

# GRAPHIC DESIGNER

A graphic designer creates and designs graphical marketing content and media using computer software.

## WHAT RESPONSIBILITIES WILL I HAVE?

- Develop creative concepts for business marketing needs, externally or internally
- Work through various media forms producing promotional materials: print, video, social media, presentations, ads, blogs, newsletters, etc.
- Knowledge of various design software tools
- Work with communications/marketing team to execute outlined marketing strategies
- Keep abreast of changes, rules, regulations as related to various content and platforms
- Develop new creative assets for print following established brand guidelines
- Develop marketing campaign concepts and deliver through multi-channel execution (print and digital)
- Create digital assets for website the and mobile sites
- Support design needs of various departments as assigned
- Ensure all brand standards are adhered to
- Package and label design
- Create and maintain technical labels/instructions for all products
- Maintain print collateral library and requests (orders for sales staff and distribution)
- Manage all company merchandise design, ordering and vendor relations



## WHAT EDUCATION & TRAINING IS REQUIRED?

Associate's or Bachelor's degree in graphic design, digital marketing, or a related field

## THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, English, mathematics, art, computer courses

## TYPICAL EMPLOYERS

May be self-employed or work for agricultural companies/organizations as well as marketing agencies

## FUTURE JOB MARKET/OUTLOOK



## SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- American Institute of Graphic Art (AIGA)
- Graphic Artist Guild
- Society of Illustrators, Artists and Designers

## AVERAGE ANNUAL FULL-TIME SALARY

\$45,000