

JOB PROFILE



Graphic Designer

WOMEN4IT

GRAPHIC DESIGNER

Job profile

Graphic designers create text and images to communicate ideas. They make visual concepts by using computer software, intended for publishing in paper or online media such as advertisements, websites, and magazines and other interactive media.

LEVEL OF AUTONOMY

Graphic designers can be self-employed, can work for a graphic design/print services company reporting to a creative director or be solely responsible for graphic design within a small to medium enterprise.

USE OF ICT

Graphic designers work on a personal computer, in an office environment, or sometimes at home, and use graphic design software to carry out their work.

MISSION

Through the creation of graphics, graphic designers help an organisation or client to more effectively communicate a message, campaign, or promote the organisation, its brand/s and product/s.

TYPICAL WORK ACTIVITIES

- Interpret a client's requirements
- Perform market research
- Prepare rough drafts and present ideas through sketches, idea boards etc.
- Create and update graphic designs such as logos, photos and illustrations
- Develop layout and production design for advertisements, brochures, websites, product packaging and corporate reports
- Test graphics across various media
- Adhere to a graphic design process and/or project plan
- Liaise with copywriters, creative directors, clients and stakeholders

BEHAVIOURAL COMPETENCES

- Collaborate with other professionals, teamwork
- Exchange information verbally
- Communicate ideas and messages in sketch and graphical format
- Work methodically to meet deadlines
- Multi-task

ATTITUDES

- Focused on aesthetics and detail
- Passionate
- Creative
- Adaptable
- Resilient
- Results-oriented

COMPETENCES

F	FUNCTIONAL COMPETENCES	Mapping to DigComp 2.1 – competence and level
1	Translate requirements concepts into visual design.	3.2 Integrating and re-elaborating digital content L8 5.2 Identifying needs and technological responses L8 5.3 Creatively using digital technologies L8
2	Perform market research.	1.1 Browsing, searching and filtering data, information and digital content L8 5.2 Identifying needs and technological responses L8
3	Use stock image libraries.	1.1 Browsing, searching and filtering data, information and digital content L8 3.2 Integrating and re-elaborating digital content L8

4	Know and comply with copyright regulations and publication formats.	3.3 Copyright and licences L8
5	Use graphic design software to create graphics and images.	3.2 Integrating and re-elaborating digital content L8 3.1 Developing digital content L8 5.3 Creatively using digital technologies L8
6	Know and use typography in designs.	3.1 Developing digital content L8 5.3 Creatively using digital technologies L8
7	Use desk top publishing software to create page layouts.	3.2 Integrating and re-elaborating digital content L8 3.1 Developing digital content L8 5.3 Creatively using digital technologies L8
8	Create prototypes and gather client feedback.	5.2 Identifying needs and technological responses L8 2.4 Collaborating through digital technologies L7 2.2 Sharing through digital technologies L7
9	Follow a graphic design process.	5.2 Identifying needs and technological responses L8 1.1 Browsing, searching and filtering data, information and digital content L8 3.2 Integrating and re-elaborating digital content L8 3.1 Developing digital content L8 5.3 Creatively using digital technologies L8
10	Use a variety of communication tools such as email, messaging, online meetings to communicate with colleagues, managers, clients and stakeholders.	2.1 Interacting through digital technologies L7 2.2 Sharing through digital technologies L7 2.4 Collaborating through digital technologies L7

The project Nr.2017-1-094 "YOUNG-ICT WOMEN: Innovative Solutions to increase the numbers of EU vulnerable girls and young women into the digital agenda" benefits from a 2.714.304 € grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment. The aim of the project is to increase the numbers of EU vulnerable girls and young women into the digital agenda.

Project implemented by:

