Graphic Communication and Typography

Professional typographers and designers may work in a variety of settings but usually in a Design Studio environment working in many sectors including publishing, corporate identity and branding, Marketing, information design, Web Design and broadcasting. You may be working in a department of a large organisation such as a publisher or other commercial corporation, or with a team of designers in a small design company or agency. Also (as is common in the design industry) many professionals work as freelancers, and in due course may set up their own businesses. The work environment would likely be an open plan setting within the designing team and in smaller agencies you may have direct contact with clients and this could involve travel to their premises, but in the larger organisations client contact would be more likely through an account manager. The design sector is a fast moving interdisciplinary one and provides a constantly changing environment. Entrants need to be versatile and always open to new ideas.

Roles

Each job title links through to a broad job description, salary and conditions, entry requirements, typical recruiters and links to further, pre-assessed useful information.

- Typographer
- Graphic Designer
- Illustrator
- Exhibition Designer
- Web Designer
- Publisher
- Account Manager

Finding Opportunities

Some students will proceed onto higher degrees developing a specialisation, e.g. book illustration, information management, typeface design, contemporary typographic media, graphic design etc. Prospects is a good source for finding details of postgraduate courses as are individual university prospectuses for example Reading, the Arts, and the Creative Arts Universities.

Gaining work experience, either paid or voluntary, and/or work shadowing is always extremely useful in helping entry into work. The web links below to agencies and other sites will provide some details of some opportunities. Networking through contacts, graduates from the University, Societies (links at the end of this sheet), and direct approaches to potential employers may also be profitable. The speculative approach to organisations and companies can work well with an appropriately styled CV and covering letter. See the Careers Centres information on Placements and other experiences which has advice on how to go about this activity.

You should spend time thinking about how to construct your Curriculum Vitae (CV). Depending on the role that you’re applying for you might use a traditional CV, but for roles which includes elements of design, art, technology, marketing, data presentation or production then think about designing your own ‘Creative CV’ making use of your graphic communication skills. Depending on the organisation and the role you are applying for, you might consider creating your own website to support your applications and CV.

There are a number of very useful websites which incorporate information on design courses, roles within the industry, and vacancies in the Design Field. These include:

- Skillset offers a comprehensive information site for the creative industries.
- Creative & Cultural Skills is the website of the national skills council promoting the creative industry including encouraging young people to enter.
- AllAboutCareers is a useful general careers site including many job descriptions.
- Many vacancies in the design field are advertised on Agency websites as below:

Access this page and more options at reading.ac.uk/careers/resources

EXPLORE career options with your subject
• Indeed
• CreativePool
• MadJobs
• The University of the Arts vacancy site has an extensive range of opportunities advertised including work experience.
• University of the Creative Arts vacancy pages.
• University of the Creative Arts Agency list.
• Arts Council jobs includes details of jobs within the wider Arts Industry.
• For vacancies in all areas of work make use of MyJobsOnline.

Further Reading
• The Chartered Society of Designers for professional designers.
• ArtsHub - a comprehensive website for the Arts industry, including a jobs listing page.
• DesignerBookBinders - professional organisation for the book binding industry.
• A-N - organisation for the promotion of the visual arts, and support for artists. Membership for students costs £15.
• TypoCircle - an organisation that links people and advertises events and courses. Student membership costs £15 pa.