



Doncaster
Enterprise for
Learning

Business Placement Case Study and Evaluation 23

**Yvonne from Hungerhill School visited
First Class Design on a business placement in March 2009.**

First Class Design is a design studio and printers.

Job Study - Graphic Designer

What does your job role involve?

I take briefs from clients and design artwork, proof the work and then get the jobs ready for print. I do some delivering of products and contact potential customers to pitch for business.

What key skills are required for your role?

Skills in literacy, numeracy and ICT are important.

For example:

Numeracy and Literacy

These are both particularly important for working out the layout and writing text.

ICT

All the work I do is produced by ICT.

Working with others

I liaise with clients and the studio manager to meet specific briefs.

Problem solving

I have to be inventive in how text and images work together.

What qualifications, training and/or experience did you need to enter your job?

I needed an OND in graphic design and a HND in design typography. I did work experience at college which is important to prospective employers.

What extra qualifications/training have you gained in your current role?

I work with new software as and when it is installed, this keeps my skills up to date and current.

What are the working conditions of your job?

I work 2 - 5 days mainly indoors but there are deliveries to do from time to time and the possibility of presenting to clients offsite in the future, although to date this has not happened.

Health and safety issues would be repetitive strain injury in wrists and digits due to mouse clicking.

What advice would you give to young people interested in entering this field?

You need to be passionate about wanting to design well and put in the hours to master the technical skills. You also need to decide exactly which area of graphic design you want to enter.

Evaluation of the Business Placement

What did you do on the placement?

I was placed in a graphic designer company and learnt all about the business.

What knowledge about the organisation, its sector and its market place did you gain?

First Class Design has been operating successfully for 18 years. Two main members of staff, the studio manager and senior designer, have been employed throughout this time. The company strives to provide a unique service to clients, anticipating what they need. So, besides designing, printing and packaging, they offer a service to store and deliver products. They store archive work and can reprint or revamp using software, whereas other companies might treat jobs as one offs.

Do you feel that the placement was a success? Please give reasons

Yes, I was interested to see the various roles of the employees within the company. I learnt valuable information about the use of computer hardware and software which will help my teaching practice to be more relevant to commercial practice in fulfilling briefs in school. I can also take some organisational skills back into my teaching too.

Could you suggest any improvements to the management of the business placement?

If there had been time, I would have liked a practical task to fulfil. I was taken to a client and a print finishing company which were both of interest.

Be whatever you want to be
