of graphic design.

WHAT IS DESIGN?

DESIGN IS WHAT HAPPENS WHEN PEOPLE USE CREATIVITY TO SOLVE PROBLEMS. COMPUTERS AND COFFEE CUPS, SKYSCRAPERS AND SOCKS. EVERYTHING NOT MADE BY NATURE, HAS BEEN DESIGNED.



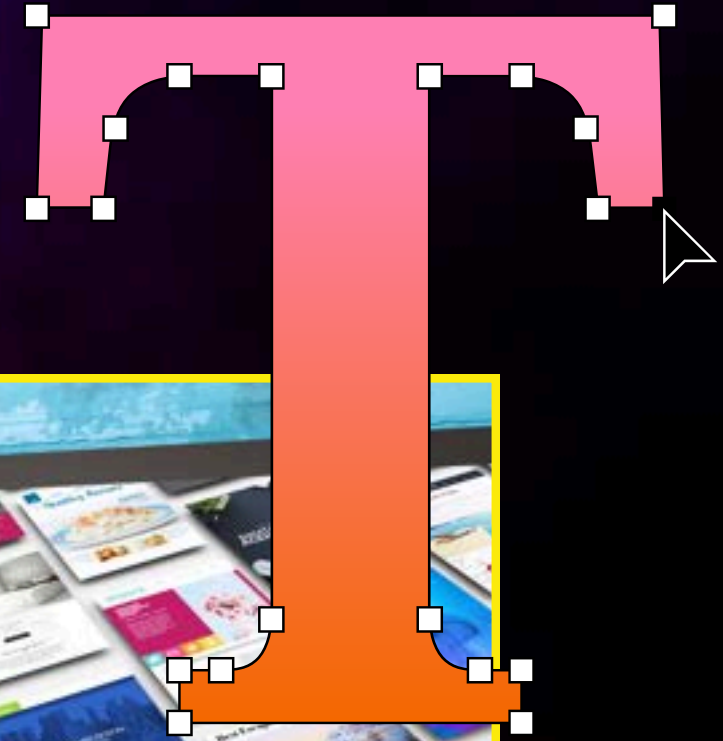
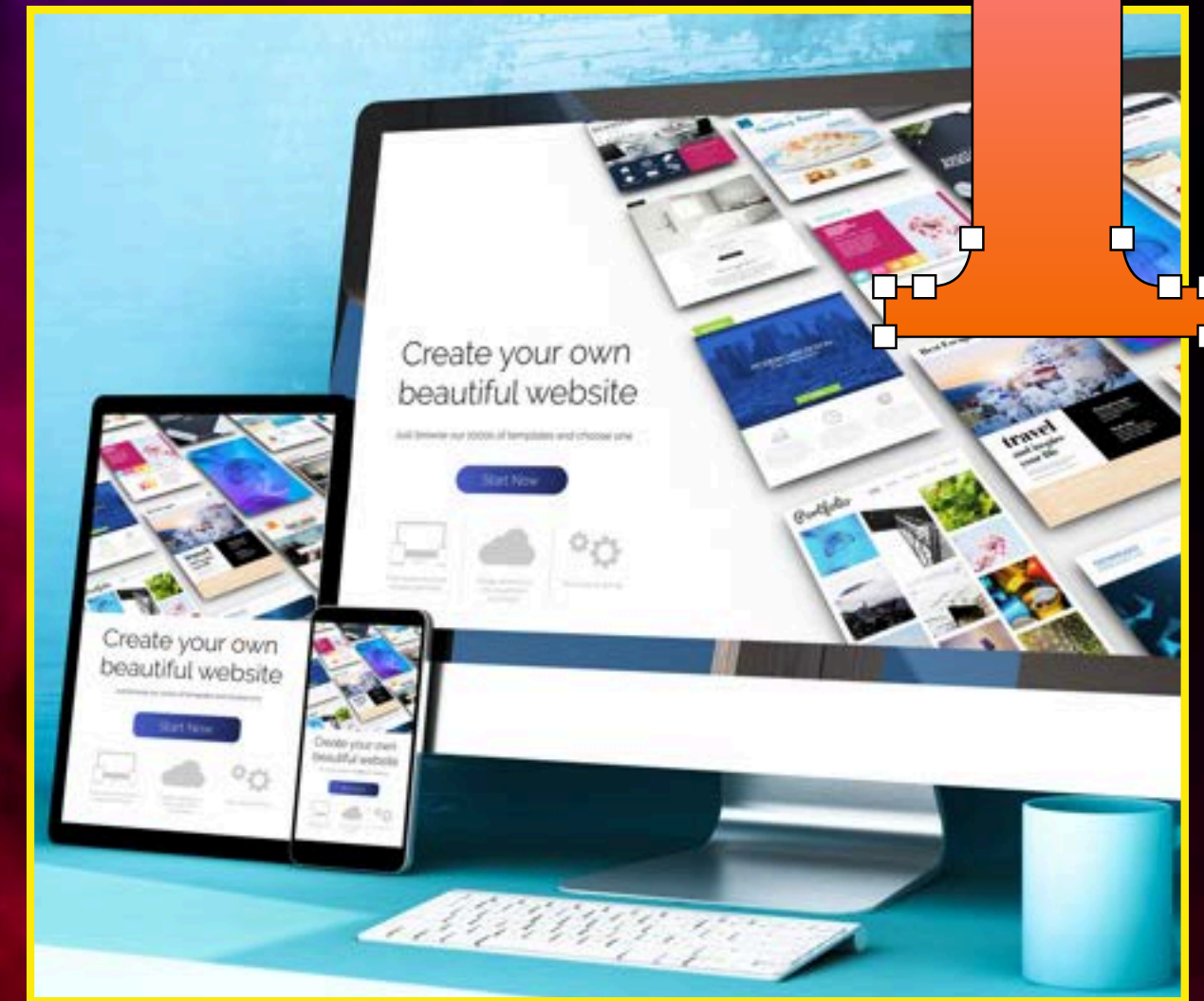
WHAT IS GRAPHIC DESIGN?



