GRAPHIC DESIGNER

ALSO KNOWN AS: INDUSTRIAL GRAPHIC ARTIST | TECHNICAL DESIGN SPECIALIST | PRODUCT VISUAL DESIGNER | MANUFACTURING CREATIVE PROFESSIONAL | PACKAGING DESIGN EXPERT

CREATE IMPACTFUL VISUALS THAT MERGE AESTHETICS WITH FUNCTIONALITY.

This role combines artistic talent with technical acumen to develop designs that enhance product appeal and drive production efficiency.

KEY SKILLS

Skills which may benefit anyone considering a job as a graphic designer include:

- Visual communication
- Attention to detail
- Technical proficiency
- Adaptable
- Creativity

VALUES & ATTRIBUTES

Values and attributes of anyone considering a job as a graphic designer include:

- Innovative
- Team Player
- Problem solver
- Precision
- Aesthetic sensibility
- Artistic – "Creator"

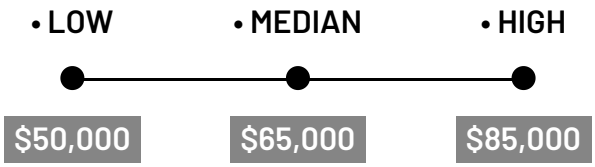
CAREER PROGRESSION

In this role, you may have the opportunity to progress to other positions. Career progression opportunities include:

- Industrial Designer
- Marketing and Communication Manager
- Team Leader
- Business Manager

SALARY EXPECTATION

The expected salary for a Graphic Designer can vary across different areas of manufacturing and may vary as you become more experienced.



RELATED INDUSTRIES

▸ Aerospace and Defence ▸ Chemicals, Hydrocarbons and Refining ▸ Food and Beverage ▸ Furniture and Other Products ▸ General Manufacturing and Engineering ▸ Meat and Seafood Processing ▸ Pharmaceutical and Medical Technology ▸ Polymers, Plastic and Rubber ▸ Printing and Graphic arts ▸ Pulp, Paper and Packaging ▸ Renewables ▸ Textiles, Clothing and Footwear ▸ Timber and Wood ▸ Transport Equipment and Machinery

RECOMMENDED SCHOOL SUBJECTS

- Fashion
- Hospitality Practices
- Visual Arts in Practice

CORE SCHOOL SUBJECTS

- General Mathematics
- Essential English
- Visual Arts
- Design

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JOB OVERVIEW

Graphic Designers in manufacturing sub-industries play a dual role, contributing both to direct production and marketing efforts across various sectors. In textiles, clothing, footwear, and graphic arts, they work closely with customers to create designs that can be efficiently produced while meeting aesthetic requirements. This involves understanding manufacturing processes, material properties, and production constraints to ensure designs are both visually appealing and practically executable.

Simultaneously, these professionals serve a broader function across all manufacturing sub-industries by designing product packaging and promotional materials. They create visually striking and informative packaging that not only protects products but also enhances shelf appeal and communicates brand values. Their expertise extends to developing marketing collateral such as brochures, catalogues, and digital assets that effectively showcase products and support sales efforts.

In both capacities, Graphic Designers utilise advanced design software and often collaborate with cross-functional teams including product developers, marketing specialists, and production managers. They must balance creativity with technical knowledge, ensuring their designs are innovative yet feasible within manufacturing parameters. This role requires a keen understanding of brand identity, consumer trends, and industry-specific regulations, particularly in sectors with strict packaging and labelling requirements. By bridging the gap between artistic vision and industrial application, these designers contribute significantly to product success and brand recognition in the competitive manufacturing landscape.

WHAT WILL YOU DO?

Your role may include duties as follows:

1. Create visually appealing and technically accurate product designs
2. Develop packaging layouts that balance aesthetics and functionality
3. Produce technical illustrations and diagrams for production teams
4. Design marketing materials that showcase product features effectively
5. Collaborate with cross-functional teams to align designs with brand strategy

HOW TO BECOME A GRAPHIC DESIGNER

While natural artistic talent is valuable, formal education and technical skills are typically required for this specialised role. Here are steps to become a Graphic Designer:

1. Obtain a degree in Graphic Design, Visual Communication, or a related field
2. Develop proficiency in industry-standard design software
3. Gain knowledge of manufacturing processes and materials
4. Build a portfolio showcasing technical and creative design skills
5. Seek internships or entry-level positions in manufacturing companies

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VOCATIONAL EDUCATION & TRAINING

Vocational education and training (VET) can provide practical skills and industry-specific knowledge for aspiring Graphic Designers in manufacturing. These qualifications offer hands-on experience with relevant software and design techniques. Some relevant VET qualifications include:

- Certificate IV in Design (CUA40720)
- Diploma of Graphic Design (CUA50720
- Diploma of Printing and Graphic Arts (ICP50120)

UNIVERSITY & HIGHER EDUCATION

A university degree is often preferred for Graphic Designer roles in manufacturing sub-industries. Relevant bachelor's degrees include Graphic Design, Visual Communication, or Industrial Design. Some universities offer specialised programs that combine design with manufacturing or engineering principles.

These programs typically cover advanced topics in design theory, digital imaging, 3D modelling, and manufacturing processes. Graduates develop critical thinking and problem-solving skills valuable for creating innovative designs that meet both aesthetic and functional requirements. Some universities also offer postgraduate courses that can further specialise knowledge in areas such as packaging design or textile technology, enhancing career prospects in specific manufacturing sectors.

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