

## timeinspace

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#### **CORE/SPECIALIST SKILLS**

The diagram below demonstrates core skills and skill sets for each career option. While each skill may be differently weighted, it's important to be well versed in all of the skills indicated, whatever career path you choose. Excerpted from Graphic Design School, The Principles and Practices of Graphic Design

#### **Motion Graphics**

Pace, rhythm, and storyboarding skills required, with diplomacy, a client-centered outlook, and a knowledge of communication strategies and rhetoric. FI, AS, AE, Ai, Ps, M, 3ds, FP

## **Editorial Design**

Excellent spatial awareness and composition skills with a love of complexity and layering, a knowledge of design history, and a team-focused attitude.

ID, Q, Ai, Ps

## Web Design

A focus on user interaction with client and cultural sensitivity, with a knowledge of web standards and accessibility. XHTML, CSS, Java, Ajax, PHP, HTML 5, FI

## **CORE SKILLS**

Analysis
Research
Layout
Typography
Composition
Software & Tools
Color Theory

## Information Design

A perfectionist and detailoriented attitude with a love of systems, problem-solving, and a user-centered focus. Ai, Ps, Fl

# Advertising

First-rate communication skills with cultural sensitivity, audience knowledge, and an ability to work under pressure. ID, Q, Ai, Ps, FI, AE, Pp

#### **Game Design**

Speed of image production with a love of virtual physics, a narrative thought process, a team-player attitude, and the ability to take criticism.

Ai, Ps, Fl, AE, 3ds, M

#### Logo Design/Branding

Knowledge of traditional and innovative marketing of psychological campaigns, combined with a client focus.

Ai, Ps, Fl, AE

See the AIGA (American Institute of Graphic Arts) website overview of different design career options for more information: http://www.aiga.org/guide-designersatwork/