

# CAREER PATHS FOR DESIGNERS:

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## >> Print & Online

Magazines

Books / Epubs

Newspapers

Annual Reports

Catalogs

Newsletters

Brochures

Annual Reports

Sale sheets

Forms

**Posters**

Invites

Catalogs

Direct mail

Web

Mobile



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**Books / Epubs**

Newspapers

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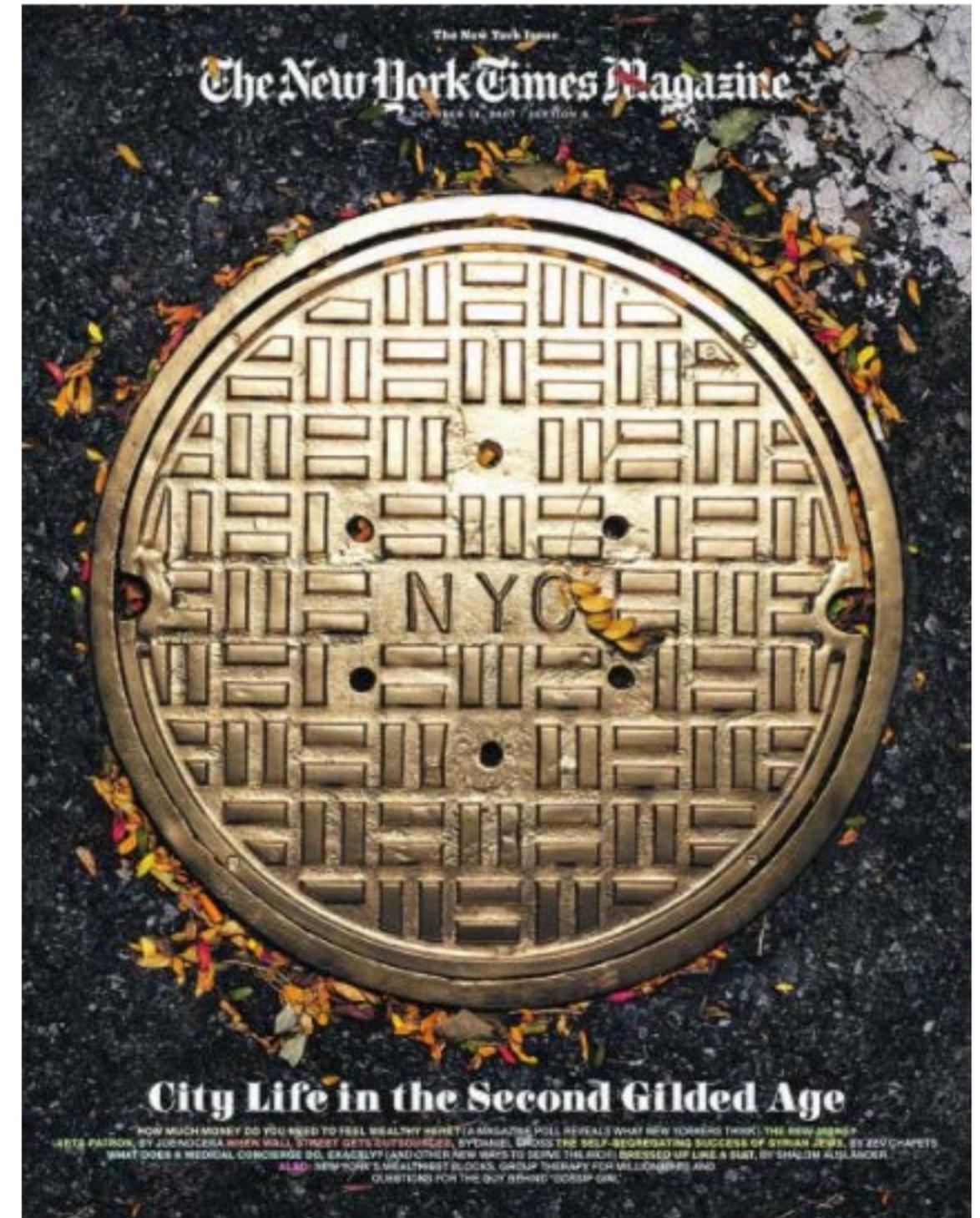
Invites

Catalogs

Direct mail

Web

Mobile



American designer Arem Duplessis :: while Design director New York Times Magazine, now Creative director at Apple.

## >> Advertising

### Print Ads

TV / Online

Web Banners

Outdoor

Social



>> Advertising >> Social Media

Print Ads

TV / Online

**Web Banners**

Outdoor

**Social**

feeling a thick area   dimple   nipple crust   red or hot   new fluid   skin sores

bump   hard lump

growing vein   sunken nipple   new shape/size   orange peel skin

knowyourlemons.com

Do you know the **12 SIGNS** of breast cancer?

Push play for a preview.

Our Know Your Lemons® app explains them, and tells you what to do if you find it.

KNOW YOUR LEMONS .com

Why you need the Know Your Lemons® breast app:

KNOW YOUR LEMONS FOUNDATION  
Breast Cycle + Period Tracker

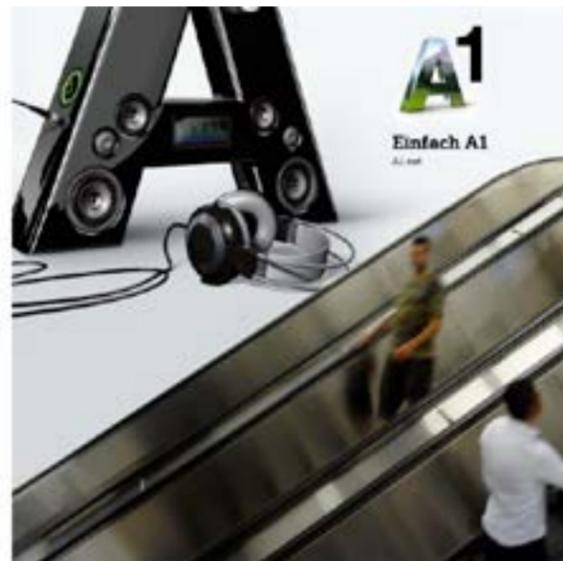
BREAST CHECK TIME  
PERIOD  
FERTILIZATION  
PREGNANCY  
MENSTRUATION

KNOW YOUR LEMONS FOUNDATION

MANHOOD  
idaho services

about   symptoms   quizzes   screening   support

>> Branding



>> Packaging



Egyptian designer Nader Mohamed Zaki :: Menu Cards, Menu box, Take Away box, Sandwich Sleeve

>> Packaging



>> Packaging



Ukrainian Krylia FMCG Agency :: Limited Edition Packaging Design for AleXX Cognac :: Goat in Sheep's Clothing to the Year of the Green Goat on the Chinese calendar & Red Fire Monkey

>> Lettering





A TEXT TYPEFACE

Quintet  
Serif Roman & *Italic*

*5 weight variations for*

**BODY TEXT**

**& SUBHEAD USE**

Quintet Serif

Regular, *Italic*

Text, *Text Italic*

Medium, *Medium Italic*

**Bold, *Bold Italic***

**Heavy, *Heavy Italic***

Imagine that you have before you a flagon of wine. *You may choose your own favorite vintage for this imaginary demonstration, so*

Imagine that you have before you a flagon of wine. *You may choose your own favorite vintage for this imaginary demonstration, so*

Imagine that you have before you a flagon of wine. *You may choose your own favorite vintage for this imaginary demon-*

Imagine that you have before you a flagon of wine. *You may choose your own favorite vintage for this imaginary demon-*

**Imagine that you have before you a**

>> Illustration



Brazilian designers Gustavo Piqueira & Samia Jacintho :: Casa Rex :: Capa do livro BR 111 & Capa para livro A Espetacular Clínica da Monga

