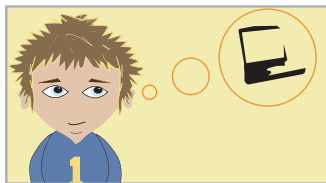


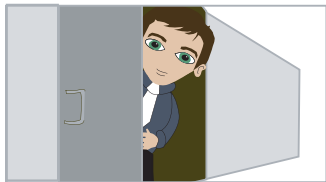
Making it in the design industry

We are often asked for advice on breaking into the industry by young designers, so Jeremy Rider, our Lead Interactive Designer has compiled this tip sheet to help you get started in a web design career.



01

When you're trying to decide which course is right for you, make sure it offers the kind of industry connections you're interested in. Your placement is the most likely place you'll find work.



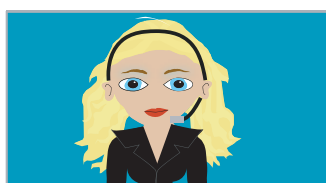
02

Make sure you get a placement in the field you want to work in, it's the first look into the real world and can help you decide if it is really what you want to do with your life.



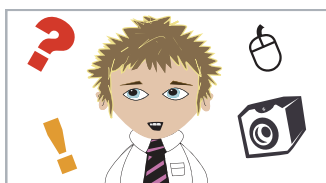
03

Develop the software skills that you'll need to do your job successfully. They may not always be the focus of your attention, but they have come to be expected in the industry.



04

Develop your communication and negotiation skills - these are essential elements of any designer's armoury.



05

Be patient. In web design, the period between concept and final design can be some time especially if the client is challenging in terms of their brief. See it through and try not to become jaded.



06

Be open-minded and keep your eyes open. Everything around you could inspire you into that next great piece of design.



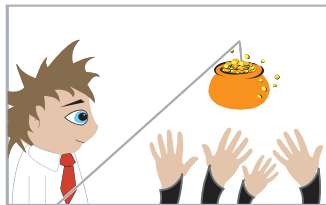
07

Be flexible - Design is not always a nine-to-five job. There will be plenty of late nights.



08

Be a team player. Being able to work in a team is essential to success - bouncing ideas off each other and developing approaches to the design problem will only help its final outcome.



09

Learn to put your option of *correct* design to one side occasionally. Of course, try and push your ideas forward as professional designers have the expertise that clients don't, but with some clients the best approach can be to let them define what they want and need. It's their money.



10

When it all comes down to it the client might be a lot of hard work but without them you wouldn't get paid and wouldn't progress in this industry. Be respectful, listen to their ideas and try to compromise to make a well-designed piece of work.