



Doncaster
Enterprise for
Learning

Business Placement Case Study and Evaluation 67

Linda from The Rossington All Saints Church of England High School visited a graphic design company on a business placement in April 2009.

Job Study - Graphic Designer

What does your Job Role involve?

My job involves taking a job, from a brief to the printing of the artwork, and liaising with clients throughout the process.

What key skills are required for your role?

Skills in literacy, numeracy and ICT are important.

For example:

Numeracy

These skills are used quite regularly for working out document dimensions and the percentages used. .

Literacy

I need good levels of literacy in order to be effective and accurate in proof reading.

ICT

I need to be confident using email, the internet and websites as I send work via these channels.

Working with others

I work closely with other people and am able to accept direction and work in teams.

Problem Solving

In this job you need to be able to establish the exact customer requirements and also fit everything onto the page.

Developing own performance

There is sometimes the opportunity to train on new software. I also have developed a good eye for detail and my communication skills with both colleagues and clients.

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

I had an HND and a BTEC in graphic design and also a degree.

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

I have received training on software programmes and web site design.

What are the working conditions of your job?

I work 20 hours per week in a job share. The work is indoors and health and safety considerations include repetitive strain injury and being physically inactive as a great deal of the work is done sitting at a desk.

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

I would advise people interested in this field of work to get as many qualifications and as much experience as possible. You also should put a good portfolio of work together. You need to be self motivated and would suggest that they send examples of work via email, with a covering letter.

Evaluation of the Business Placement

What did you do on the placement?

On the business placement I visited a small graphic design studio.

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

The graphic design house is a small publishing company that has a diverse range of products, from glossy school brochures to incentive promotion catalogues. Items such as pens, mugs and umbrellas are customised to clients' needs. Attention to close detail is paramount and staff have to communicate closely with one another and their clients. Proof reading is done by the director and then sent to the client for final approval.

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

I spent a day there and I thought, overall, the placement was a success. I enjoyed my day with the company and came away with

the knowledge of how a small company uses IT for its publishing business. Apple Mac computers and Quark Express 7 were used to create work for clients, taking the job through from brief to print. I feel this could be a good career link for students who are interested in learning about graphic design.

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

Regarding the management of the programme, I would suggest people doing a placement have a more proactive role.

Be whatever you want to be