PSD

Graphic design is a craft where professionals create visual and textual content to communicate messages.

Examples: Logos, websites, posters, advertisements



IMPORTANCE OF GRAPHIC DESIGN

Visual Communication:
Conveys messages effectively

Brand Identity:
Helps companies establish a brand

User Experience:
Enhances usability and engagement

GRAPHIC DESIGN IS CRUCIAL BECAUSE IT COMMUNICATES IDEAS VISUALLY, MAKING MESSAGES MORE COMPELLING AND EASIER TO UNDERSTAND. IT HELPS BUSINESSES ESTABLISH A STRONG BRAND IDENTITY, CREATING A MEMORABLE IMPRESSION THAT SETS THEM APART FROM COMPETITORS. GOOD DESIGN GRABS ATTENTION, WHETHER ON BUSINESS CARDS, POSTERS, OR BANNERS, ENHANCING MARKETING EFFORTS AND REACHING A WIDER AUDIENCE. FOR SCHOOLS AND BUSINESSES ALIKE, WELL-DESIGNED MATERIALS CAN PROJECT PROFESSIONALISM AND BUILD TRUST. OVERALL, GRAPHIC DESIGN ISN'T JUST ABOUT LOOKING GOOD; IT'S ABOUT EFFECTIVE COMMUNICATION AND BUILDING CONNECTIONS.



WHERE DO WE SEE GRAPHIC DESIGN?

- Advertising
- Packaging
- Digital media
- Signage - Specific Industries:
Entertainment, education,
business, healthcare

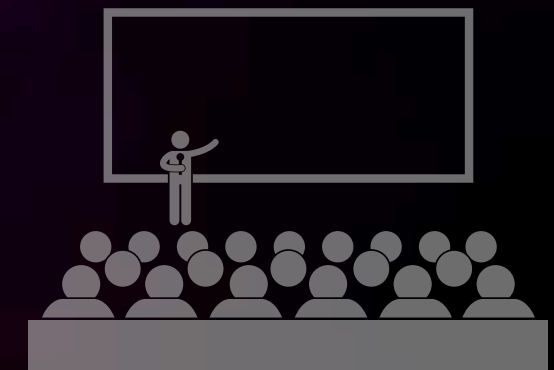


WHAT DOES A GRAPHIC DESIGNER DO IN THEIR JOB?

