

ANAND



Immrrse

experience your path

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**GRAPHIC
DESIGN**

THE IMMRSE EXPERIENCE



Congratulations on completing Virtual Internship Program™ (VIP). Your Career Immorse Report is now ready to give you a clear understanding of your compatibility with your custom filtered, shortlisted and chosen career options.

This highly reliable and accurate report about your potential competence in your chosen professions is scientifically designed by integrating advanced technology and in-depth research data related to career assessment.

Developed by our team of highly experienced psychologists, psychometrics, researchers and leading industry professionals in India, your Career Immorse Experience is the most unique and all-encompassing process of arriving at a clear-cut, sharply defined career choice decision. It is the only career guidance program in the country which identifies and acknowledges that experience is the greatest teacher across all professions.

Your Career Immrse Report is computed on the basis of your on-the-job performance at the time of the VIP TM. This report is a deeply insightful tool which highlights your professional compatibility and competence in your chosen career options. We encourage you to carefully reflect upon this report to develop a thoroughly informed, scientifically accurate as well as deeply passionate career choice.



YOUR CHOSEN CAREER OPTION

GRAPHIC DESIGN

Graphic design, a.k.a. communication design, is the process of creating diverse visual media to communicate the ideas and identity of a business. Graphic designers create ideas to inform, inspire and captivate consumers. They are visually thinking problem solvers and communicators who design both, physical and virtual art forms. Logos, illustrations, banners, posters, product packages, websites and mobile app interfaces are all examples of designs created by graphic designers.

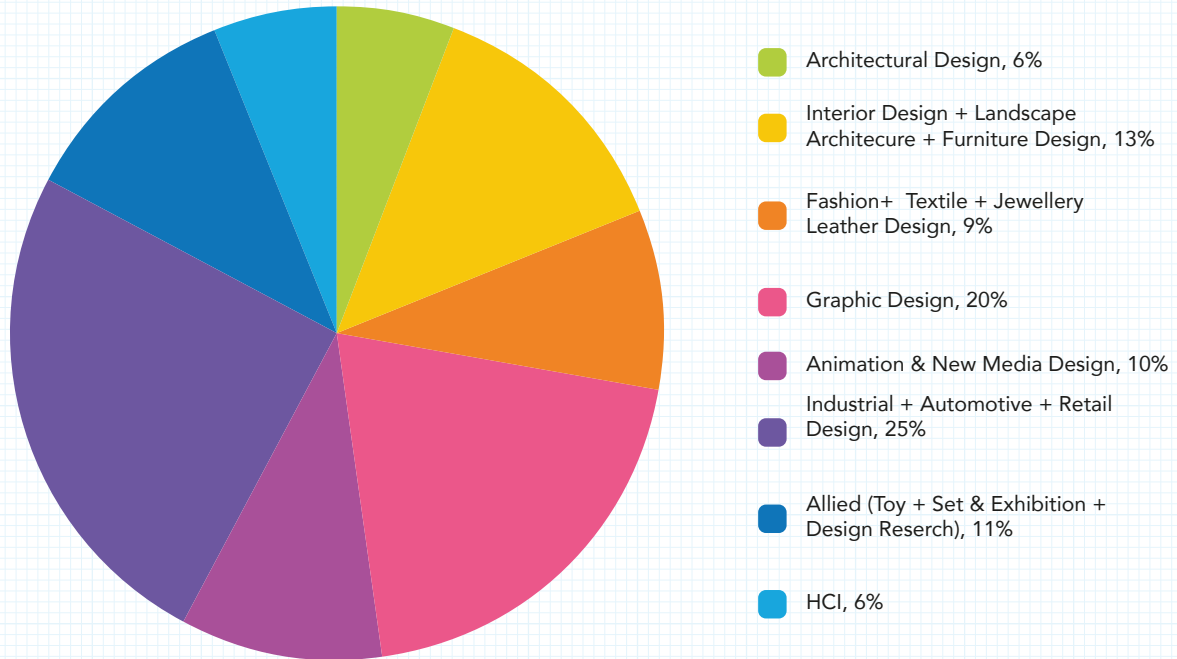
The academic curriculum of graphic design involves the study of subjects such as elements of design, color theory, typography, art history, art appreciation, advertising, marketing and communication skills. The curriculum also guides students towards developing their personalities and individual sense of aesthetics.

This field is best suited for students who enjoy design, creativity and communication.

INDUSTRY SCOPE

In today's world, graphic design is literally everywhere you look. From the design on the packaging box of your breakfast cereal to the interface of your mobile apps to the posters installed at the cinema hall you visit at night, are all created by graphic designers.

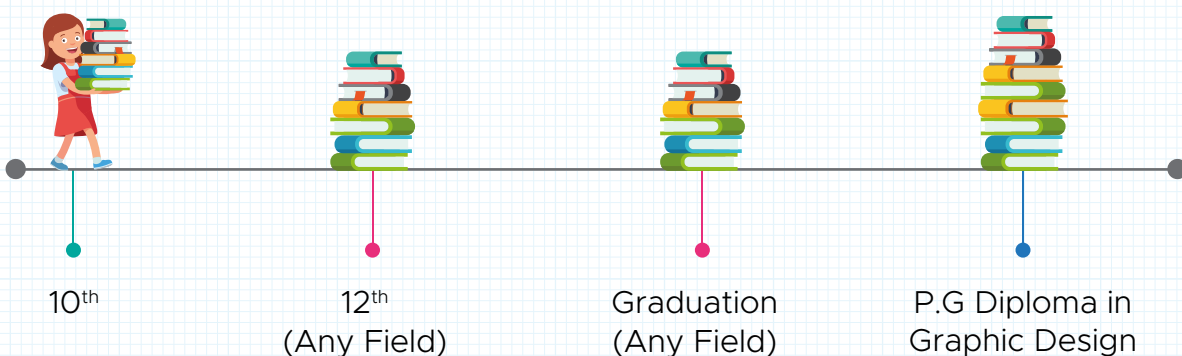
As per a report published by Design media & entertainment school, Pune, the field of Graphic Design has 20% participation in India's design industry. The related field of Animation & New Media Design has 10% market share.



