



** Please note – the information contained in this handout is accurate as at January 2011. Information regarding employment prospects/salary/growth is based on information derived from www.skillsinfo.gov.au, www.joboutlook.gov.au and Careers and Employment's own research.

2011

Please note: the information contained in this document was current as of January 2011. Refer to www.swinburne.edu.au/courses/ for the most recent updates. Refer to the School of Design Film and TV website www.tafe.swinburne.edu.au/design/ for further information and a list of the courses offered in this area.

Industry overview

Designers and illustrators can obtain employment in a variety of industries. Graphic and Web Designers, and Illustrators are employed across several industries including: Professional, Scientific and Technical Services; Information Media and Telecommunications; Manufacturing; and Education and Training. Over the five years to May 2010, employment increased by 9.2% to 44 000 (compared to growth of 10.9% for all occupations). The rapidly expanding world of digital and electronic communication continues to open up new and varied opportunities for designers, illustrators and students interested in pursuing a career in film and television.

The Arts and Recreation Services industry is a relatively small industry in the Australian economy, employing 193 600 people (or 1.8 per cent of the total workforce) as at February 2010. In the five years to February 2010, employment in Arts and Recreation Services increased by 27 500 (or 16.6 per cent) to 193 600. Job prospects for Artistic Directors, Media Producers & Presenters are average. Over the five years to May 2010 employment increased by 12.8% to 13 000 (compared to growth of 10.9% for all occupations). A high proportion of workers (77.9%) are employed full-time. Employment for Artistic Directors, Media Producers & Presenters to 2014-15 is expected to decline (-1.2% per annum).

Job titles

- 3D Designer
- Art Director
- Copywriter
- Editor
- Flash Designer/Developer/Programmer
- Graphic Designer
- HTML Designer
- Illustrator
- Industrial Designer
- Interior Decorator
- Interior Designer
- New Media Designer
- Screen Writer
- Set Designer
- Web Designer/Developer
- Camera Operator
- Film and Video Editor
- Talent Director
- Professional Photographer
- Set Designer
- Reporter and Correspondent
- Producer
- Animator
- Production Designer
- TV Commercial Producer/Director
- Cinematographer/Director of Photography

Design and Graphic Design

The Certificate IV in Design and the Diploma of Graphic Design prepares graduates for work in the graphic design industry. Career opportunities exist within advertising agencies and the graphic design and finished art studios which service them. Graphic Design and Illustration graduates find work in a variety of positions; these include art director, creative director, graphic designer, illustrator, advertising account executive, industrial or interior designer, website designer, exhibition designer, print finishing artist, printing machinist, set designer, sign writer, textile designer, printing machinist and visual merchandiser. They work within a variety of environments, including graphic design studios, advertising agencies, publishing houses, education and government institutions, large private companies

that have in-house design facilities, public relations firms, printing firms, architecture firms, interior design and industrial design companies, television, film and multimedia production agencies as well as freelance designers. Graphic and web designers currently have good job prospects, with very strong growth expected in this sector over the next five years.

Screen and Media/Interactive Digital Media

Graduates of the Advanced Diploma of Screen and Media (incorporating a Diploma of Screen and Media with its integrated Journalism stream or Diploma of Interactive Digital Media) may gain employment in the film and television industry or as independent producers, directors, editors and special effects developers. Integrating Journalism will equip graduates with the skills to work as a journalist within radio, TV or online, writing online articles and undertaking photojournalism assignments within their chosen field. There are many employment opportunities in the marketplace for film and TV graduates such as a cinematographer/director of photography, camera operator/assistant, production designer, production manager, production coordinator, sound recordist/boom operator, documentary producer/director, TV commercial producer/director. Some of the more common employers are television stations, movie studios, television commercial production companies, private production companies, government production units, photographic companies, equipment hire companies and post production/special effects companies.

Film, television, radio and screen directors have good employment prospects, with growth expected to be strong to 2014-15. Artistic directors, media producers and presenters are categorised as having average employment prospects and prospects are expected to decline to 2014-15. Actors, dancers and other entertainers are also categorised as having average employment prospects, with employment to grow moderately to 2014-15.

Visual Merchandising

Visual merchandisers have average employment prospects, however employment is expected to grow strongly to 2014-15. The Diploma of Visual Merchandising is designed for those who hold positions as specialist visual merchandisers in the retail industry or those wishing to begin a career in the visual merchandising sector. The role of visual merchandiser may involve working as a member of a national, state or store-based team designing and installing visual merchandising displays in the exhibition industry, and/or self employment as a visual merchandiser. Graduates may find employment in the following areas: retail store visual merchandising or display departments, visual merchandising consultancy and supply companies, retail merchandising, photo styling, display production companies, exhibition and event design. With hands-on experience in display, product presentation and design, visual merchandisers may move into management positions.

Further Education and Pathways

Students may also choose to complete further study after completing their TAFE course. Direct credit pathways exist for students studying the Certificate IV in Design, Diploma of Arts (Graphic Arts) into Higher Education programs such as the Bachelor of Design (Communication Design), Bachelor of Design (Industrial Design), Bachelor of Design (Interior Design), Bachelor of Design (Multimedia Design). Similarly, pathways exist for students completing the Advanced Diploma of Screen (Digital Film & Television) into Higher Education programs such as the Bachelor of Film and Television.

Credit pathways may be available from TAFE to Higher Education; for a full list of credit pathways and requirements, see the Swinburne website: www.future.swinburne.edu.au/pathways.

For entry and admission requirements: www.swinburne.edu.au/courses

References and Relevant Websites

- www.joboutlook.gov.au
- www.design.org.au/content.cfm?id=105

What help does Swinburne Careers and Employment offer?

Career Services

- Career Counselling for Students
- Careers in the Curriculum (CIC) – Higher Education Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks
- Interview Practice
- Student Recruitment Service (Final Year Students)

Career Resources

- Career Resource Library
- Job Search Handouts
- Interactive Career Planning
- What Can I Do With My Degree/TAFE Qualifications? (see website for resource)

SwinEmploy Employment Service

- All job advertisements for graduate placements, casual, vacation, part-time and full-time employment
- Links to employer websites
- Enables students to book online for events such as workshops, employer information sessions and interviews
- Access to Going Global (over 10,000 job vacancies listed across Europe, Asia-Pacific, UK and US. Global key employer directories, work permits & visa regulations, country-specific cultural & interviewing advice & more)

Download Careers and Employment job search handouts from SwinEmploy, including:

- Addressing Selection Criteria
- Assessment Centres
- Cover Letters or Letters of Application
- Curriculum Vitae or Resume
- Employer Expectations of Graduates
- Interviews - How to Plan, Prepare and Perform
- Informational Interviewing
- Job Hunting
- Networking: What Is It and How Do You Do It?
- Online Applications
- Psychometric Tests
- Skills and Attributes
- Thinking About Changing Your Course?
- Tips for facing the work environment and your first professional job

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