- A graphic designer creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, or captivate consumers.
- They work in a variety of industries, including advertising, marketing, and publishing, and use their skills to create logos, brochures, websites, packaging, and other promotional materials.
- Graphic designers are responsible for creating visually appealing designs that communicate a specific message or concept to the intended audience.
- They must also have an understanding of the latest design trends and software, as well as an ability to work collaboratively with other designers and clients

DAY TO DAY TASKS

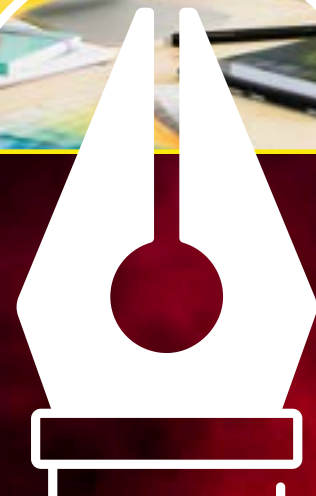
- Discuss the client's requirements and come up with creative ideas
- Work out budgets and deadlines
- Produce rough drafts and present your ideas
- Prepare designs using specialist software
- Make presentations to clients for feedback and approval
- Keep up with design trends and developments in software tools



WHERE DO THEY WORK?

WORKING ENVIRONMENT

A graphic designer could work in a creative studio, in an office, at a client's business or from home.



SKILLS NEEDED IN GRAPHIC DESIGN

- **Creativity:** Generating innovative ideas
- **Technical Proficiency:** Mastery of design software
- **Visual Communication:** Understanding and applying design principles (colour theory, typography)
- **Problem Solving:** Finding creative solutions for clients
- **To be thorough** and pay attention to detail
- **Knowledge of media** production and communication
- Good verbal communication skills
- Team work skills
- To be flexible and open to change

