What's Next?

# Visual Communications

## BA (Honours) in Visual Communications

An increasingly visual world means the landscape of design is constantly changing. Together with emerging technologies, the variety of career opportunities is exciting. You have both theory and practice, which has given you a broad creative skill-set while project work has given you experience of working on live cases and in teams.

Your future direction will be determined by how you wish to use your creative talent; your skills and knowledge, and the type of work that most interests you.

## Core Skills

**Transferable Skills**

Creativity

Attention to detail

Time management

Communications

Teamwork

Responsibility.

**Degree-specific Skills**

Graphic design practice and theory, including:

- Typography
- Photography
- Illustration
- Creative Technology
- Printing
- Graphic Reproduction
- Visual Culture

Analyse, interpret and communicate information in verbal, visual and written formats

Produce and present creative solutions to design problems

Plan, execute, and supervise design projects in a variety of contexts

Understanding of current professional design practice

## Career Options

Think of your first job as the first step in your professional career where what you learn will lead to your next job. You may decide to go freelance and work for yourself or you may work in one context or move between various contexts in the first couple of years after graduation. The goal is to continue to develop your creativity and skills through experience.

Job opportunities include **working for an in-house design team**, in a large or small **advertising or branding agency**; a large or small **independent design studio**, or other **specialist creative agency**, such as **photography**, **3D design** and **e-Learning**. Many graphic design positions come up inhouse, in a variety of organisations, for example: 'inhouse designer – Bewley's'.

## Employers

Employers are creative agencies such as branding and marketing firms, independent design studios, as well as specialists in 3D design, animation, e-Learning, games development, interactive design and audio technology.

See examples of where past graduates work overleaf.

# Where are CIT graduates working?

| Company | Job Role |
|---|---|
| Theya Healthcare | Graphic/ Web Designer |
| Gourmet Food Parlour | Design & Marketing Executive |
| Greenhouse | Graphic Designer |
| Wavebreak Media | Digital Artist |
| Various Clients | Freelance Graphic Designer |
| Hairy Baby | Brand Manager |
| Amazon | Technical Associate |
| Raven Design | Junior Graphic Designer |
| Coolgrey Design Consultants | Graphic Designer |
| Ball & Socket | Graphic Designer |
| B2b Print | Graphic Designer |
| Oliver Ireland | Junior Graphic Designer |
| Huguenot | Junior Graphic Designer |
| Zoodigiam | Junior Art Director |
| Stephen Scully Photography | Commercial Photographer |

# Starting Job Search

Job search takes effort and commitment. It's essential that you can be found online. Include links to your work on your LinkedIn profile page and on your CV - Behance is a popular portfolio sharing platform. Don't wait for jobs to be advertised, actively look for roles.

Look for Alumni (former graduates of CIT and your course) and for contact names in companies you'd like to work in. Who is the HR Manager? Can you find graphic designers working there? Look at their career background to get an idea of possible steps to your goal. Tip: look at designers and studios that you want to work in, including international – aim high – get in contact with them.

Graduate programmes offer a career starting point as extra training is provided. A Level 8 degree is the minimum for entry and many are open to graduates of all disciplines. Register with GradIreland: https://gradireland.com/user.

# Professional Groups & Associations

Professional association membership keeps you up-to-date and helps to build your professional network. Many have jobs boards and these roles may not be advertised elsewhere.

**Examples include:**
Institute of Designers in Ireland - http://www.idi-design.ie/
Creative Ireland: a listing of creatives in various design skills with a jobs board: http://creativeireland.com/jobdesk/pages/jobs_offered/graphics/
The Marketing Institute of Ireland www.mii.ie and
The Chartered Society of Designers, UK, https://www.csd.org.uk/

# Postgraduate Study

A Masters' degree will enable you to specialise in one area. Options in Ireland include:

Graphic design practice, TU Dublin
Design - 3D, TU Dublin
Product Design, National College of Art & Design
E-learning Design & Development, Cork Institute of Technology & CIT Crawford College of Art & Design.

For further information, go to the 'Further Study Options' section on the Career Information page of http://www.mycit.ie/careers. You can also use **www.qualifax.ie** or **www.gradireland.com/further-study** to search for courses in areas of interest to you.

For information on Masters' programmes through English in universities across the EU: **www.mastersportal.eu**

# Want to go abroad?

For career opportunities in the UK see: www.targetjobs.co.uk.
Job openings in London can be seen here: https://the-dots.com/jobs/search
Jobs across the EU can be seen on the EURES website and financial supports are available for relocating to another EU country, visit: https://ec.europa.eu/eures/eures-searchengine/page/main?lang=en#/search

If you wish to work in the USA, the Professional Association of Design has a jobs board, https://designjobs.aiga.org/
Graduate visas to the USA are available and to be eligible, your professional degree-related job must start within one year after you finish your course. Check out work visa requirements first for any country you are considering.

Notes

***Worth reading** – https://www.aiga.org/guide-careerguide

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