

"I like having the freedom to be creative and being able to work over lots of different mediums to create the best outcome."



Image: **Chrissy Emmerson**, Marketing Creative – Prospects.

How did you get started in your career?

I studied Graphic Design at University, in my final year decided to continue with my education and completed a Masters degree in Professional Writing. These two degrees combined helped me develop the skills to create content as well as design it.

Can you outline a typical work day?

I can't say that I have a typical day at work. What I'm doing day to day depends on the brief I have at the time, whether that is the designing and typesetting a brochure, creating the promotional materials for an event, or writing articles for local publications.

Lots of my day is spent using InDesign or Illustrator and managing the organisations various social media sites.

What do you enjoy most about your job?

I like having the freedom to be creative and being able to work over lots of different mediums to create the best outcome.

What skills are important for anyone wishing to start in your profession?

You will need to be creative, know how to use Adobe creative suite and be able to problem solve. Knowing basic code isn't vital but can be beneficial.

What main personal attributes do you think is important for your type of job?

It is vital that you can manage your workloads as you will be working on several projects with varying deadlines. Being able to stay focused when those deadlines are looming is also important. A strong eye for detail is a must and it helps to have an almost unhealthy obsession with grids and kerning (the spacing between letters).

Do you have any tips or suggestions on how young people and adults can enter your industry?

Build a solid portfolio, if you don't have any live briefs to work on create some of your own. Your portfolio should show off your skills and creative talents so take on board any feedback and keep developing it.

What career progression opportunities are available in your business/sector?

You can progress to a senior designer and finally to a creative director.

Why is it important for your sector to attract and train young people and new entrants?

The creative industry is one of the largest global industries and brings £92billion to the UK economy every year. As such, there is always a need for new talent that can continue to move the industry forward with new ideas and new ways of thinking.

What trends do you predict for your industry within the next 10 years? E.g. is it a growing market requiring more young entrants

The creative industry is constantly growing, although the job market in the industry is competitive it favours those with passion and drive.

General words of advice

Keep up to date with what is current in design, spend a bit of time each day looking at what is happening in the industry. Learn the rules of design before you break them.

Further contact/information

<https://nationalcareersservice.direct.gov.uk/job-profiles/graphic-designer>