Graphic and web designers, and illustrators design information for visual and audio communication, publication and display using print, film, electronic, digital and other forms of visual and audio media.

**Job title examples**

- Graphic Designer / Graphic Artist
- Illustrator
- Multimedia Designer / Digital Media Designer / Interactive Media Designer
- Web Designer

**Other jobs in this field of work**

**What graphic and web designers, and illustrators do**

- determine the objectives and constraints of the design brief by consulting with clients and stakeholders
- undertake research and analyse functional communication requirements
- formulate design concepts for the subject to be communicated
- prepare sketches, diagrams, illustrations and layouts to communicate design concepts
- negotiate design solutions with clients, management, sales and production staff
- select, specify or recommend functional and aesthetic materials and media for publication, delivery or display
- detail and document the selected design for production
- supervise or carry out production in the chosen media
- may archive information for future client use

**Main employing industries**

- Professional, scientific and technical services
- Information media and telecommunications
Qualifications

The following government subsidised qualifications are available in NSW:

**Certificate IV in Digital Media Technologies** available as a qualification
**Diploma of Digital Media Technologies** available as a qualification

Course fees: You may be eligible for government subsidised training under Smart and Skilled. Go to the [Course Finder](#) to find training in your area, estimate your fee and find a training provider.

Job prospects and pay

- There are around 21,851 graphic and web designers, and illustrators working in NSW.
- Over the next four years, employment in this occupation is expected to grow in NSW.

**Average weekly full time earnings (before tax):**
- Graphic and web designers, and illustrators: $1,280
- All occupations: $1,200

Related jobs

- Graphic pre-press trades worker
- Fashion, industrial and jewellery designer
- Interior designer

To find out more about other jobs, visit the [Job Guides Homepage](#).

Information sources

Occupations: Australian Bureau of Statistics, Australian and New Zealand Standard Classification of Occupations, 1220.0
Skills shortages: Department of Employment, Skill Shortage List NSW 2015-16
Job prospects: Centre of Policy Studies (CoPS), Victoria University, Employment Forecast Data for NSW 2015/16 to 2022/23