

Basic Graphic Designer Job Description

Duties and Responsibilities:

- Liaising and communicating with clients to understand their needs and requirements for a project, and ensuring that those specific needs are efficiently achieved
- Overseeing the design of advertisements, annual reports, artworks, books, and their covers, logos, magazines, brochures, web pages, and other branding and communication materials
- Revising a design brief to ensure that it complies with a client's budget and ideas
- Staying up to date with the latest development trends and also learning how to use new software programs
- Working cooperatively as part of a creative team to create a larger design or complete a small portion of a big project
- Establishing creative direction for an organization, as well as brand guidelines.

Basic Graphic Designer Requirements – Skills, Knowledge, and Abilities

- Good verbal and written communication skills, as a basic graphic designer must meet and liaise with clients to discuss and understand project requirements and ensure that they are ascertained
- Strong interpersonal skills, since a basic graphic designer must work collaboratively as part of a creative team
- Adequate knowledge of layouts, graphic fundamentals, typography, print, web, and so on
- Ability to ensure long hours of work
- Good time management skills, as basic graphic designers must complete projects within given deadlines

- Several years of experience in graphic design and a well-developed and strong portfolio
- A Bachelor's degree with a major concentration in Graphic Design or a relevant field.