

# The Great Big World *of* Design



# The Hierarchy

## DESIGN POSITIONS

# 1

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### PRODUCTION DESIGNER

*Mac Operator*

A production designer is someone who can operate a computer and its design-related software. They are responsible for creating print mechanicals and can perform copy and minor content edits.

# 2

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### ENTRY-LEVEL DESIGNER

*Junior Designer*

As an entry level designer, your roles can change dramatically within different contexts and businesses. 0–3 years of experience will typically earn you the label of “junior”.

# 3

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### MID-LEVEL DESIGNER

*Graphic Designer*

3-7 years of experience, earns you a reasonable pay bump and the freedom to actually engage in custom design projects from the ground up whether as a team member or solo designer.

# 4

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### SENIOR DESIGNER

The senior designers are often the voices to listen to, the experienced few whose opinions carry more weight and paychecks slightly higher numbers, without necessarily being “the boss.”



## **CREATIVE DIRECTOR**

### *Art Director*

A typical Creative Director might actually do more managing than actual full on design work. Good Creative Directors know how to maximize the potential of their teams. All major work is filtered through them and they have the ultimate say on the direction of the creative, specific artwork used, how the tasks are split up and more.

They also manage a good deal of the client relations. Meetings, planning, phone calls, emails, lunches, dinners, long flights and presentations fill the time.

## OTHER POSITIONS IN THE INDUSTRY

### ACCOUNT EXECUTIVE

Designers will often find themselves communicating with an Account Executive rather than the client themselves. The Account Executive is the liaison between client and designer

### PRINT BROKER

A print broker acts as a liaison between the designer and printers. They can gather printer bids, select printers suitable for any specific production needs as well as offer advice.

### COPY WRITER

When written content is needed, a copy writer is hired. They can develop copy strategies for advertising, annual reports, technical documents, and many other applications.

### ILLUSTRATOR

When any given project requires the development of an illustration, an illustrator can be contracted. They often work as freelancers and sometimes have reps who manage them.

### ART DIRECTOR

An art director exists in the realm of advertising. They are the creative minds behind print, television, and multi-media ad campaigns.

### PHOTOGRAPHER

The need for professional-quality photographs, calls for a professional photographer. There are many specializations within the photography industry: portrait, studio, architectural, and editorial, to name a few.



**Where?**



PENTAGRAM, NYC

## AGENCY/FIRM

*Advertising, Design, Creative*

There is a wide variety of agencies and firms that offer an even wider variety of services. Some focus on Branding & Identity, others specialize in App development. They can be in the realms of advertising, publication, packaging, book covers, interface and web development. Some tote the term “full service” and offer many of the aforementioned services at one agency.

In these environments, you will most likely be working alongside other creatives in a hierarchical structure.

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SAGMEISTER & WALSH, NYC





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SAGMEISTER & WALSH, NYC



MICHAEL OSBORNE DESIGN



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## **IN-HOUSE DESIGNER**

The opportunities to work in-house as a designer are endless. Oftentimes, you will be working amongst a team of designers developing work for the larger corporation. While working alongside the creative team, you may also spend much of your day with co-workers who are outside of this realm.

**HALLMARK CARDS, KANSAS CITY, MO**



FINANCIAL HEADQUARTERS, WILMINGTON, DE



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NIKE, BEAVERTON, OR



## **FREELANCER**

### *Sole Proprietor, Contractor*

Choosing to operate as a freelancer can be an exciting and freeing endeavour. However, this does not come without a price. Business can ebb and flow. The task of marketing oneself can be difficult and expensive. Taxes, accounting, janitorial needs, secretarial work, all fall on the shoulders of the freelancer.



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JESSICA HISCHE HOME OFFICE

Welcome





SUPERFINE DESIGN, MAUNALANI HEIGHTS



# Specializations

Package Design  
Advertising  
Branding & Identity  
Letterer  
Type Designer  
Marketing  
Print Publication Designer  
Front End Web Designer  
Developer  
UI Designer  
UX Designer

**AND MANY MORE!**

