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To learn the necessary computer skills to become a graphic designer, watch online tutorials on YouTube, Hack Design, Tuts+ Design and Illustration Guides, and other websites. While this approach to becoming a graphic designer is cost effective, having a degree or certificate may give you an advantage when applying for jobs.

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The successes of digital marketing also answer the question, “Why is graphic design Important”. Brands are pumping a significant fraction of their resources and expertise in digital marketing. The driving factor for this shift is because most customers have access to the internet, and they can reach a much broader audience due to the globalization of the net.

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If you feel you have the dynamism, drive and imagination required to produce a constant flow of inspirational ideas, then a

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Graphic designers are responsible for laying out the design elements, creating concepts, and overseeing the production of all the digital, printed and visual materials for a brand. A graphic designer works directly or indirectly for a client to create materials that align with the client’s brand, appeal to the target audience and, ultimately, please the client.

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Graphic designers can work for design or ad agencies or as freelancers. A graphic designer can work in either print or digital departments. What skills do you need to become a graphic designer? Thanks to the interwebs and the digital world, the demand for graphic designers continues to go up. It's now a highly competitive field.

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Digital designers might also use InDesign, but they may prefer the arguably more digital-friendly capabilities of Photoshop or Illustrator. The interfaces of InDesign and other design-specialist software can seem a little intimidating at first, but once you know a little more about the basics—such as tools and panels—it's easy to get the ball running.

*Becoming a Graphic and Digital Designer* by Steven Heller, 9781118771983, available at Book Depository with free delivery worldwide.

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