

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.

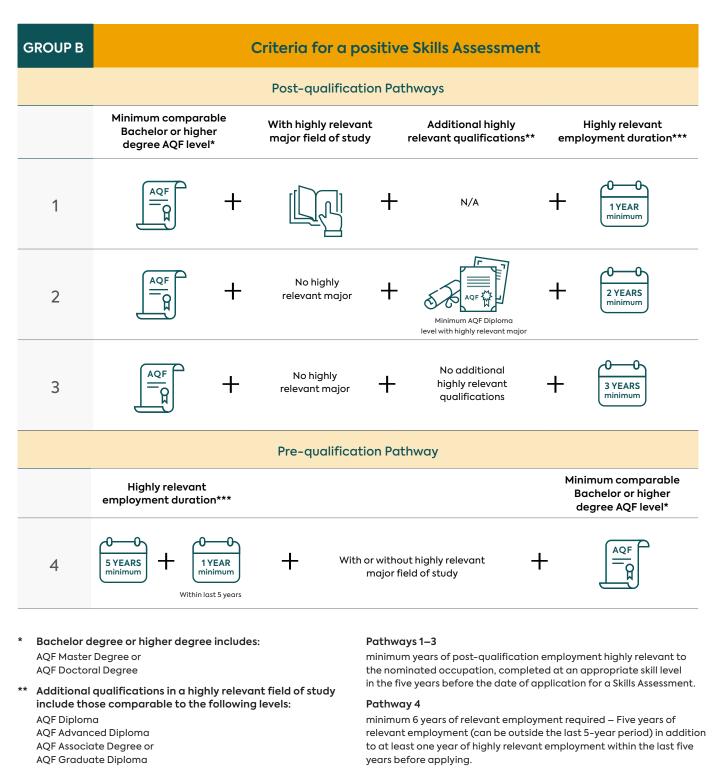
Graphic Designer is a VETASSESS Group B occupation

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):



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

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.





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