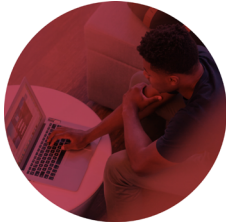


This Is The Job: Production Designer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Production Designer?

We marry both technical and creative problems by using our graphic design skills to support campaigns. Once a concept has been established, we help to blow out all deliverables. We work fast and efficiently, and we love learning new skills and helping others.

This is what they do most days

I collaborate...

I work with our project managers and design teams on projects that our clients need created.

I design...

I follow the Art Director's ideas and use them to edit photos, layouts, and create and update content.

I build...

I use computer design software to create digital ads, social media content, emails and websites, and design print materials.

In their own words:

“ I love graphic design, and this job aligns well with my skillset and style of working. I'm passionate about creating visually stunning work that also provides useful and accessible information for everyone, and I get to do just that :)” - Meera P.

Explore some of the skills you'll need.

- ✓ Ability to produce draw and sketch
- ✓ Knowledge of graphic design
- ✓ Ability to create animations
- ✓ Knowledge of various visual styles for filming and graphic design
- ✓ Understanding of production processes and visual arts
- ✓ Ability to conceptualize and oversee creative themes for projects
- ✓ Ability to use platforms like Photoshop, InDesign, Lightroom, Illustrator
- ✓ Collaborate with Directors, Producers and other creative departments
- ✓ Strong problem-solving skills
- ✓ Ability to manage large scale projects, multi-task, and meet deadlines

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.
To learn more visit thisisthejob.org