

## TYPES OF COMPANIES IN THE INDUSTRY

### *Medium-Large Agencies: Advertising*

If you want the chance to work with well-known brands, this is generally the sector to be in. Though they are often fun places to work, advertising agencies can also be very demanding due to the high expectations of clients.

These agencies provide their clients with complete brand strategy, design, production, and media buying services for every type of media, including print, online, interactive, motion, television and radio. Graphic designers at such agencies often get to work on a wide variety of projects for many different clients. Jobs like these can be very fulfilling; however, the hours and pace of work often stray from the normal 9-to-5-weekday routine.

### *Smaller Agencies: Advertising*

Smaller agencies frequently specialize in just one or a few creative services such as brand development or online marketing. Some still offer full services, but they tend to keep a smaller client base. Regardless of size, being a graphic designer for an advertising agency usually provides the opportunity to do work that will be seen by many people.

### *Design Studios*

These firms tend to specialize in graphic design and visual brand strategies. They vary in size, but are usually small companies with fewer than 100 employees. For graphic designers that love creating logos, brochures and packaging, design studios generally provide such opportunities in abundance. They typically provide clients with creative solutions for both print and interactive work. Working conditions differ substantially depending on the employer.

### *In House Corporate Marketing Departments*

Many companies utilize their own in-house marketing communications department. Graphic designers at such companies typically aid in the production of items like brochures, promotional displays, corporate annual reports, catalogs, training materials and, sometimes, 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.

### *Self Employed - Freelance*

*Small Boutique Shops* - Usually 2-20 employees. Boutique shop often specialize in niche area (invitations/weddings, posters, illustration, infographics, interactive)

## PATHS IN DESIGN

### *Print & Online, Interactive:*

Magazines

Books / Epubs

Newspapers

Annual Reports

Catalogues

Advertising and Branding

Packaging

Environmental

Information

Type & Lettering

Corporate communications

Newsletters

Brochures

Annual Reports

Sale sheets

Forms

Posters

Events

Invites

Multimedia materials

Trade Shows

Collateral Design

Catalogs

Packaging

Brochures,

Direct mail, etc.

Direct marketing

Music

Interactive

Web

Kiosks

Mobile

UI/UX/UCD

Motion

Systems

Production