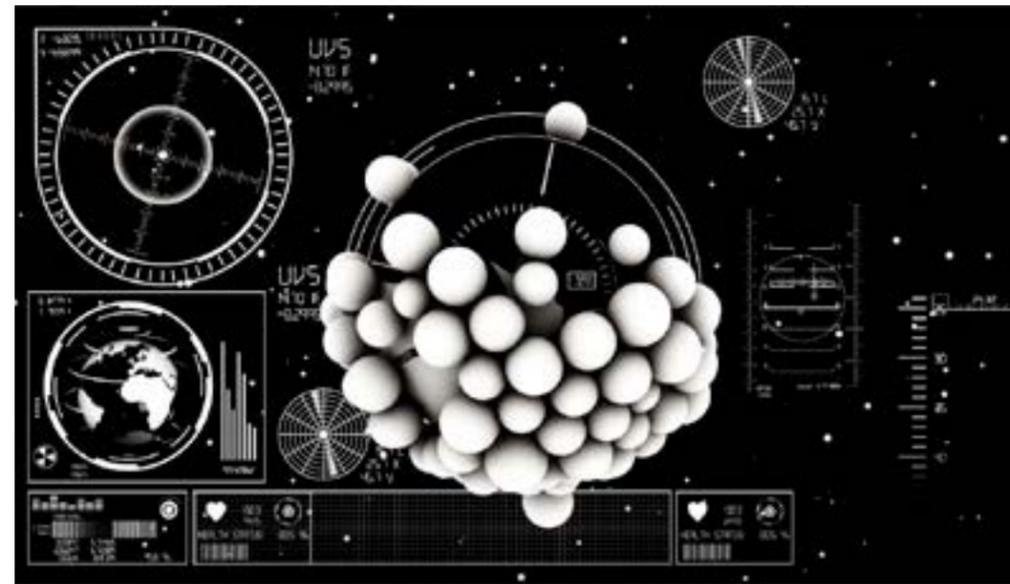
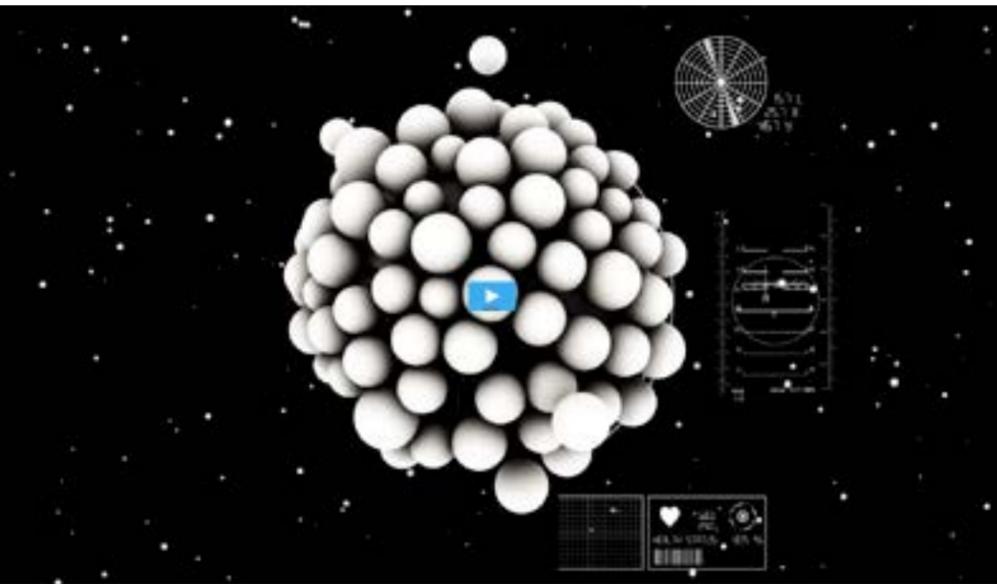
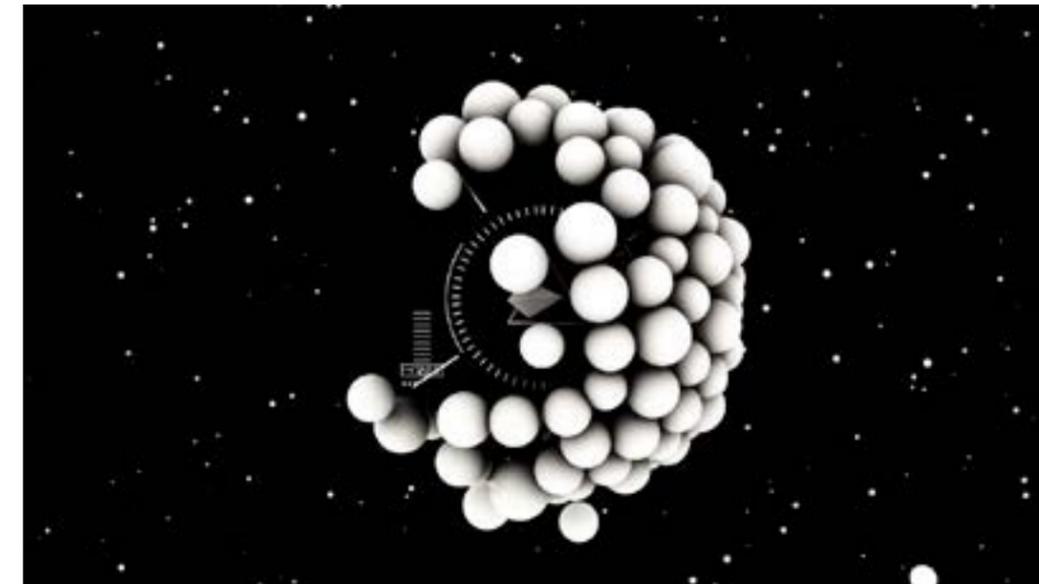
>> Game Design



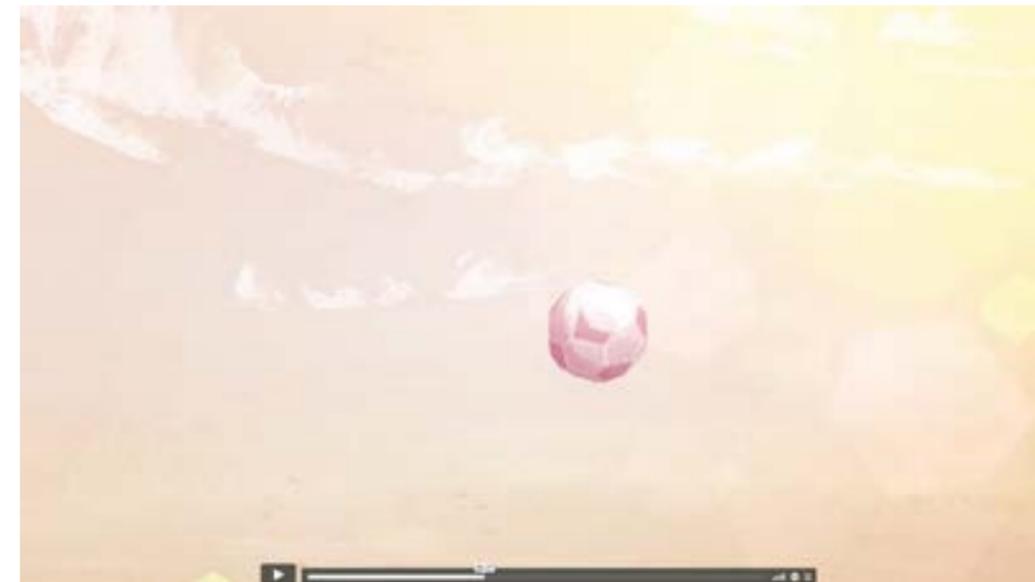
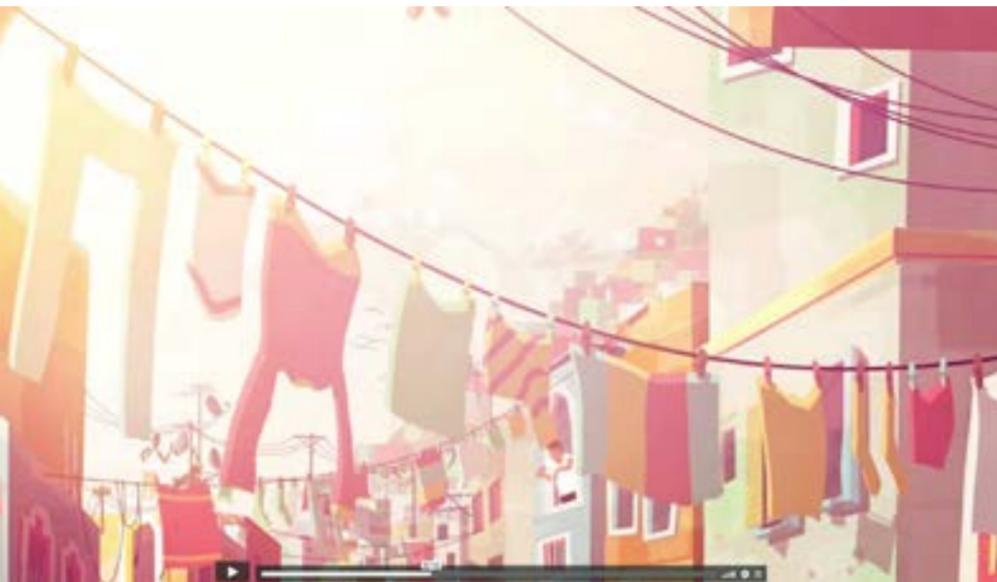
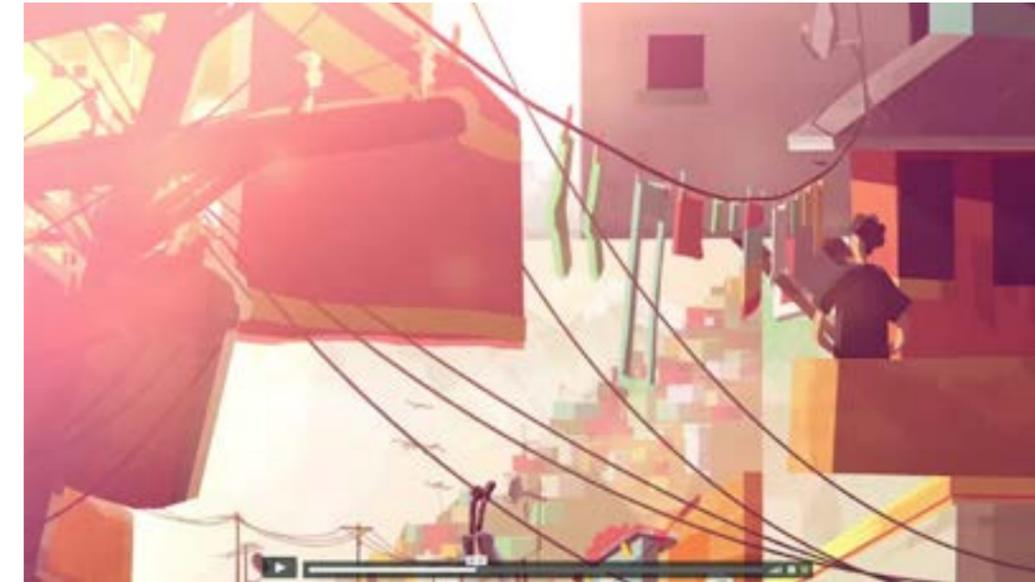
Swedish video game programmer and designer Markus Alexej Persson, better known as Notch, is best known for creating Minecraft.

