MULTIMEDIA DESIGNER

ALSO KNOWN AS: DIGITAL CONTENT CREATOR | INDUSTRIAL VISUALISATION SPECIALIST | MANUFACTURING MEDIA DESIGNER

BE A DIGITAL CRAFTSPERSON IN THE MANUFACTURING SECTOR.

As a Multimedia Designer, your designs will shape tomorrow's production methods. Forge a career path that stands apart from the conventional.

KEY SKILLS

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

- Animation
- Coding
- Collaborative
- Prototyping
- Visual communication

VALUES & ATTRIBUTES

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

- Precision
- Creativity
- Adaptable
- Technical Aptitude
- Communication
- Artistic – "Creator"

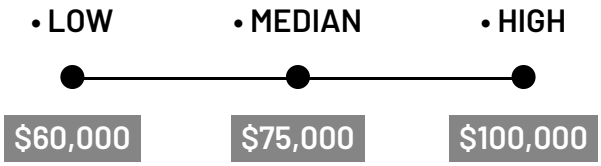
CAREER PROGRESSION

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

- Graphic Designer
- Team Leader
- Production Planner
- Marketing and Communication Manager

SALARY EXPECTATION

The expected salary for a Multimedia 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

- Digital Solutions
- Information and Communication Technology
- Visual Arts in Practice

CORE SCHOOL SUBJECTS

- General Mathematics
- Essential English
- Visual Arts
- Design

Copyright © Manufacturing Skills Queensland 2026

JOB OVERVIEW

Multimedia Designers in manufacturing serve as digital storytellers of industrial advancement. They unite artistic flair with technical expertise to transform complex manufacturing ideas into diverse digital formats.

Your daily tasks could include developing 3D animations of production floor configurations, crafting user-friendly interfaces for equipment control panels, and teaming up with engineers to render product concepts. You'll also develop engaging visual content for promotional materials that highlight your organisation's manufacturing expertise and create interactive learning tools for factory staff induction. As manufacturing operations become more digital-focused, your ability to convert technical information into clear visual presentations grows increasingly vital.

WHAT WILL YOU DO?

Your role may include duties as follows:

1. Use specialist software including Premier, Photoshop, Illustrator, and other design programs to create marketing materials and bespoke animations.
2. Shooting, editing, optimising – you'll utilise video software to create appealing visual presentations.
3. Create sounds, music, effects, voiceovers and mixing.
4. Design websites through coding and implement per-brief customer digital experiences.
5. Technical troubleshooting and updating.

HOW TO BECOME A MULTIMEDIA DESIGNER

Becoming a Multimedia Designer in manufacturing typically requires a blend of creative skills, technical knowledge, and industry understanding. While direct entry is possible with the right qualifications, many professionals in this field progress through various design or technical roles in manufacturing. Here are the key pathways:

- Consider undertaking a relevant vocational education and training in qualifications that focus on multimedia or design
- Undertake undergraduate study in a relevant field, like digital media or creative technologies
- Seek opportunities that allow you to apply your design skills in industrial contexts and stay curious about manufacturing processes and technologies – look for internships or entry-level positions in manufacturing companies, or with agencies
- Undertake freelance work on projects creating visualisations or animations for industrial clients

Copyright © Manufacturing Skills Queensland 2026

VOCATIONAL EDUCATION & TRAINING

Vocational education and training can provide an excellent foundation for a career as a Multimedia Designer in manufacturing and other industries. Consider the following options:

- Certificate II in Printing and Graphic Arts (ICP20120)
- Certificate III in Prepress Graphic Design Production (ICP31420)
- Certificate IV in Printing and Graphic Arts Management (ICP40120)
- Diploma of Printing and Graphic Arts Business Management (ICP50120)

These qualifications offer hands-on skills in design software, digital media production, and visual communication. Many VET courses include industry placements, giving you valuable experience in applying your skills to real-world manufacturing scenarios.

UNIVERSITY & HIGHER EDUCATION

For those seeking a more comprehensive educational background, consider these higher education options:

- Bachelor of Design (Digital Media)
- Bachelor of Multimedia Design
- Bachelor of Creative Technology

These degrees provide in-depth knowledge of design principles, digital technologies, and interactive media. Many universities offer specialisations or electives in industrial design or manufacturing technologies, which can be particularly relevant for this role.

Copyright © Manufacturing Skills Queensland 2026