

# Freelance Graphic Designer Job Description

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- Create design concepts, including working with marketing and advertising staff to develop concepts
- Develop and produce finished art from rough sketches or design ideas by producing layout, illustrations, or other final elements
- Present work to clients for approval
- Prepare cost estimates
- Layout or paste up materials or copy for publication or production
- Operate or maintain equipment, such as typesetting machines, color scanners, and computers that are used in creating designs and layouts
- Design and execute special projects using techniques such as laser engraving and computer programming
- Consult with designers to simulate the appearance of advertisements and layouts
- Supervise and assign tasks to support staff
- Prepare marketing and promotional materials, such as product flyers and catalogs
- Create designs, layouts, or illustrations for use in advertisements or other media
- Work to improve existing techniques for creating graphic designs or layouts, such as new uses of type styles, graphics, color, and layout techniques
- Prepare proposals for advertising campaigns with breakdowns showing costs for various media and promotions
- Perform setup work to promote sales at trade shows by arranging displays and writing sales copy for brochures or catalogs
- Perform other duties as assigned.