Japanese video game designer, producer and game director at Nintendo Shigeru Miyamoto worked on many game designs including Donkey Kong, Super Mario Bros, and The Legend of Zelda

>> Interactive, 3D animation, & Motion



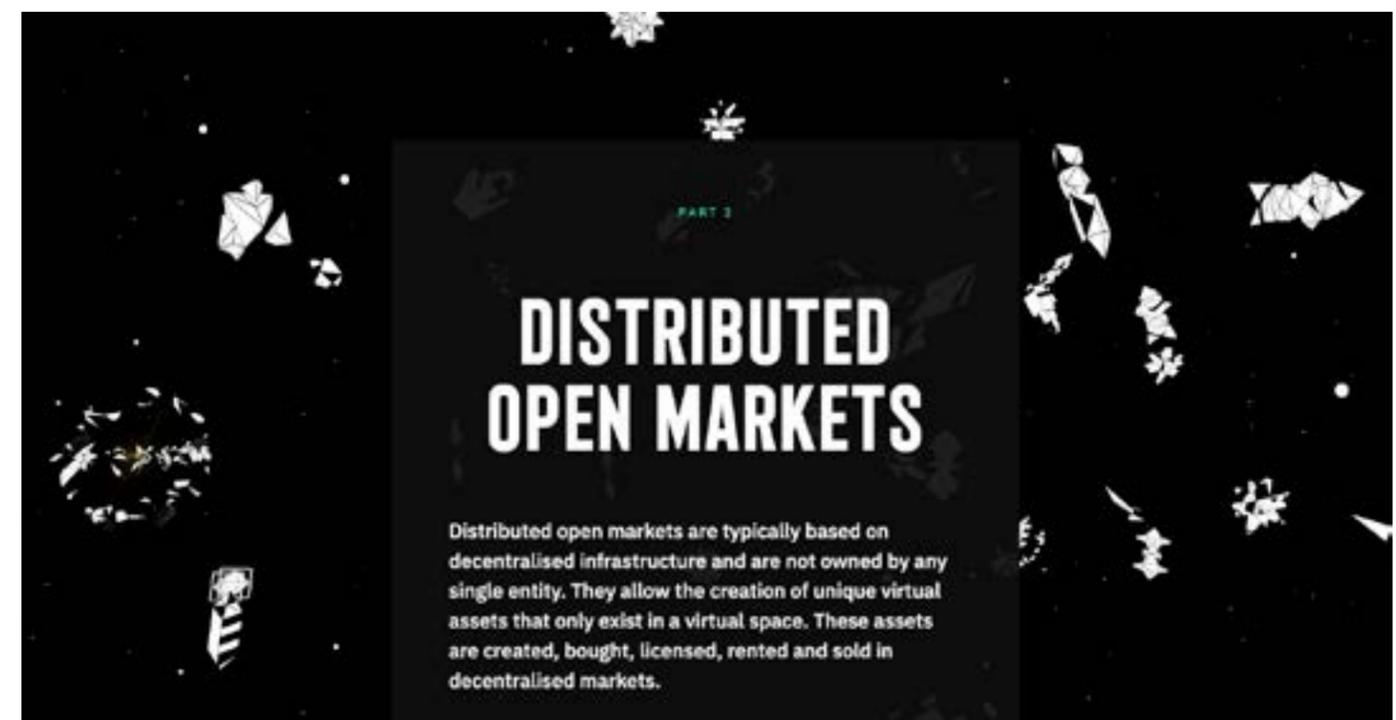
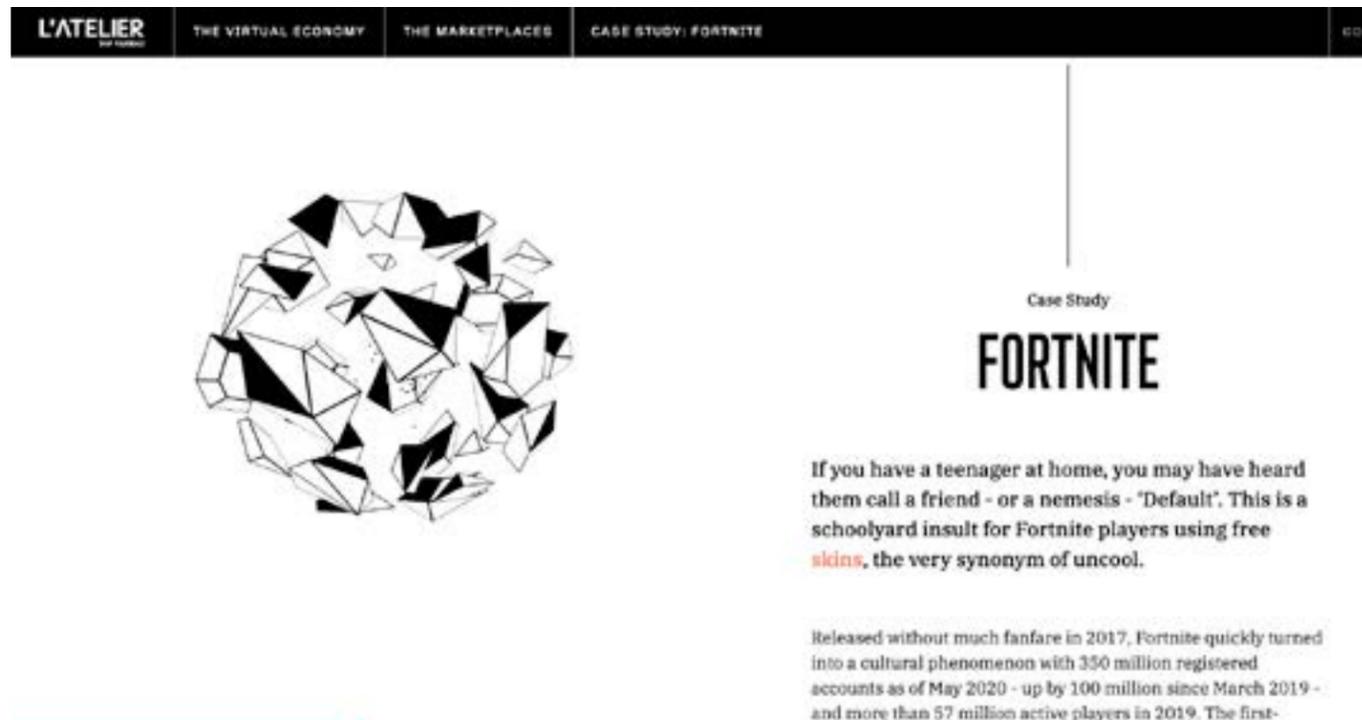
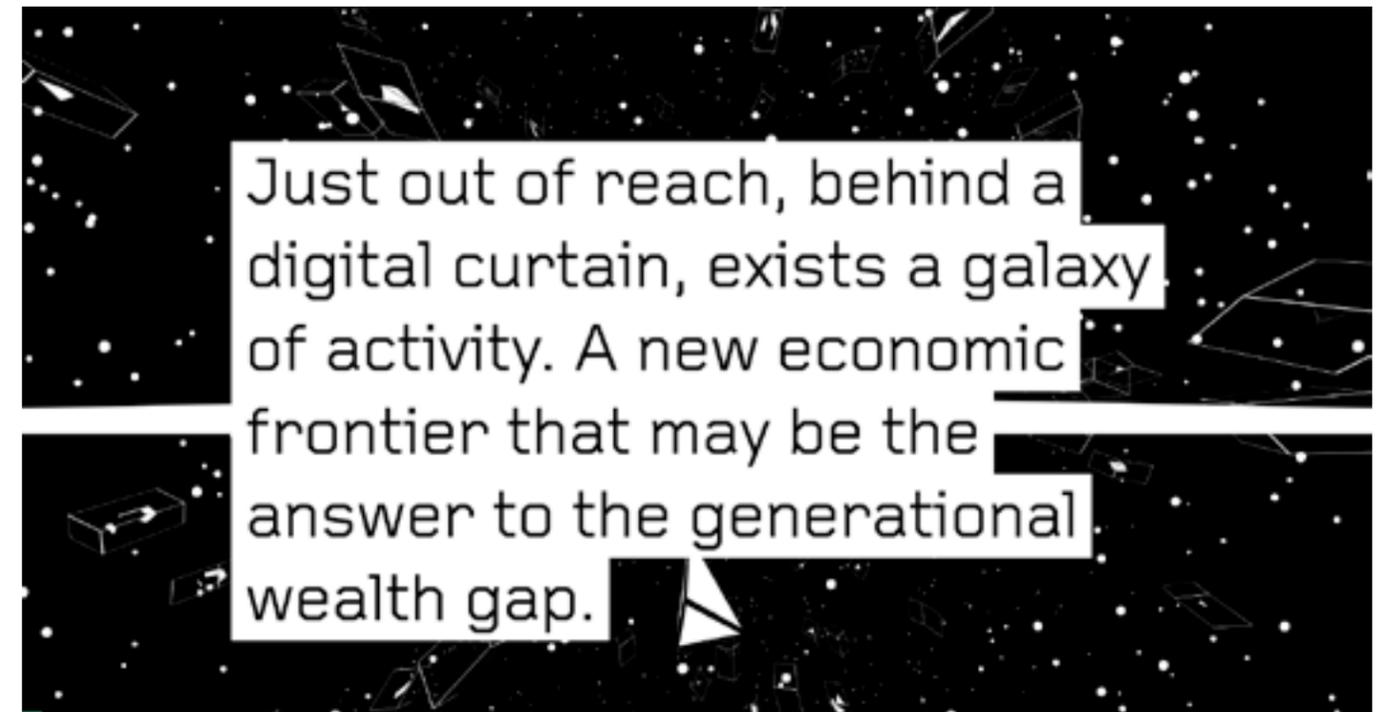
>> Interactive, 3D animation, & Motion