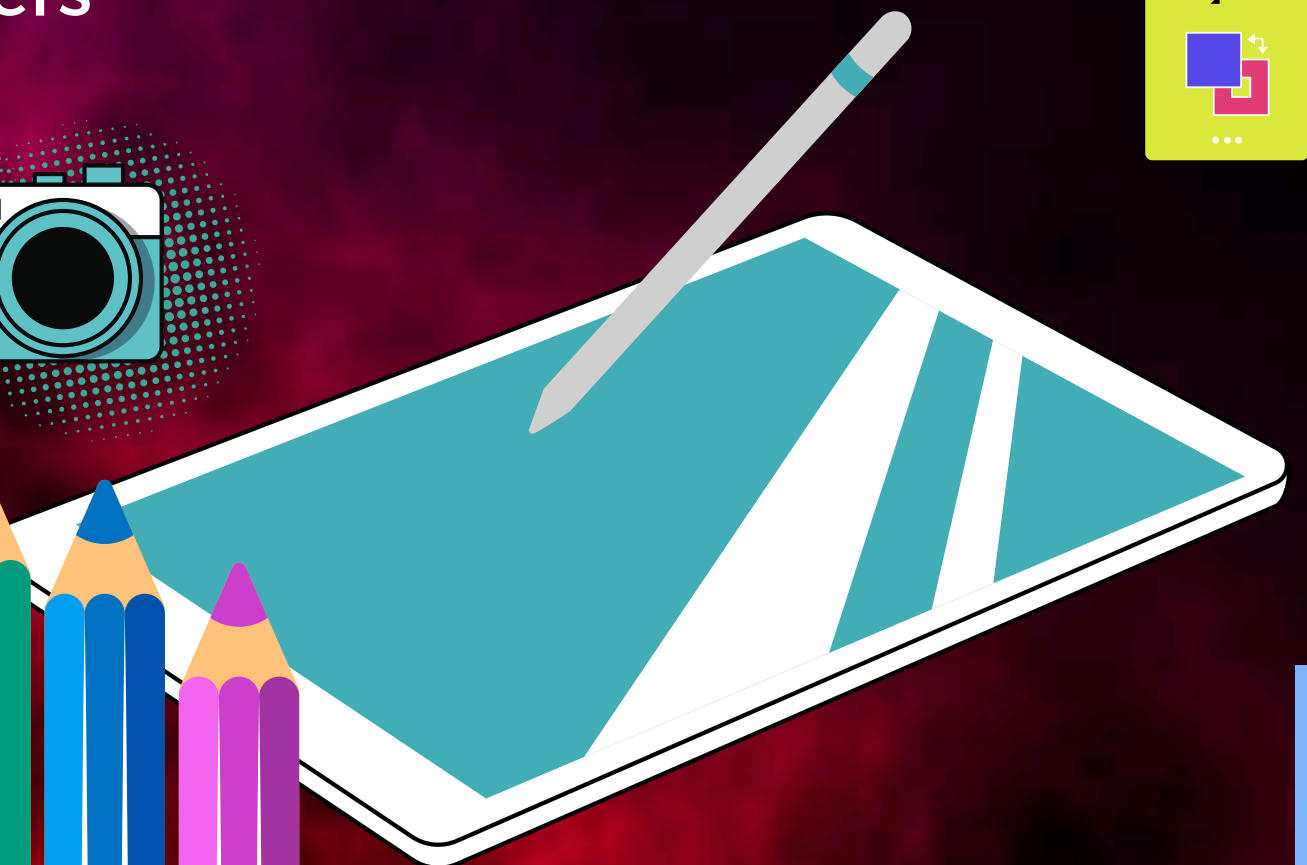
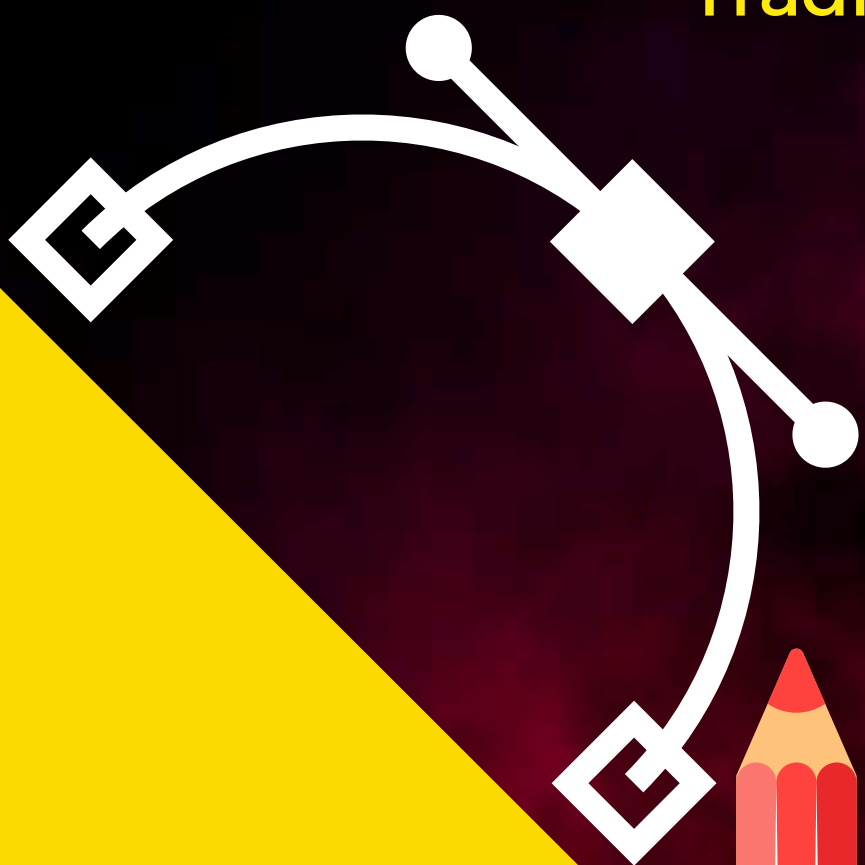
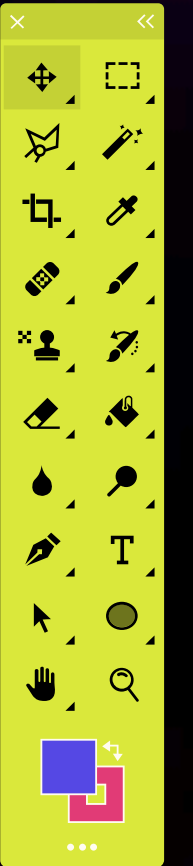


TOOLS OF THE TRADE

Software: Adobe Creative Suite (Photoshop, Illustrator), CorelDRAW, free alternatives (GIMP, Canva)

Hardware: Graphics tablet, high-resolution monitor, good computer

Traditional Tools: Sketchbooks, pencils, markers



CAREER PATHS IN

GRAPHIC DESIGN

- **Types of Roles:**
 - Freelance Designer (self-employed)
 - In-House Designer (working within a company)
 - Agency Designer (working for a design agency)
- Specializations: - Web Design - UX/UI Design
Branding & Identity - Advertising - Illustration

LOCAL COMPANY SPOTLIGHT

EXP NORTH WEST LTD



WHY CHOOSE EXP?

We are a family-owned enterprise, rich in years of experience and profound expertise. Our passion lies in delivering exceptional work and crafting products of the highest quality, forging partnerships with companies and organizations that share our noble values.

WHAT IS OUR MISSION?

We aspire to be the preferred print supplier for businesses in the North West and beyond, offering outstanding value and superior services. We aim to be the trusted printer for every printing need.

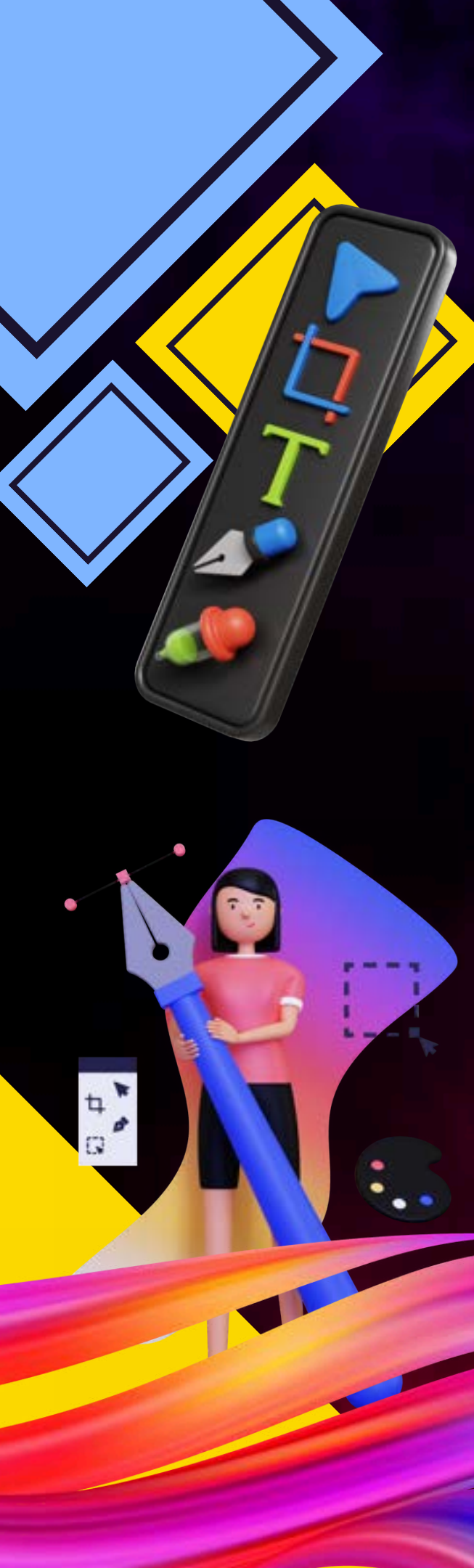
OUR PRESENCE IN THE EDUCATION SECTOR

We are dedicated to creatively inspiring thousands of new students each year. Our mission within this sector is to enhance the return on marketing investment by producing exquisite, high-quality, and engaging printed materials—be it prospectuses, course materials, brochures, roller banners, campaigns, booklets, leaflets, or captivating wall and window vinyl art.



HOW TO BECOME A GRAPHIC DESIGNER

- EDUCATION
- COURSES IN SIXTH FORM
- COLLEGE COURSES
- UNIVERSITY DEGREE
- APPRENTICESHIP
- BUILDING A PORTFOLIO: IMPORTANCE OF SHOWCASING WORK
- GAINING EXPERIENCE: INTERNSHIPS, FREELANCE PROJECTS, NETWORKING, WORK PLACEMENTS



CAREERS IN THE CURRICULUM

Art Lesson Plan: Exploring Graphic Design Careers

KS3 (Ages 11-14)

Duration: 1 hour

Lesson Aim:

This lesson plan aims to give students a practical understanding of graphic design and insight into the career opportunities it offers, aligning with KS3 curriculum objectives in art and careers education.

