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Scope of work template graphic design

If someone were to look at your marketing portfolio, what would they see? In today's competitive job market, it is crucial to have a strong and compelling marketing portfolio. Whether you're seeking a full-time position or you're a freelancer bidding for a gig, your work portfolio should contain samples of your best creative work to enhance your chances of being hired. A marketing portfolio needs to be a reflection of you. It's a sampling of your very best work, clearly designed and presented with an easy way for someone to make contact. Online portfolio examples are ideal. Print versions can seem dated and are challenging to keep current. Plenty of platforms are available to showcase your skills, whether they be copywriting, journalism, photography, graphic design or other forms of creative services. It may go without saying, but you want to illustrate your strongest work and your best client relationships. Anywhere between seven to 10 samples should suffice to give the employer or prospective client a good idea of your skills. Online portfolio examples should also represent your core competencies, industry experience and technical ability and range. They should be current pieces – nothing older than 5 years old, and make sure your work portfolio can be customizable to your specific audience. In your marketing portfolio, create clear categories when organizing your work, so the person viewing your samples has a clear idea of who you are. Consider organizing your work portfolio by industry, media specialty or chronological order. Ensure that it makes sense and that your readers can find what they are looking for easily. You want potential employers and clients to be able to look through your online portfolio and get a clear picture of your brand and what you do well. The key is to be consistent and clear in your messaging. The purpose of a marketing portfolio is to showcase your best work and to inspire people to call you for more projects. It's essential that people have an easy and straightforward way to contact you, so don't stop at simply providing the basics like a phone number and email address. Add a subscription sign-up, links to follow you on social media, and contact and lead capture forms. Be proactive and make it as easy as possible to enhance your chances of gaining business. If there is one thing to remember when you're putting together an online marketing portfolio, it's to be authentic. You need a descriptive internet presence to tell your story. Be personal. Talk about how you got into your area of work and what drives you. Make the information relatable and personable. Remember to let your personality shine through and help people to get to know you. That is the best way to attract your ideal work projects and clients. By Dr. Kelly S. Meier Updated July 01, 2018 Graphic designers use creativity, technology and an artistic eye to make products and messages come alive. Whether they work for marketing firms, corporations or independently, a graphic designer must be proficient in common design software, have experience with web design, and possess strong interpersonal communication skills. If you are interested in working for a large firm and potentially earning a high salary, an academic degree in graphic design is a preferred qualification. Volunteering or creating sample designs while in school helps you assemble a portfolio that demonstrates your skills and qualifications to be a graphic designer. Graphic design used to be a job that focused on print marketing pieces like posters, advertising slicks or product labels. Technology has expanded the work of a graphic designer to include – and focus on – web marketing and website development. Web design for small businesses and nonprofit organizations is typically a contracted job for independent graphic designers. Large organizations such as advertising firms, video production companies and corporations hire graphic designers for a wide variety of projects. Developing logos, imaging for digital advertising, fluid imagery for commercial production, and connecting images to promotional text are common duties of a graphic designer. Corporations also employ graphic designers to create logos and visual branding that includes signage, web presence, product labeling, T-shirts and uniforms. Education and training requirements for a graphic designer vary by the position sought. All graphic designers need to be proficient in Adobe's Photoshop, InDesign and Illustrator software. Most graphic designers need an understanding of HTML and other web design applications. You can further solidify your credibility as a graphic designer if you have evidence showing your expertise in print design, photography and organizational branding. If you want to work for a large company and earn a bigger paycheck, a bachelor's degree in graphic design is the ticket. When you pursue a college degree, you learn about color and design fundamentals, motion graphics, traditional typography, digital illustration, webpage scripting, business graphic design and webpage design. Many programs offer internships to help ground your learning in practical application. Building a portfolio of your work is essential. In college, you can do this by using class assignments to represent your skills. If you don't go to college, generate examples or volunteer with local organizations to build samples of your work. The salary expectation for a graphic designer is varied. In 2017, the Bureau of Labor Statistics reported that the median salary paid by an advertising or public relations firm to a graphic designer was \$49,530. The median salary is the point at which half of graphic designers earn more, and half earn less. Graphic design positions focused solely on print jobs paid \$10,000 less than this. There is no substitute for experience in the graphic design field. Produce examples of your work from a variety of individual projects and jobs. Most large companies won't hire a graphic designer who hasn't been in the field for a minimum of three years. The infancy of your career is when you create your own style, which sets you apart from others. Well-paying jobs in graphic design are difficult to find. The job market is projected to grow 4 percent between now and 2026. The advent of do-it-yourself web and graphic design programs lessens the need to hire a professional. An expanding area for graphic designers is computer system design with an expected growth of 20 percent.

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