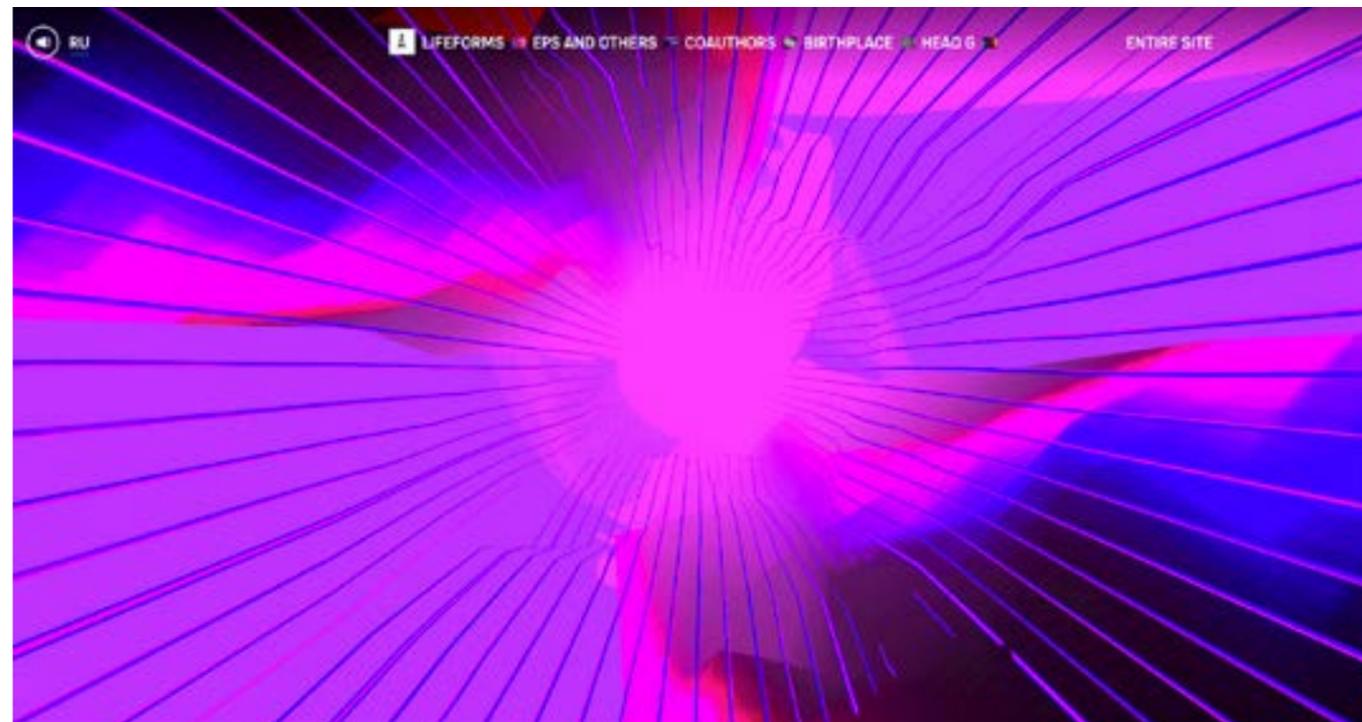
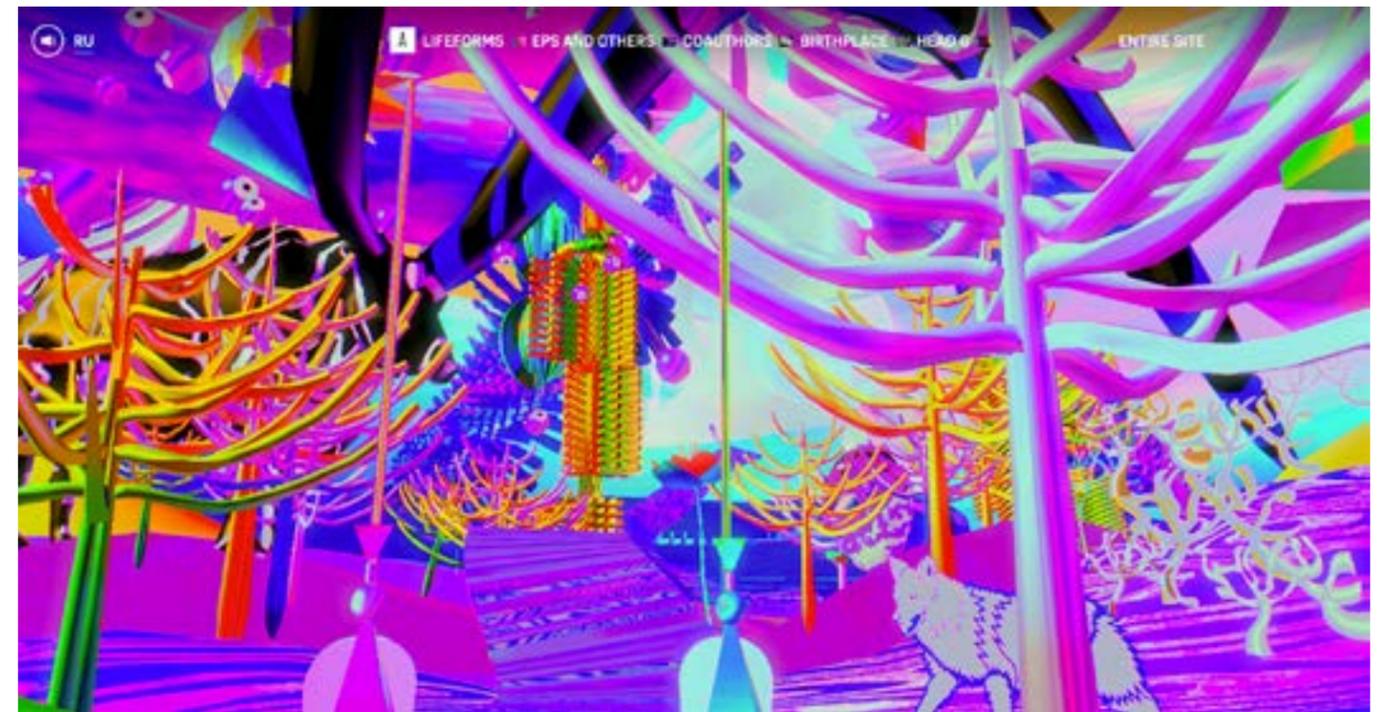
>> Interactive, 3D animation, & Motion



