

## GRAPHIC AND WEB DESIGNER

design information for visual and audio communication, publication and display using print, film, electronic, digital and other forms of visual and audio media.

### Tasks Include:

- determining the objectives and constraints of the design brief by consulting with clients and stakeholders
- undertaking research and analysing functional communication requirements
- formulating design concepts for the subject to be communicated
- preparing sketches, diagrams, illustrations and layouts to communicate design concepts
- negotiating design solutions with clients, management, sales and production staff
- selecting, specifying or recommending functional and aesthetic materials and media for publication, delivery or display
- detailing and documenting the selected design for production
- supervising or carrying out production in the chosen media
- may archive information for future client use