

# GRAPHIC COMMUNICATION AND TYPOGRAPHY

## Overview

Professional typographers and graphic designers can work on a wide range of products and services, from websites, computer games and apps, to product packaging, magazines, books or exhibition materials. You could be involved in designing for an advertising campaign, or creating a visual identity, or brand, for an organisation. In addition to the design work itself, designers and typographers could be involved in agreeing the brief, presenting work to clients, commissioning others (e.g. photographers or illustrators) and working alongside copywriters, account executives, web developers and marketing professionals.

## Roles

Here are some examples of job roles that are relevant to this field of study. Some of these may require further training or specialisation and work experience and a portfolio will be valuable in all cases. Roles descriptions are available at [prospects.ac.uk](https://prospects.ac.uk).

- [Typographer](#)
- [Graphic Designer](#)
- [Artworker](#)
- [Illustrator](#)
- [Creative Director](#)
- [VFX Artist](#)
- [UX Designer](#)
- [Exhibition Designer](#)

## Finding Opportunities

Most jobs in this field are likely to be within specialist design, multimedia, or advertising agencies, however you may find 'in house' roles within larger publishers, media groups, film/TV production companies, games designers or educational establishments. Some useful jobs boards to check for vacancies include:

- [Designjobsboard.com](https://designjobsboard.com)
- [jobs.designweek.co.uk](https://jobs.designweek.co.uk)
- [University of the Arts, London \(creativeopportunities.arts.ac.uk\)](https://creativeopportunities.arts.ac.uk)

You could also consider signing up with a recruitment agency that specialises in the design industry, for example:

- [gabriele.co.uk](http://gabriele.co.uk)
- [represent.uk.com](http://represent.uk.com)

Working on a freelance basis is common within this industry. This is possible at any point, though you may find that starting off in employment will give you time to build your portfolio and develop your network – both critical to securing work as a freelancer. Professional bodies such as the [Chartered Society of Designers](#) or the [International Society of Typographic Designers](#), and organisations such as [D&AD](#) and [Typocircle](#) can offer valuable opportunities for networking, advice, competitions and awards.

Don't be afraid to make speculative applications for work experience or junior roles. Use the websites above to identify the names of agencies or companies that interest you and then contact them directly. Try to tailor your application to the agency, by highlighting the most relevant examples of work in your portfolio.

## Building Experience

During your course at Reading you'll start to build a portfolio of work that showcases your creative and technical skills. Some of the most valuable experience you can get is involvement in a live project and working to a clear brief. In addition to placements and internships, other ways to build relevant experience include:

- Involvement with [RUSU student media](#) – are there opportunities to practice your design or layout skills?
- Initiating your own projects with student-led clubs or societies – can you find a group in need of a re-brand?
- Using your skills to support local charities or voluntary groups – [Reading Voluntary Action](#) has details of local opportunities, but you could also look further afield, as this work could be done remotely.

## Exploring Further

The skills and knowledge you've developed in your degree will be valuable in a wide range of roles and sectors within the creative and media industries and beyond. If you're thinking of looking further afield but aren't sure where to start, why not visit the [Explore](#) pages of our website or book an appointment with one of our Careers Consultants?