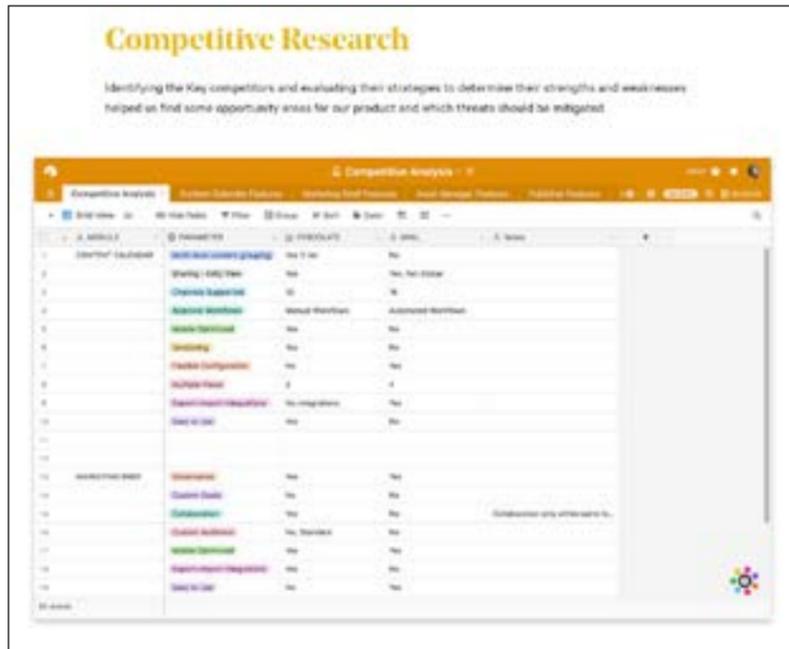
>> Interactive, 3D animation, & Motion



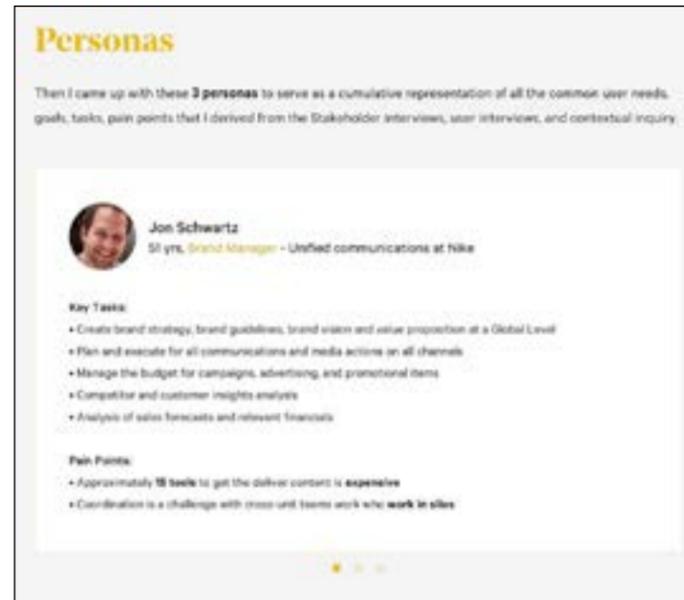
>> Interactive, 3D animation, & Motion



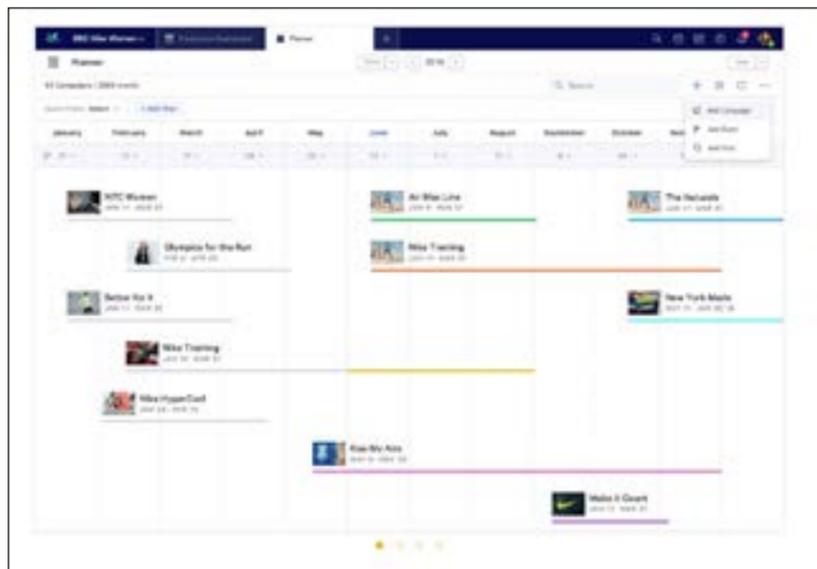
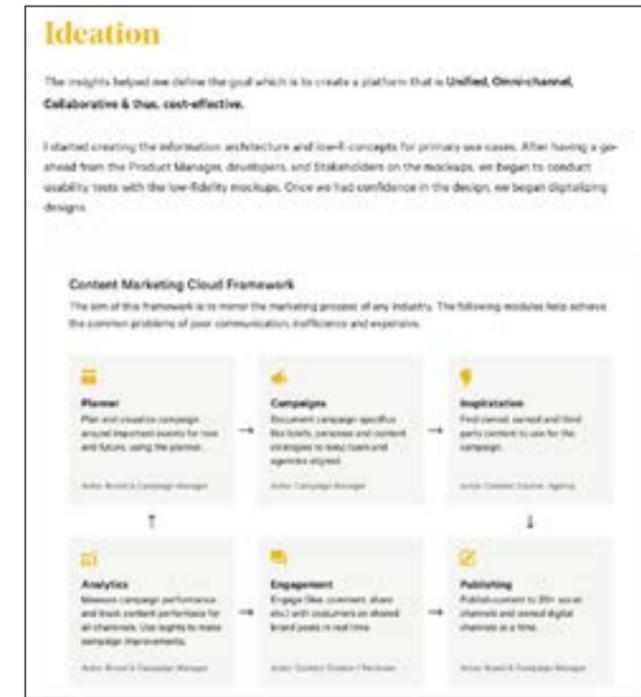
>> UI/UX/UCD/Product Design



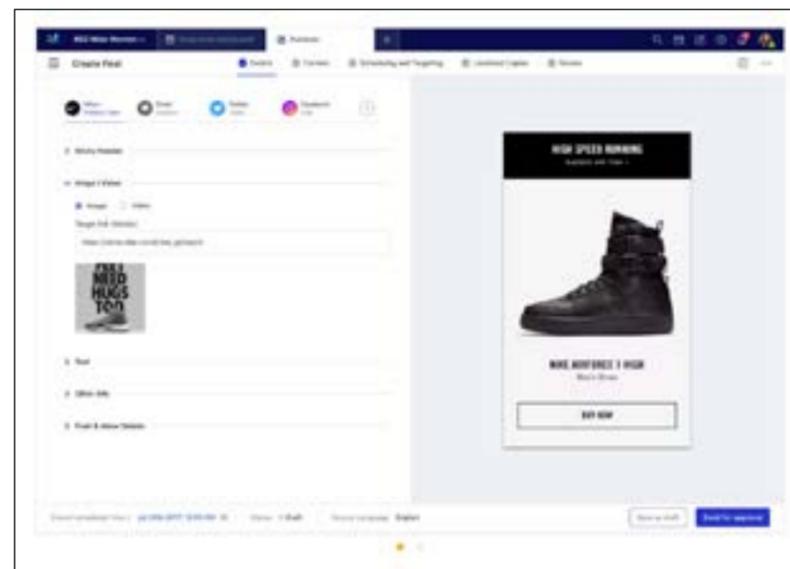
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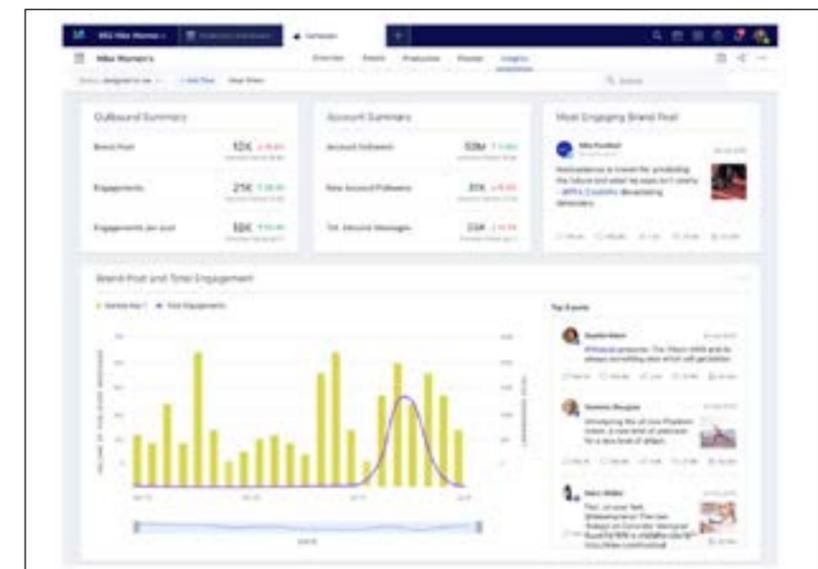
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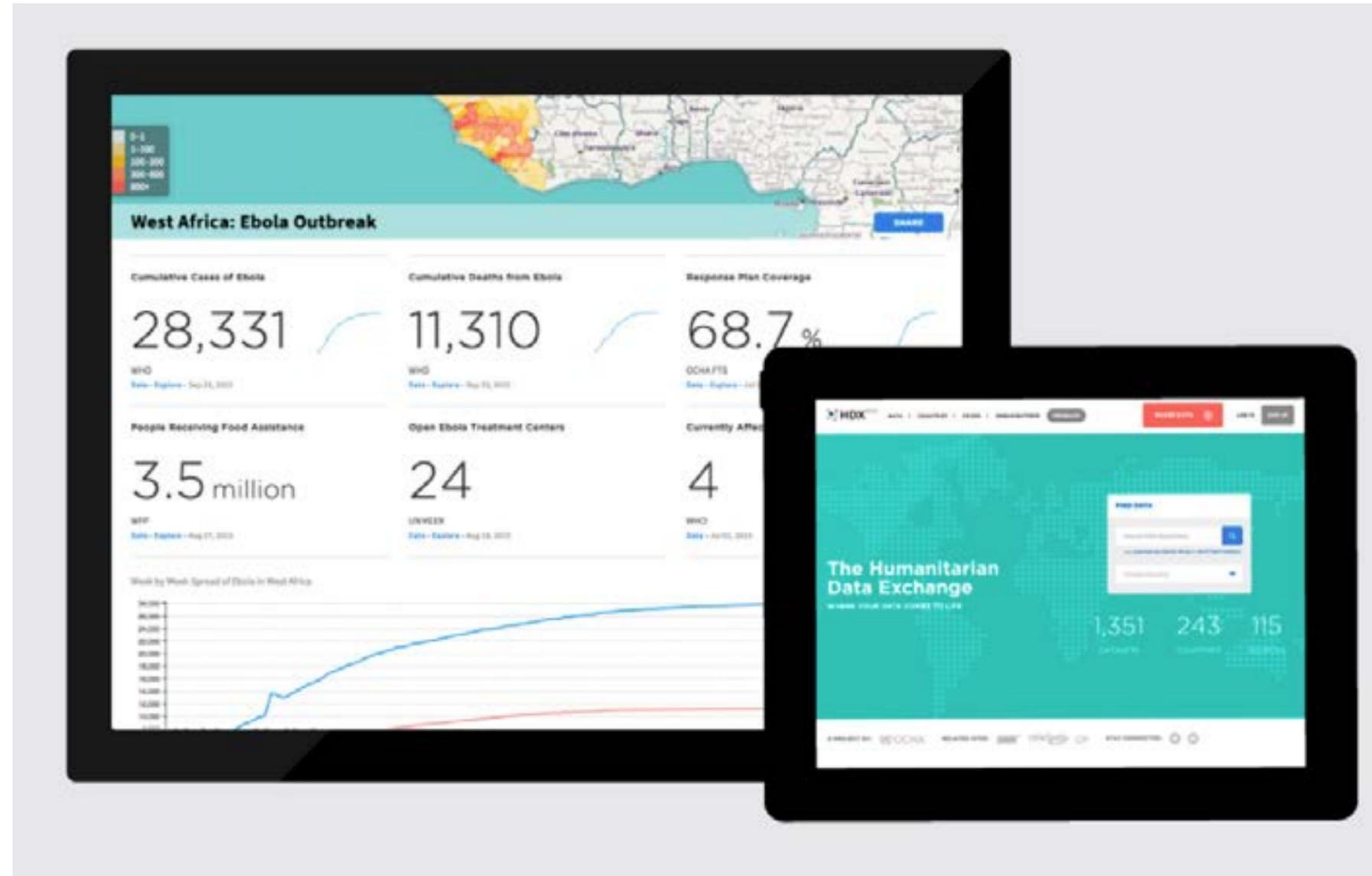
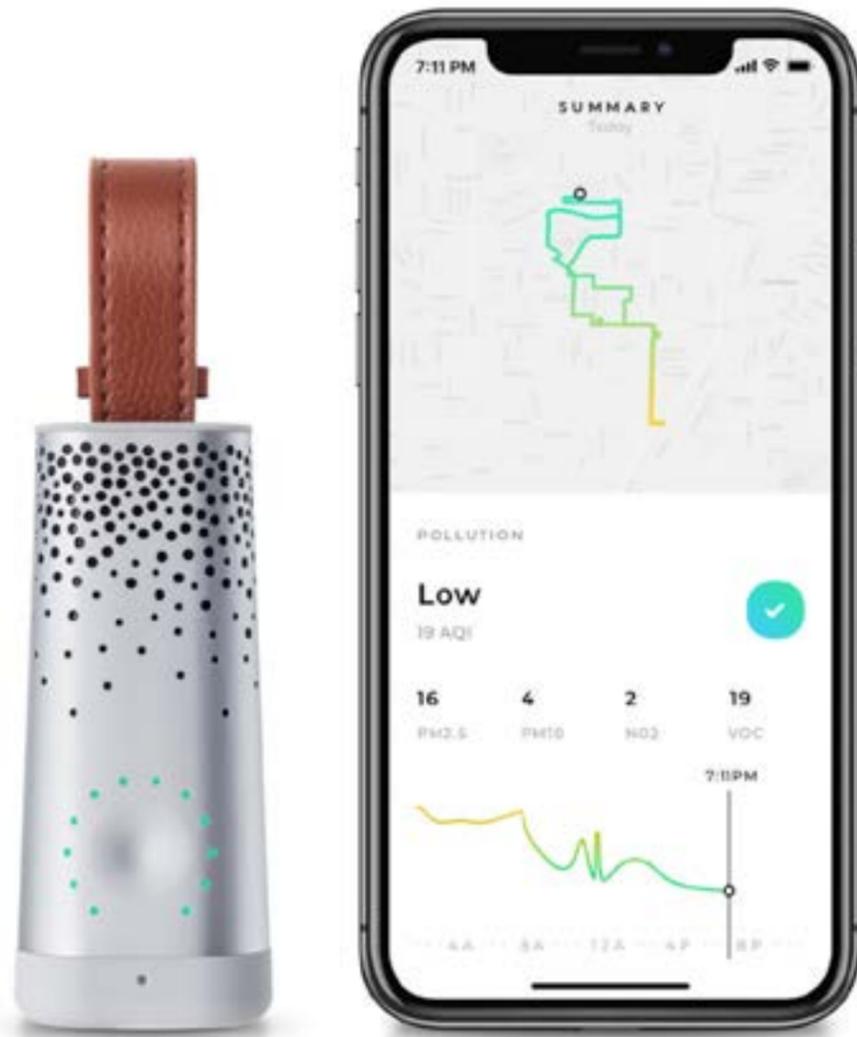
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>> UI/UX/UCD/Product Design



