

FINDING

Work in ...

Informing
Attracting
Developing
Retaining



GRAPHIC DESIGNER

QUICK FACTS

- Designing newspaper ads, promotional materials and/or websites.
- May be employed by newspaper companies, sign companies, printing companies, advertising companies, or be self-employed.
- Fast-paced, deadline-based work environment.
- Creativity and accuracy required.

NATURE OF WORK

- Creating ads and layouts for newspapers.
- Designing and creating promotional materials such as brochures, business cards, stationary, signs, posters and flyers.
- Designing company logos and websites.
- Meeting with the client to determine what type of work is required.
- Working with the client to decide on the overall look.
- Preparing and presenting sketches and ideas to the client.
- Requires a lot of keyboarding and mouse hand movement.
- Sitting at a computer for long periods of time.
- May be required to estimate costs for production (ie. cost of materials, time spent to design projects, and printing costs).
- Coordinating all aspects of production.
- Subcontracting services as required such as for professional writers or printing firms.
- Working long hours to meet project deadlines.
- Working under pressure to meet deadlines.

- The wage for a graphic designer in southeastern Alberta is between \$10.50 - \$16.00 per hour.
- For additional information, visit www.alis.gov.ab.ca (NOC#5241).

WHAT EMPLOYERS LOOK FOR

- College degree in visual arts or several years' experience.
- Ability to work well with people.
- Ability to work in a team environment.
- Good organizational skills.
- Creative and accurate.
- Ability to present ideas.
- Ability to deal with pressure and deadlines.
- Good at multi-tasking and working on several projects at one time.



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RELATED TRAINING OPPORTUNITIES

- Two-year Visual Communications program at the Medicine Hat College (www.mhc.ab.ca).
- Visit the **Corporate Education Network** for additional training opportunities specifically in Southeast Alberta (www.cenetwork.ca).

HOW TO APPLY

- Hiring procedures vary depending on the employer. Generally, job seekers are to submit a resume or complete a company application form.
- Apply in person, by email, mail or by fax directly to the company office.
- In some cases, a company application form may be available on-line at the company website.
- An individual interview may follow.
- Check www.jobbank.gc.ca for current job listings in Southeast Alberta.

POTENTIAL EMPLOYERS

- Boylan Imaging, Medicine Hat (www.boylanimaging.com)
- City Signs & Canvas Shop, Medicine Hat
- Copy Works Design & Gifts, Medicine Hat
- Fox Signs (division of Fox Energy Services), Medicine Hat
- Medicine Hat News / Prairie Post (www.medicinehatnews.com)
- Oyen Echo, Oyen
- Robins Southern Printing / The Ad Visor, Medicine Hat
- The Medicine Hat Shopper
- The Printer, Medicine Hat