

# Digital Designer

You see their work every time you play a video game, visit a website, or watch an animated movie. Digital designers combine creative talent with technical skill to deliver content that includes any combination of print, audio, video, and animation. As technology plays an increasingly important role in day-to-day life as people work, learn, and play, there will continue to be opportunities for digital designers.



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*(Feel free to use the back of this sheet for longer answers)*

## What Do Digital Designers Do?

Digital designers create content, graphics, and animation used in websites, video games, television, and more. They are different from graphic designers who develop layouts and pages used to share ideas found in printed material like books, magazines, and brochures. Digital design requires even more technical skill, which is why many employers look for digital designers who have at least an associate's degree in digital design or digital art. Digital designers must be proficient using a variety of digital design tools like Adobe's InDesign, Photoshop, and Illustrator. Of course, it is one thing to know how to use these powerful design tools. It's another thing to know how to use them to inform, educate, and entertain. Whether a digital designer is new or experienced, they must develop a portfolio of successful and very creative projects to prove their skills.

### CHALLENGE #1: Go online to find out...

What kind of skills you would need to do this job?

What would a typical day on the job be like?

What kinds of places could you work in?

How would you make a difference in the world?

Why would (or wouldn't) you like doing a job like this?

### CHALLENGE #2: *Career Think Tank*



Designers often use graphic organizers, called storyboards, to map out the sequence of content and images used in a website, film, or video game.

You can use them to plan a video to welcome new students to your school. Divide the back side of this page into four squares with room to sketch a quick illustration and space to add notes to describe the scene in each square.

In each square describe the places you would show, the people you would introduce, and the topics they would talk about.