>> AR/VR/Mixed Reality



>> Systems



CASE STUDY LOS ANGELES COUNTY

A New Way to Vote for the People of Los Angeles



CASE STUDY UCSF

Improving Quality of Life for Young Adults with Schizophrenia



CASE STUDY THE ROCKEFELLER FOUNDATION

Designing Waste Out of the Food System



CASE STUDY ZEN HOSPICE

Redesigning Death

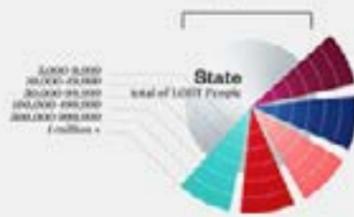
>> Information Design

### LGBT: unprotected by laws

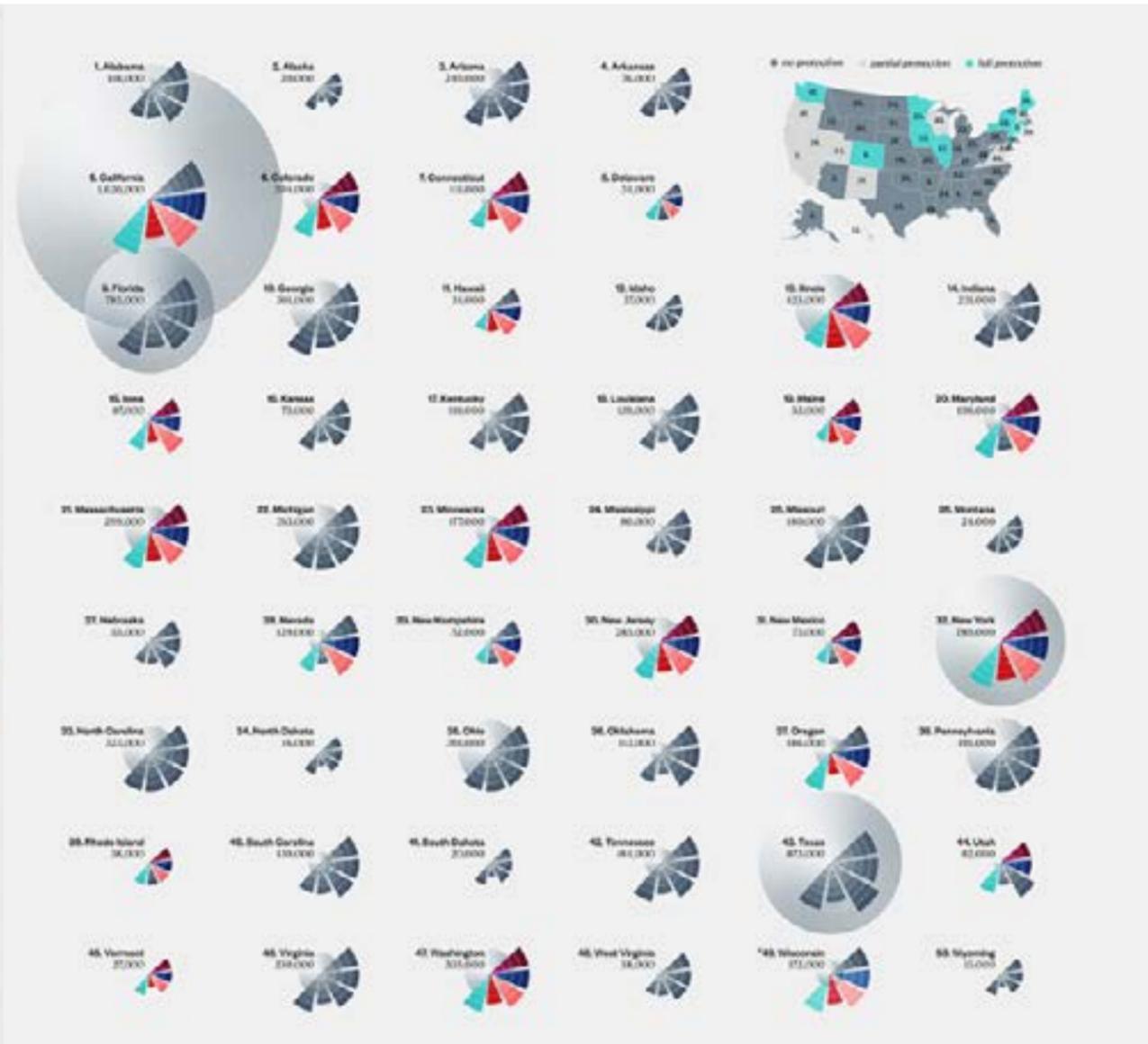
Research over the past 25 years has consistently demonstrated that LGBT people are subject to greater discrimination than cis-heterosexual people. At the federal level and in most states, nondiscrimination statutes do not expressly enumerate sexual orientation and gender identity as protected characteristics.

#### Legend

Area of the circle: estimated total of LGBT people (18 year old +)



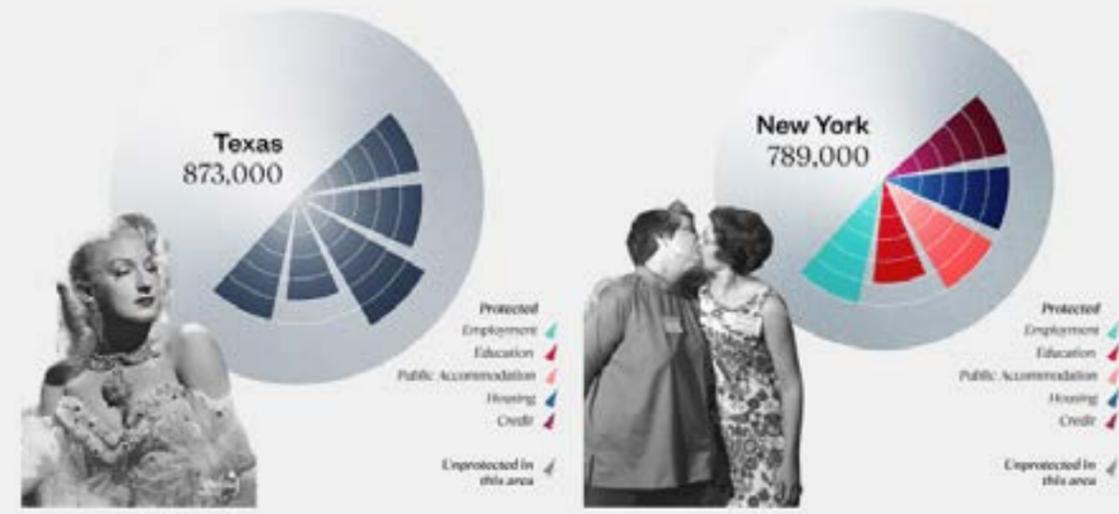
Source: LGBT People Not Protected by State Nondiscrimination Statutes, March 2019. Experiences of Discrimination among LGBT People in the U.S., April 2019. \*Nondiscrimination statutes in Wisconsin prohibit discrimination based on sexual orientation but not gender identity.



Opposing grey, a color associated with sadness & conservatism, to colorful graph allows the reader to quickly distinguish the state & categories where LGBT are protected and the ones where they are not.

### LGBT: unprotected by laws

This data visualization was selected by Visualize as one of the 21 best data visualizations of 2019.



This piece is a visual exploration of the Williams Institute analysis on LGBT lack of protection by state nondiscrimination status published on March, 2019. The report conclusions highlighted the importance of passing the Equality Act 2019, to "prohibit discrimination on the basis of the sex, sexual orientation, gender identity, or pregnancy, childbirth, or a related medical condition of an individual, as well as because of sex-based stereotypes." It passed the House of Representatives on May, 20th, 2019 and is now moving on to the US Senate.

Source: LGBT People in the U.S. Not Protected by State Nondiscrimination Statutes, Experiences of Discrimination among Lesbian, Gay and Bisexual People in the U.S.

Click on the image and zoom in to find out if your state has laws protecting or not the LGBT people from discrimination.

>> Environmental

**Wayfinding**

**Signage**

A-Frames

Window Clings

Billboards

Bus wraps

Vehicle wraps

Pop up shops

Murals

Outdoor advertising

Experiential design

Exhibit design

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Environments that connect  
people to places



## >> Environmental

Wayfinding

Signage

A-Frames

Window Clings

Billboards

Bus wraps

Vehicle wraps

Pop up shops

### **Murals**

Outdoor advertising

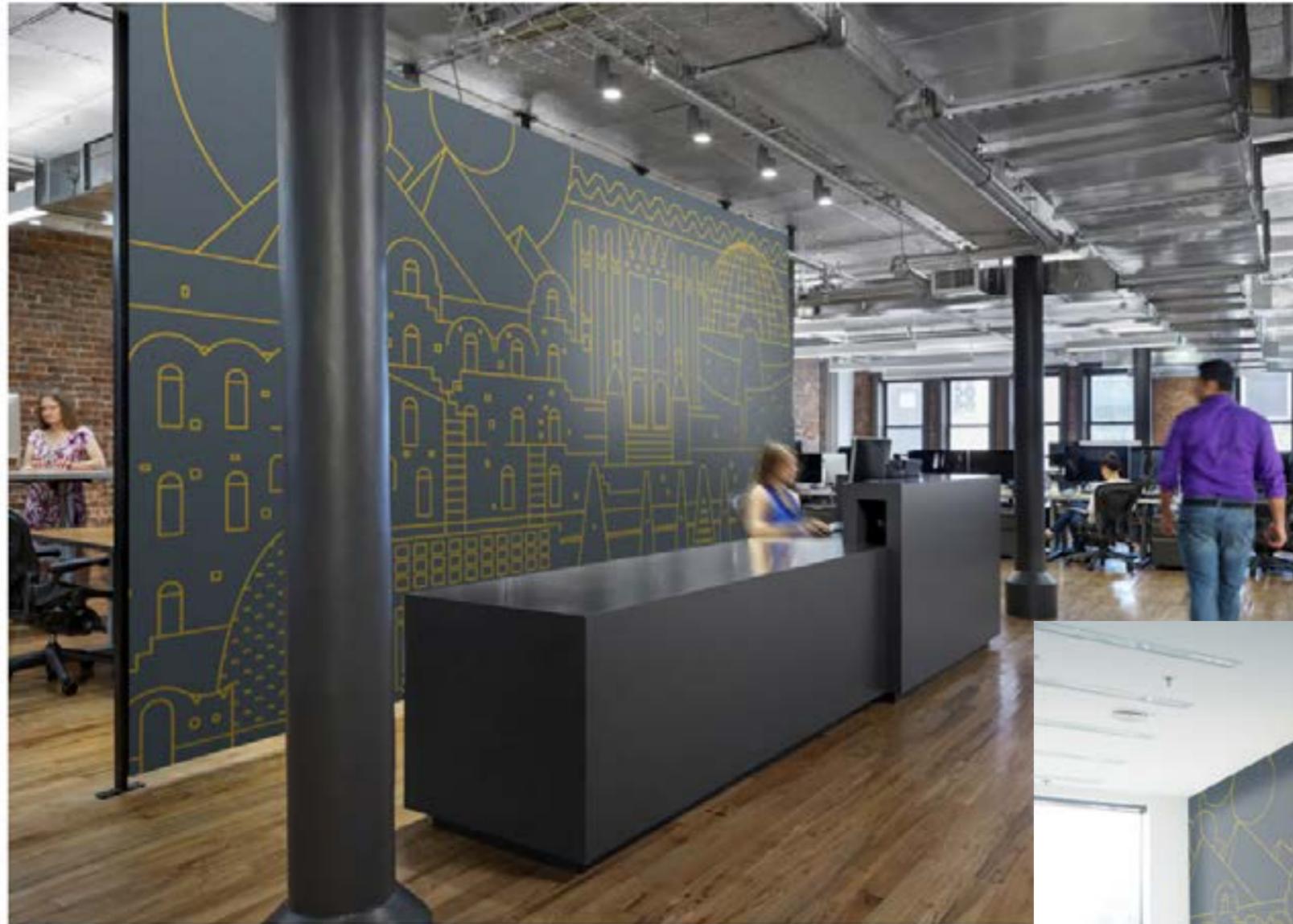
Experiential design

Exhibit design

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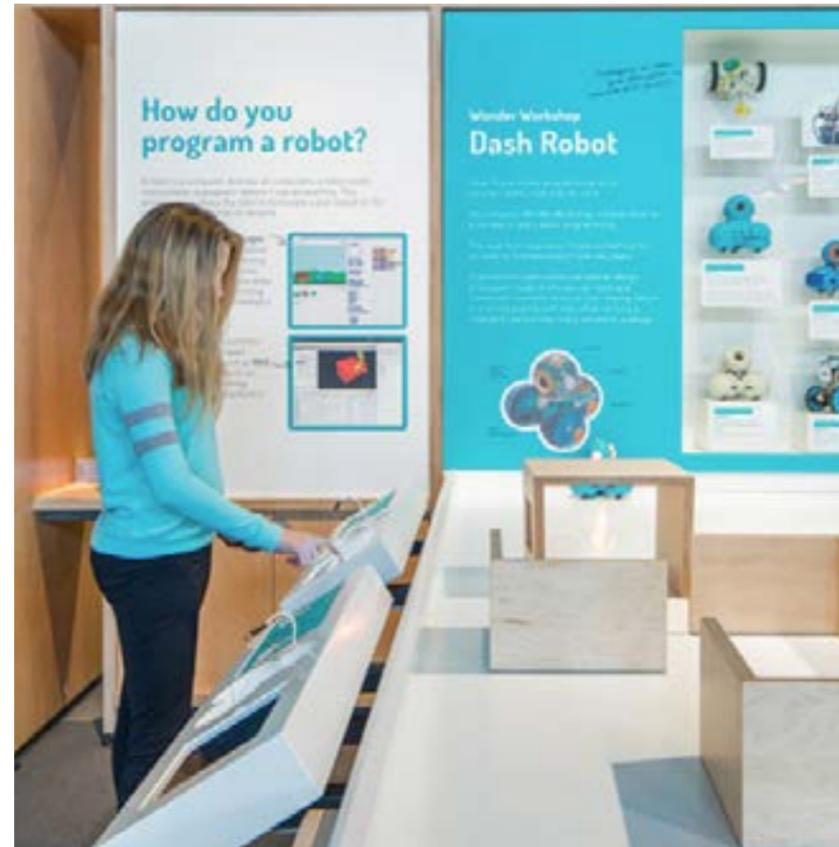
Outdoor advertising

**Experiential design**

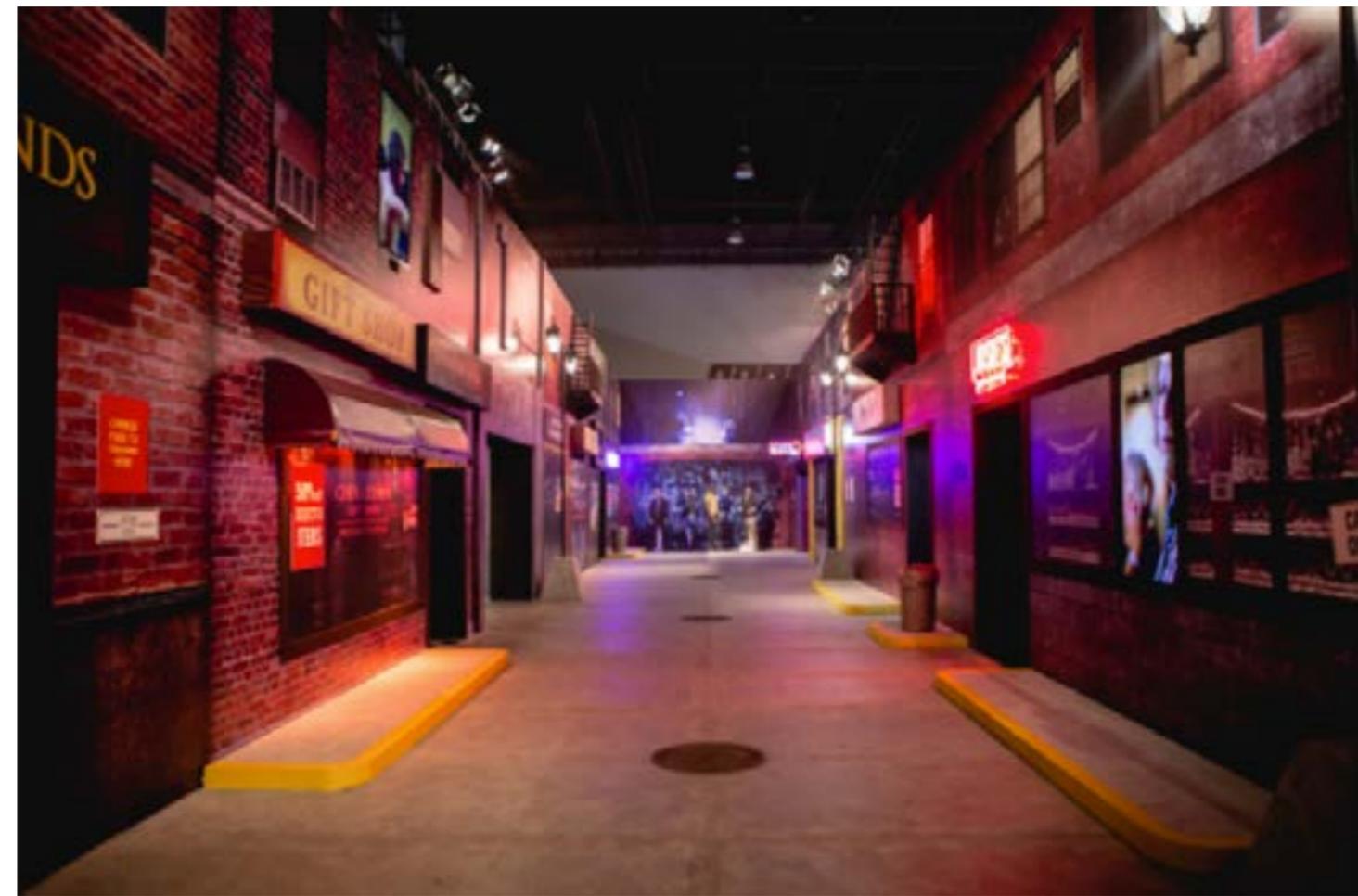
**Exhibit design**

Environments that connect

people to places



>> Events promotions / Brand experience



Designers at Jack Morton global brand experience agency :: Dubai office for the AsiaPop Comicon in the Phillipines:: Netflix :: An interconnected labyrinth of rooms for Netflix's shows, where each room opened to a new interactive environment. Includes 3D VR, sets and props, Instagram moments, purchasable food from the shows' diners and restaurants, posters, merchandise.

>> Production



Production designers work with designers to create versions of any design for specific media buys. They also take over the designers files when the design has been approved by the client and is ready to be published. They make sure the file is structurally sound, the images are color corrected, the bleeds and color modes are correct, and that the file is ready to publish without errors.

What courses in design does the Seattle Creative Academy cover?

History of Graphic Design

Interactive Design

Motion Design

Web Design

UI/UX/UCD

Adobe Creative Suite:

— Illustrator

— Photoshop

— InDesign

New Media

Typography:

— Micro-typography

Typography:

— The grid

Color Theory

Packaging

Advertising

Poster Design

Environmental Design

Magazine Design

Special Projects

Branding

Professional Practices

Portfolio Prep

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# What's the difference between a freelancer, a design studio and an agency?

— Marc Posch

## **The Agency: Full Service, Full Circle, Full Price**

When you think of an agency, the term *One-Stop-Shop* or *Agency on Record* comes to mind because these businesses provide a wide range of services. Agencies tend to have a larger team of 50 or more employees, allowing most of the work to be handled in-house rather than outsourcing it to a third party, as a studio would do.

Most of those firms maintain offices in various countries, which makes them good candidates for international clients with the need to communicate with consumers across borders. Marketing agencies of that caliber offer a wide range of services, from public relations, media buying, research to creative design work. Within these firms the client also has access to a range of professionals from art directors, writers and brand strategists.

In many cases, an agency is hired on a retainer basis, as well as per project. With a full-service agency, your brand and messaging is kept consistent throughout all mediums, even on a global scale. A typical budget for an agency starts at \$100K – \$500K and can easily go up to \$10 million or more. The new Accenture brand identity that was designed by Landor Associates in 2000 came with a price tag of \$100,000,000.

## **Design Studios: Lean, Agile And Effective**

Most design studios are characterized as niche companies focusing on specific services: Branding, web design, SEO, etc. That's usually where they are good at. However, rather than offering the full range of services like agencies do through their staff, studios subcontract out various elements of a project, such as copywriting, coding or photography. Collaborative work between agencies and studios occurs regularly. And the

internal processes, accounting, availability and experience levels also set studios apart from the freelancer. The creative studio is ideal for small to mid-sized companies with a CMO but without an in-house creative team. They are often hired on a retainer basis, as well as per project. A typical budget for a design studio is in the \$5,000 – \$20,000 range, but again those are just a rough ballpark numbers to allow a comparison.

## **In House Corporate Marketing Departments**

Many companies utilize their own in-house marketing, design communications department. Designers at such companies typically aid in the production of items like brochures, promotional displays, corporate annual reports, catalogs, training materials, websites, interactive / motion work, and advertising campaigns. The upside to working for an in-house art department is that you only have one client, so you will have the opportunity to get to know them very well. But for designers that crave variety, this can also be the downside. Some in-house design companies in Seattle: REI, Microsoft, Amazon, Group Health, some non-profits, Alaska Airlines, Continental Mills, and Starbucks.

## **Self Employed, Freelance, and/or Contract Work**

This is where to look when you just need a logo or a flyer and your marketing collateral is due quickly. With a freelancer or consultant, you have immediate access to his or her time and services because you communicate directly with the person in charge of the work. However, there is a catch working with a single person. Vacations or prior commitments can create a conflict when you need work done. In addition, a freelancer may be good at one or two things but will have a difficult

time fulfilling all your needs, especially in the critical “brand building” phase. A good web person may be good at building your site, but rarely understands your business goals and creates a brand identity that reflects this. A typical budget for a freelancer who is starting out is \$500 – \$1,000, while a more experienced consultant can charge up to \$100K.

## **The Right Fit**

Each of those solutions can be a good fit for a company looking for a creative services provider, and every relationship has its benefits and shortcomings. Of course, budgets also dictate the dating process here. In general, the agency with its overhead and full-time staff has to ask for higher compensation than the one-man shop. That's why a freelancer/consultant usually works with a start-up (on seed level), or a small company with only a limited budget.

The studio however is a good candidate for a small business that already has established itself in the market but needs creative services to launch a new product or to freshen up existing offerings. With an agency on the other hand, a client can be assured that multiple people — even teams — are working on their behalf, and that there are layers of accountability for the final product.

*Marc Posch, Brand Consultant, Creative Director. Swiss born, German raised, LA based. Opus Brand Consult (Los Angeles, Munich, Paris)*