

---

# What Skills Will I Learn as a Graphic Designer?

Graphic designers must learn many skills in order to be competitive in the workplace. They may work with film, print, or electronic media and each of these requires a specific skill set but all use computers and graphics software to some degree. Designers need to learn technical graphic design skills such as calligraphy and learning how to operate desktop publishing software. They need to learn marketing skills in order to create effective design concepts. They need to learn basic business skills which are useful for those marketers who go into business for themselves or work freelance. Graphic designers must also be good writers and will need to learn both copywriting and creative writing skills.

The most important skill a graphic designer must have is one that is natural and not learned; that is a good eye for art and visual design. This skill will be developed and honed through experience and learning. Designers must be able to think creatively and develop artistic concepts that are eye-catching and can sell products. They need a natural sense of style and creativity upon which other skills can be built.

Graphic designers must be computer savvy and know how to operate many different types of software, such as PageMaker, Photoshop, and QuarkExpress. Desktop publishing software is used to create print designs as well as digital graphics for websites. Other types of software are used in film media, where graphic designers may be responsible for creating the opening and closing segments of TV shows and movies. Designers must also use software for creating signage and promotional media for businesses.

Graphic designers need to learn layout techniques for print ads, and understand how color and type attract customers. They will need to learn basic marketing skills in order to create graphics that sell products.



Graphic designers must also learn good business skills. Many designers choose to do freelance work, and are responsible for marketing their business to attract clients. They will be responsible for customer service, juggling deadlines, managing expenses, and all of the other problems that arise from running a business.

All of these graphic design skills are taught in university level classes or in technical schools. Training in graphic design can take the form of a certificate program, or training can be advanced through the graduate level of study. In today's competitive marketplace, a bachelor's degree has become standard for anyone seeking a graphic design career.

A bachelor's degree level education will allow ample opportunities for learning the many diverse skills needed and to become proficient in them. Specific graphic design skills learned in university level classes include typography, calligraphy, design layout, drawing, image manipulation, design concepts, creative writing, copywriting, and media law.

A graphic designer's job is to attract the target audience through appealing designs and tightly written copy. It is an art form as well as a specific methodology. Skills utilize both visual art media and the written word. Designers must also learn laws concerning trademarks, copyright, and other media related matters.

Graphic designers will need to learn a number of skills before joining the workforce. By being proficient in many graphic design skills, they become more desirable to potential employers and can earn a higher salary.

---

Source: <http://www.design-training.com/graphic-design/a/what-skills-will-i-learn-as-a-graphic-designer.html>



## Vocabulary

**calligraphy (noun)**

a type of writing used for decorative purposes

**freelance (adj)**

working from contract to contract

**honed (adj)**

perfecting abilities

**saavy (verb)**

competent

**desktop publishing (noun)**

making documents using a small computer

**target (adj)**

the purpose or object of a design or communication

## Questions

### **Question 1**

Besides images, what three types of media do graphic designers work with?

### **Question 2**

Why does a graphic designer need to have business skills? Give 2 cases.

### **Question 3**

What natural skills that are not learned are required for graphic design?

### **Question 4**

What four things do designers need besides just working with computers?

### **Question 5**

Who uses software to create promotional media for businesses?

### **Question 6**

What are layout techniques important for?

### **Question 7**

What problems are graphic designers responsible for when they run their own business?

### **Question 8**

Where can someone learn the skills to do graphic design? Name 2 places.

### **Question 9**

What three legal matters must a graphic designer study?

### **Question 10**

What is the result of being proficient as a graphic designer?



## Answers

### Answer 1

1. film
2. print
3. electronic media

### Answer 2

Graphic designers need business skills to go into business for themselves or to do freelance work.

### Answer 3

A good eye for art and visual design are natural requirements that are not learned.

### Answer 4

1. learn layout techniques
2. understand how colour and type attract customers
3. marketing skills
4. business skills

### Answer 5

Graphic designers use software.

### Answer 6

Layout techniques are important for print ads.

### Answer 7

1. customer service
2. juggling deadlines
3. managing expenses

### Answer 8

1. university
2. technical school



**Answer 9**

1. laws concerning trademarks
2. copyright laws
3. media-related matters

**Answer 10**

The result can be a higher salary.