Lesson Overview:

This lesson introduces students to graphic design as a career path, combining creative skills with practical applications in the industry. Students will explore the role of graphic designers, understand the skills required, and engage in a practical design activity that simulates real-world tasks.

Learning Objectives:

Understand the role and significance of graphic design.

Identify key skills and tools used in graphic design.

Develop basic graphic design skills through a practical activity.

Explore career opportunities in the field of graphic design.

Curriculum Links:

Art & Design: Developing ideas through creative processes, exploring and developing visual communication skills.

Careers Education: Understanding different career paths, skills required, and real-world applications of school subjects.

Materials Needed:

Projector and screen for presentations

Sketchbooks and drawing materials.

Computers or tablets with graphic design software (e.g., Adobe Photoshop, Illustrator, or free alternatives like Canva)

Introduction (10 minutes)	Begin with a brief discussion on what students think design is and where they see it in daily life
Exploring Graphic Design (15 minutes)	<p>Presentation and videos</p> <p>Design Council Video</p> <p>How to become a graphic designer: Ste's story - BBCBitesize</p>
Practical Activity: Design a Poster (25 minutes)	<p>Students will work in pairs and create a poster based on a real life sample brief below:</p> <p>Brief</p> <p>Client: Your school Project Title: Careers Service Poster Target Audience: Students in year 7-14 Objective: Create an engaging, visually appealing poster that informs students about the support offered by the schools careers service. The poster should communicate key services and resources, encouraging students to engage with them.</p> <p>The poster should highlight available support, such as:</p> <ul style="list-style-type: none"> • One to one career guidance • CV workshops • Sixth form / college / university and apprenticeship advice • Work experience opportunities • Job interview prep • Career related events <p>Visual Style:</p> <ul style="list-style-type: none"> • Tone: Professional, approachable, and student-friendly. • Colours: Use the school's colour palette to maintain brand consistency. • Typography: Clear, easy-to-read fonts; headers should stand out to highlight the main points. • Imagery: Use illustrations related to careers (e.g., graduation caps, briefcases, laptops). <p>Mandatory Elements:</p> <ul style="list-style-type: none"> • School logo / school colours • Con Call to action, such as "Visit the Careers Office Today!"
Showcase and Feedback (5 minutes)	<p>Students present their posters to the class.</p> <p>Encourage constructive feedback focusing on the strengths of the designs and areas for improvement.</p>
Skills assessment:	<p>Ask pupils to identify which of the skillsbuilder skills they have developed during this session and ask for examples: (Use the skillsbuilder framework skills the whiteboard - they can be found online) www.skillsbuilder.org</p> <ul style="list-style-type: none"> • Listening • Speaking • Problem Solving • Creativity • Staying Positive • Aiming High • Leadership • Teamwork
Homework/Extension:	<p>Research a famous graphic designer and prepare a short presentation on their work and influence in the field. Research college, university, apprenticeship and opportunities in graphic design.</p>
Resources for teachers and students	<ul style="list-style-type: none"> • www.discovercreativecareers • www.meet-eric.com - The UK's #1 career app for young people looking to upskill & get experience in the creative industries. • https://nationalcareers.service.gov.uk/job-profiles/graphic-designer

CAREERS IN THE CURRICULUM

PRACTICAL ACTIVITY: DESIGN A POSTER (25 MINUTES)

Students will work in pairs and create a poster based on a real life sample brief below:

BRIEF

Client: Your school

Project Title: Careers Service Poster

Target Audience: Students in year 7-14

Objective: Create an engaging, visually appealing poster that informs students about the support offered by the schools careers service. The poster should communicate key services and resources, encouraging students to engage with them.

THE POSTER SHOULD HIGHLIGHT AVAILABLE SUPPORT, SUCH AS:

- One to one career guidance
- CV workshops
- Sixth form / college / university and apprenticeship advice
- Work experience opportunities
- Job interview prep
- Career related events
-

VISUAL STYLE:

- **Tone:** Professional, approachable, and student-friendly.
- **Colours:** Use the school's colour palette to maintain brand consistency.
- **Typography:** Clear, easy-to-read fonts; headers should stand out to highlight the main points.
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MANDATORY ELEMENTS:

- School logo / school colours
- Con Call to action, such as **"Visit the Careers Office Today!"**