



\*\* 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](http://www.skillsinfo.gov.au), [www.joboutlook.gov.au](http://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/](http://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/](http://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).

For further market and industry information relating to your discipline, please refer to:

- [www.deewr.gov.au](http://www.deewr.gov.au)
- [www.jobguide.deewr.gov.au](http://www.jobguide.deewr.gov.au)
- [www.joboutlook.gov.au](http://www.joboutlook.gov.au)
- [www.myfuture.edu.au](http://www.myfuture.edu.au)
- [www.skillsaustralia.gov.au](http://www.skillsaustralia.gov.au)
- [www.skillsinfo.gov.au](http://www.skillsinfo.gov.au)

### Design and Graphic Design

The Design and Graphic Design courses prepare 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 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.

Job titles may include the following:

- |                                 |                       |
|---------------------------------|-----------------------|
| • Advertising Account Executive | • Graphic Designer    |
| • Art Director                  | • Illustrator         |
| • Creative Director             | • Interior Decorator  |
| • Exhibition Designer           | • Industrial Designer |

- Interior Designer
- Print Finishing Artist
- Printing Machinist
- Set Designer
- Sign Writer
- Textile Designer
- Visual Merchandiser
- Website Designer

### Screen and Media/Interactive Digital Media

Graduates of Screen and Media courses (incorporating Screen and Media with its integrated Journalism stream or a course in Interactive Digital Media) may gain employment in the film and television industry. 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 with some of the more common employers being 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.

Job titles may include the following:

- 3D Modelling
- 2D and 3D Animator
- Actor
- Art Direction
- Artistic Director
- Camera Operator/Assistant
- Cinematographer/Director of Photography
- Directors
- Documentary Producer/Director
- Editor
- Film and Video Editor
- Independent Producer
- Interface Design
- Media Producer
- Producer
- Production coordinator
- Production Designer
- Production Manager
- Professional Photographer
- Reporter and Correspondent
- Screen Writer
- Special Effects Developers
- Sound Recordist/Boom Operator
- TV commercial Producer/Director
- Web Designer

### 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. With hands-on experience in display, product presentation and design, visual merchandisers may move into management positions.

Job titles may include the following:

- 3D Designer
- Art Director
- Visual Merchandiser
- Photo Stylist

## Further Education and Pathways

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](http://www.future.swinburne.edu.au/pathways).

For entry and admission requirements: [www.swinburne.edu.au/courses](http://www.swinburne.edu.au/courses)

## References and Relevant Websites

- [www.joboutlook.gov.au](http://www.joboutlook.gov.au)
- [www.design.org.au/content.cfm?id=105](http://www.design.org.au/content.cfm?id=105)

## What help does Swinburne Careers and Employment offer?

### Career Services

- Career Counselling for Students
- Plan Skills Development
- Career Seminars/Workshops for Students
- Resume and Cover Letter Checks daily at Hawthorn 1:30pm-2:30pm, please refer to website for other campus days.
- Interview Practice daily at Hawthorn at 3:00pm sharp, please refer to website for other campus days.

### Career Resources

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