

GRAPHIC AND WEB DESIGNERS



JOB PROSPECTS

At a glance



The chances of getting a job as a graphic designer are moderate. More people are graduating each year with graphic design qualifications so there is more competition for work. However, the number of roles is also projected to rise. Website-designer opportunities are growing as employers increasingly recognise the need for dedicated designers to work alongside website developers. Websites also continue to grow in numbers and sophistication.

■ How to become a graphic or web designer

Graphic designers create artwork for the promotion or development of goods, services and ideas. They may also design artwork and/ or layout for fabrics, websites, magazines and other publications, or help to develop television advertisements.

Web designers plan, design, develop and prepare information for websites. They work on the navigation and presentation of websites to deliver information that is easy to use and appealing to the intended audience.

Qualifications needed

There are no specific requirements to become a graphic designer, but you are more likely to get work with a tertiary qualification in graphic design, media arts or visual communication. In addition, you usually require a portfolio of work to show prospective employers.

To become a web designer it is useful to have a tertiary qualification in graphic or media design, or web or digital design. Self-taught skills and experience in website design and development are also useful.

The most commonly completed form of qualification in graphic arts and design is a now a diploma. However, the bachelor's degree is still popular. The bachelor's degree is the most commonly held qualification for people employed as graphic designers.

Cost of study

Bachelor of Design

\$19,000 over three years

Average course fees in 2016 for a domestic student. Costs vary between institutions. Some polytechnics may have a zero-fees scheme. Further costs can include student levies, administration fees, materials, textbooks, and accommodation.

Rents vary from place to place. Estimated market rents by region, city and suburb are available on the MBIE Tenancy Services website.

The StudyLink website provides general budget advice for students, and the Sorted website provides help with detailed budget planning.

→ Tenancy Services: www.tenancy.govt.nz/rent-bond-and-bills

→ StudyLink: www.studylink.govt.nz

→ Sorted: www.sorted.org.nz/calculators/money-planner

Professional organisations

The Designers Institute of New Zealand (DINZ) is the professional organisation representing the interests of graphic and web designers. It also helps with professional development and lists job advertisements, so is a useful resource for new graduates.

The Institute of IT Professionals (IITP) is the professional organisation for IT professionals (it deals with all aspects of computer science), although it focuses more on website development than website design. It provides useful services to its members, including mentoring and training workshops. It also offers internationally recognised certification for experienced IT workers.

→ DINZ: www.dinz.org.nz

→ IITP: www.iitp.org.nz

Where to study

It is best to study at accredited institutions. This ensures that any completed qualification will be recognised by any future employer. There is a range of web and graphic design courses available throughout New Zealand; in universities and polytechnics, as well as in specialised graphics and web-design schools.

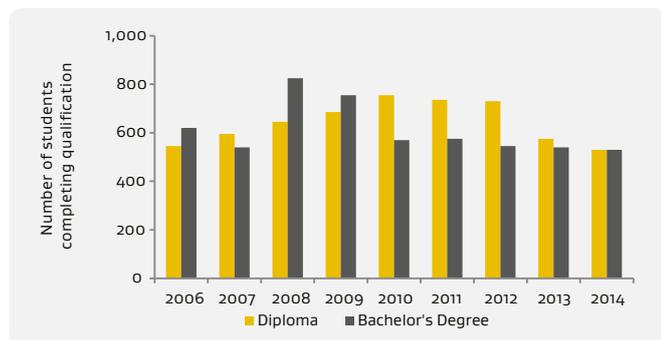
Careers New Zealand's website has a searchable database of NZQA-registered courses.

→ Careers NZ, Education and training:
www.careers.govt.nz/education-and-training

Completed qualifications

The number of students completing Bachelor's degrees has been a steady 500-600 per year over 2010-14.

GRAPHIC AND WEB DESIGNERS



Source: Ministry of Education

Income and employment prospects

Income

In 2015, the estimated average income for graphic and web designers was \$51,700 per year.

Estimated average income
\$51,700

Average income estimated from Statistics New Zealand's Census 2013 and Labour Cost Index data.

Graduates with a bachelor's degree in the field of graphic and design studies earned \$34,200 two years after their study ended. After five years, their income had increased to \$44,150.

Median earnings after qualification completion		
One year	Two years	Five years
\$30,050	\$34,200	\$44,150

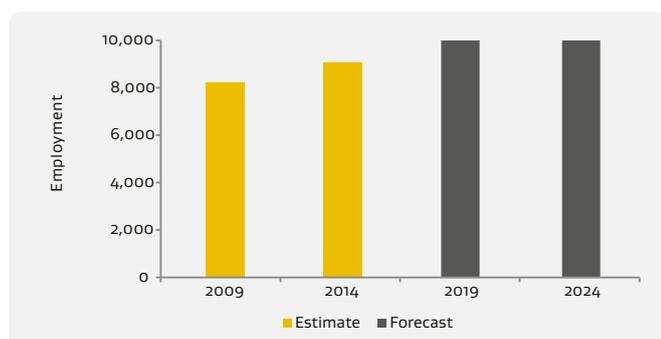
Source: Ministry of Education

Employment and skill shortages

Graphic and web designers' employment

Current		Projected growth*	
2013	2014	2014-19	2019-24
8,700	9,100 up 4.4%	4.0% per year	3.6% per year

*Projected growth is for the broader category of "Architects, Designers, Planners and Surveyors".



Multimedia specialists (film animator) with a minimum of three years film experience are on Immigration New Zealand's long-term skill shortage list. However, this is very much a specialist role within the wider occupation of graphic and web designers. If a job appears on the list, it means the government is actively encouraging skilled people in the role to come and work in New Zealand. A full list is available on the Immigration New Zealand website.

→ Immigration NZ, skill shortage list: skillshortages.immigration.govt.nz

Where to find job vacancies

The number of online job vacancies for graphic and web designers increased by a healthy 14.1% from September 2014 to September 2015. This compares with an overall increase of 1.9% for all vacancies over the same period.

Graphic and web designers vacancies are advertised through websites such as Trade Me Jobs and Seek.

The DINZ website also lists job vacancies in design.

→ Trade Me Jobs: www.trademe.co.nz/jobs

→ Seek: www.seek.co.nz

→ DINZ: www.dinz.org.nz

Career path

New graduates often need to be flexible to find work. Working as a freelancer on short-term graphic or web design contracts, or undertaking unpaid graphic or web design work to build a portfolio, are good ways for you to gain experience.

More graphic design and advertising firms are choosing to hire freelancers, so being able to promote yourself and build a network within the industry is beneficial.

Senior graphic and web designers may have the opportunity to manage or lead graphic or web design projects.

Other information

Links

More information on graphic and web designers is available on the Careers New Zealand website.

→ Careers New Zealand: www.careers.govt.nz