

GRAPHIC DESIGNERS AND ILLUSTRATORS (NOC: 5241)



A **university** degree in visual arts or completion of a **college** diploma program in graphic arts.



Work Prospects
(2018 - 2020): **Fair**

Graphic designers conceptualize and produce graphic art and visual materials to effectively communicate information for publications, advertising, films, packaging, posters, signs and interactive media such as Web sites and CDs. They are employed by advertising and graphic design firms, by establishments with advertising or communications departments and by multimedia production companies, or they may be self-employed. Graphic designers who are also supervisors, project managers or consultants are included in this unit group. Illustrators conceptualize and create illustrations to represent information through images.

Advertising
managers
(NOC: 0124)

Graphic arts
technicians
(NOC: 5223)

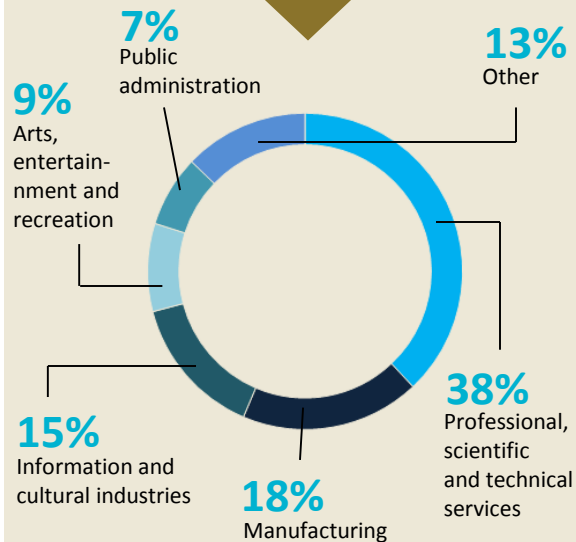


Related Occupations

Painters, sculptors
and other visual
artists
(NOC: 5136)

Interior designers
and interior
decorators
(NOC: 5242)

Employment by Industry



Examples of duties performed

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design



Sample Job Titles

Graphic designer – multimedia

Advertising designer

Animator – animated films

230

Job Openings
2017-2026

\$18.00

Median
Wage
(per hour)



Funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Agreements.

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