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

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.

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.

Applicants can fulfil the assessment criteria for this occupation in four different ways.

Qualification and employment criteria

Applicants must have fulfilled at least one of the following four criteria (1 – 4):

GROUP B	Criteria for a positive Skills Assessment			
	Post-qualification Pathways			
	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	+ (open book icon)	+ 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 Pathway			
	Highly relevant employment duration***			**Minimum comparable Bachelor or higher degree AQF level***
4	5 YEARS minimum + 1 YEAR minimum — Within last 5 years	+	With or without highly relevant major field of study	+ AQF

*   **Bachelor degree or higher degree includes:**
   AQF Master Degree or
   AQF Doctoral Degree

**   **Additional qualifications in a highly relevant field of study include those comparable to the following levels:**
   AQF Diploma
   AQF Advanced Diploma
   AQF Associate Degree or
   AQF Graduate Diploma

***   **Highly relevant paid employment duration (20 hours or more per week)**

Pathways 1–3

minimum years of post-qualification employment highly relevant to the nominated occupation, completed at an appropriate skill level in the five years before the date of application for a Skills Assessment.

Pathway 4

minimum 6 years of relevant employment required – Five years of relevant employment (can be outside the last 5-year period) in addition to at least one year of highly relevant employment within the last five years before applying.

A positive assessment of both qualification level and employment duration is required for a positive Skills Assessment outcome.

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

Employment context

Graphic Designers may work in the following businesses/organisations:

› Design houses

› Advertising agencies

› Government departments

› Sole proprietors

› Contract freelancers

› Non-government organisations

› Businesses which require an in-house designer (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 nominating this occupation.

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 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.

VETASSESS

Contact us

Australia
Melbourne *(Headquarters)*

Level 1, 85 Cremorne Street,
Cremorne VIC 3121

E info@vetassess.com.au
P +61 1300 VETASSESS
(1300 838 277)

China
Shanghai

C/o GLC
International Group
Suite 201 A–B
Zhongfu Building
288 Zhaojiabang Road
Shanghai, China

E china@vetassess.com.au
P +86 21 64731935

India
New Delhi

C/o EPR Solutions Pvt. Ltd
115, 1st Floor, Square One
C2–Saket Place
Saket District Centre
New Delhi – 110017

E india@vetassess.com.au
P +91 11 41009213

Saudi Arabia

E SaudiArabia@vetassess.com.au
P + 966 559 55 8394

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vetassess.com.au