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ENG 3771

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Portfolio Assignment II – The Informative Message Draft

To whoever is interested in a graphic design career,

Graphic design is a great field of work for people that like nice visuals and like to design things. Graphic design is used in almost everything today. It is used to advertise, inform, entertain, it's even used in fashion. With so many things graphic design is used for a designer must be equipped with the proper skills and mindset to give the best of what he or she has to offer to what a company. A graphic design graduate should be ready to solve any design problem, have original ideas and be able to work with a client's vision/idea.

As a graphic design graduate I have familiarized myself with design software such as Adobe Photoshop, Illustrator, InDesign, AfterEffects, Premier and CoralDraw. I also took classes that built skills in packaging design, team work, creative thinking, ad campaigning, script making and production. Like any other degree graphic design requires dedication, determination and hard work to achieve success. This field has become an important part of society so graphic designers should always be prepared for their next job because a design is worth a thousand words.

After undergoing all this preparation and training, hiring a graphic designer is a great benefit for any company. Know what the company is about and how it needs to be seen by the public, a graphic designer can significantly advertise the company and help acquire more customers. As a graphic design graduate my job is to solve visual problems that make it difficult for the audience to understand the company.