



# MAKERS OF MESSAGES THAT SPEAK BEAUTIFULLY.

Find you're more of a visual learner and communicator? Have a keen eye that's forever seeking and finding pleasure in beautiful design, function and detail? Love the challenge of turning someone else's vague concepts into something tangible and appealing that clearly communicates who they are or what their brand stands for? Prefer to get hands-on with tools and machinery, or are you more at home in the digital realm? Either way, you'll want to take a closer look at print and visual communication.



## LOVE

- Beautiful design, function and detail
- Turning vague ideas into something tangible
- Creating with machinery or digital tools



## STRENGTHS

- A visual learner and communicator
- A keen eye for detail
- A good eye for design



## PREFER

- Creating function as well as beauty



## DEAL BREAKERS

- Work you can't take pride in

## WHERE COULD YOUR FOCUS ON AESTHETICS TAKE YOU?

Creative agencies, design studios and freelancing are the most natural work habitats for visual learners and communicators like you. That could be in a studio designing or printing anything from books and magazines to product packaging, signage or even car panels. It could be in the creative team designing logos, websites or advertising campaigns for all manner of brands, or in a photography studio with your camera or shooting on location almost anywhere.

- Print and design studio
- Book or magazine publishing companies
- Graphic design studio
- Creative/advertising agency
- Website design studio/agency
- Photography studio
- Freelancing



## MASTER MACHINE AND MATERIALS TO CREATE BEAUTY IN AN INSTANT.

### PRINT MACHINIST

- Setting up, maintaining and operating industrial printing machinery, including fixing plates, loading inks and checking prints for quality and consistency.
- Applying detailed knowledge of different materials and techniques to achieve the best results – working with paper, card, plastics, metals, inks and oils.

## CREATE THE LOOK THAT BEAUTIFULLY COMMUNICATES THE MESSAGE.

### GRAPHIC ARTIST

- Translating ideas and messages into appealing visual designs for print or digital that meet a client's brief and budget.
- Working with computer hardware and software, selecting colours, manipulating images, choosing fonts, formatting text, producing graphics and creating proofs for client approval.

## CAPTURE THE PERFECT MOMENT THAT TELLS THE PERFECT STORY.

### PHOTOGRAPHER

- Capturing events, nature, personalities, places, fleeting moments, moods and stories in photographic images for books, magazines, printed and digital media, advertising and marketing, private homes and public galleries.
- Editing, retouching and making image adjustments after the shoot.

## BE THE EYES THAT OVERSEE THE CREATIVE VISION.

### CREATIVE DIRECTOR

- Managing and motivating the creative team to create the vision for brands, this may include graphic designers, web designers, art directors, illustrators, photographers and copywriters.
- Directing and overseeing creative projects to ensure they meet the client's brief and budget to the highest standards and realise the vision for a company's products and brand.



## WHERE TO FROM HERE? EXPLORE YOUR PATHWAYS.

### VOCATIONAL TRAINING

- Certificate II in Printing and Graphic Arts (Code: ICP20120)
- Certificate III in Printing (Code: ICP31220)
- Certificate III in Print Binding, Finishing and Packaging (Code: CP31320)
- Certificate III in Design Fundamentals (Code: CUA30720)
- Certificate III in Prepress Graphic Design Production (Code: ICP31420)
- Certificate IV in Printing and Graphic Arts Management (Code: ICP40120)
- Certificate IV in Design (Code: CUA40720)
- Certificate IV in Photography and Digital Imaging (Code: CUA41120)
- Diploma of Printing and Graphic Arts Business Management (Code: ICP50120)
- Diploma of Photography and Digital Imaging (Code: CUA50920)
- Diploma and Advanced Diploma of Graphic Design (Codes: CUA50720, CUA60320)

### TRAINEESHIPS

Giving you the opportunity to combine practical experience at work with structured training, you enter a formal training contract with an

employer that leads to a nationally recognised qualification. And you spend most of your time in paid employment.

- Print Production Support (Level 2) – Certificate II in Printing and Graphic Arts (Code: ICP20120)
- Printing & Graphic Arts (Instant Print) (Level 2) – Certificate II in Printing and Graphic Arts (Code: ICP20120)
- Printing & Graphic Arts (Multimedia) (Level 3) – Certificate III in Prepress Graphic Design Production (Code: ICP31420)
- Printing & Graphic Arts (Multimedia) (Level 3) – Certificate III in Print Communications (Code: ICP31415)

### UNIVERSITY COURSES

- Bachelor of Design (Graphic Design), Curtin University
- Bachelor of Design (Photography), Curtin University
- Bachelor of Creative Media (Graphic Design), Murdoch University
- Bachelor of Communications/Creative Media (Graphic Design), Murdoch University
- Bachelor of Creative Media (Photography), Murdoch University
- Bachelor of Design (Visual and Spatial Design for Graphic Design), Edith Cowan University
- Bachelor of Arts/Commerce (Visual Arts for Photography), Edith Cowan University

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