The journey of a designer

(presentation links for students)

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Introduction

Video - What is graphic design?
https://www.youtube.com/watch?v=dVIETwRqdiU

1987 - Graphic design

Video - A day in the life
https://www.youtube.com/watch?v=O-XrRQf7BPM

Video - Invention of Adobe Illustrator
http://www.fastcodesign.com/3033587/watch-how-adobe-illustrator-changed-graphic-design

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Video - Marker visuals
https://www.youtube.com/watch?v=ezG6-W8dSZw

Useful reference - Designers block

http://gomedia.com/zine/insights/graphic-design/10-tips-avoid-designers-block/

Work experience - get some!

Work experience

There are many benefits to getting just 1 weeks work experience in your chosen subject.

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1) **Looks good on your CV**

2) **You will be more prepared** for a real working environment

3) **Boosts your confidence**

4) **Add work to your portfolio** - shows a commercial angle

5) Good **discussion point in interviews**

6) **Will inspire you**

7) Teaches you **new skills**

8) May lead to **possible job opportunities** in the future.

What kind of placement?

Decide what kind of company to look for.

1) **Location and travel** limitations

2) **What time of the year?** - make some possible dates

3) Do you have any real **passions for a certain type of work?** (specific)

4) Do you have any **specific companies in mind**?

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It's who you know

Use the people around you for extra help.

1) **Parents and relatives**

2) **Friends** (and their parents)

3) **Tutors**

4) **Show them what you are trying to achieve** and what kind of companies you want to work for.

5) **They may know people** in these companies or similar companies which they can give you a personal introduction to.

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It's who you know

Or simply use
your resources
to research
companies which
suit you.

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1) **Places to research:**
   Google
   Yellow Pages / Yell.com
   Twitter
   Facebook
   Magazines and publications
   Newspapers

2) **Choose 10 companies** and get:
   Company name
   Address
   Email
   Telephone
   Any contact names
   Web address
   Social media details

It's who you know

Hobnob with local business people.

If you don't ask you don't get!

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1) **findnetworkingevents.com**

2) They cost a **minimal fee**

3) **Book yourself in**

4) **Look smart**

5) Prepare a **60 second commercial**

6) **Ask** for work experience

7) **Be confident** and organised

8) **Business cards**

9) **Follow up** after the meeting

Communication tips

A few helpful pointers:

1) Mention **holiday cover**

2) **Flatter your audience** a bit

3) Ring on a **Friday**

4) **Practice** your conversation

5) **Fight your way** through the receptionist (with charm)

6) Sound **professional / friendly**

7) Start conversations using **twitter** or other social media

8) Get a **personal contact** at the organisation

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Making the most of it

Whilst your there:

1) **Make tea**

2) Try to **build rapport**

3) **Get involved**

4) **Ask if you can take copies either digitally or printed out of the work you do in the week.**
   If yes, use these in your portfolio.

5) **Ask for a written testimonial** of how you have got on.
   You can add this to your CV.

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Making the most of it

Finally - Keep in touch, it can lead to great things.

1) On your last day bring in cakes and **mention that you would be very happy to offer cheap as chips freelance services** if there was any suitable work coming up.

2) **Get the email address** for your boss and maybe a few people who you have worked with.

3) **When you have finished your course, drop them an email** to let them know and ask if there is any junior positions.

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Good personality
traits for a designer:

1) **Happy and enthusiastic**

2) **Smile**

3) **Take responsibility for your work**

4) **Attention to detail**

5) **Listen and ask questions**

6) **Easily adapt to various styles**

7) **Look after yourself**

8) **Be creative with your ideas**

9) **Good eye to eye and verbal communicator**

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Company owners perspective

Good personality
traits for a designer:

9) **Be practical**

10) **Know the software**

11) **Don't be too precious**

12) **Don't blame technology**

13) **Don't talk about going freelance**

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2016 - A day in the life

Jamie says "challenging, fun, engaging, I learn all the time"

Useful tutorial links

Illustrator tutorials - http://www.digitalartsonline.co.uk/features/illustration/32-best-illustrator-tutorials-2015/
Photoshop - http://www.designbolts.com/2016/01/10/20-newest-adobe-photoshop-cc-cs6-tutorials-to-learn-in-2016/

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Personally speaking

Life is never dull!

Quick final video
https://www.youtube.com/watch?v=frBO8PkEQPA

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