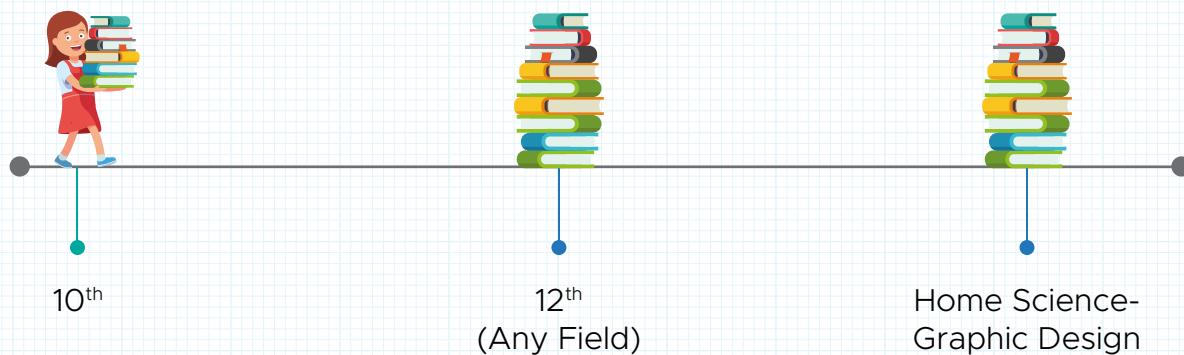
At least an estimated 40 % of communications that a company does with its customers is visual. Every product first needs to sell visually first before a buyer picks it up. Almost every business including media houses, publishing firms, FMCG, retail, software sector need good graphic designers.

As such, with a growing number of businesses in the country, which need to brand and market themselves, the industry demand for graphic designers is very high in India.

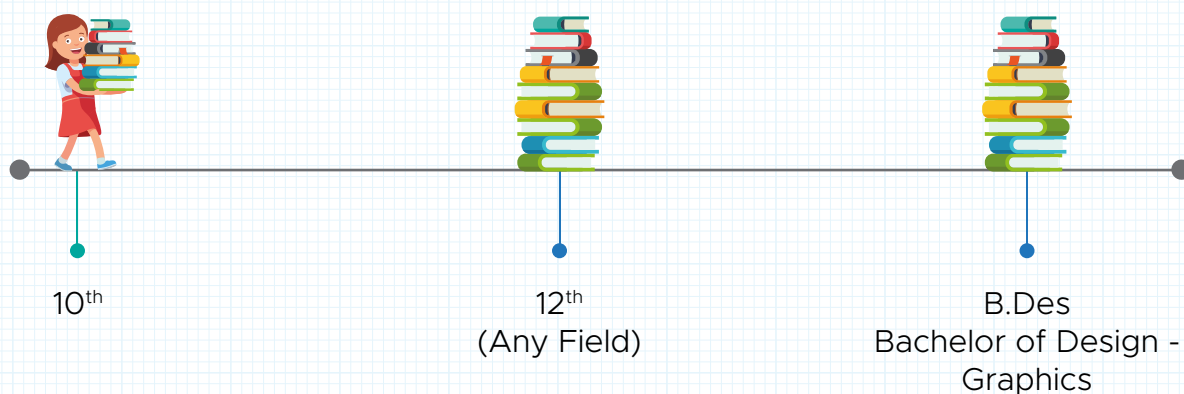
EDUCATIONAL PATH



OR



OR



ENTRANCE EXAM

- CET in Designing
- UCEED (IIT)
- NIFT
- NID
- College wise exams

PLACEMENT

The industry placements for graphic designers can be classified into the following categories:

AGENCIES

Creative agencies & marketing agencies offer marketing solutions to a several diverse businesses and hire a large number of graphic designers, who work in teams to create designs within tight deadlines. Working with a team gives you a good exposure to a collaborative process, and you learn with your colleagues at work.

IN-HOUSE DESIGNERS

Several businesses require in-house graphic designers who can deeply understand their brand, their design style guide and target audience.

INDEPENDENT FREELANCERS

Many graphic designers eventually choose to work as freelancers because it provides the opportunity to choose your clients, set your own pay scales and generally offers the highest income. The freelance format also comes with uncertainty and the absence of steady pay checks may be stressful for some.

WORK PROFILE

An graphic designer may find the following job profiles in the industry:

- Creative director
- Layout artist
- Logo Designer
- Illustrators
- Multimedia Designer
- Art Director
- Brand identity designer
- Flash Designers
- Web Designer

**There are various departments and job profiles for professional graphic designers at different stages of their careers. The above list is not an exhaustive list of such profiles, but a reference shortlist of common job*

ENTRY-LEVEL SALARY

Salaries are subjective to a wide range of factors such as:

- Candidate's competence & financial needs
- Job responsibilities
- Size of the employing corporation
- Fresher employment policies
- Location - city/country
- Current economic conditions

As of today's overall scenario in India, an approximate entry level salary can be rounded to about Rs. 2-3 lakhs per annum. However, depending on the above listed and other factors, each candidate's entry level salary may vary significantly.

CAREER IMMRSE REPORT

Every profession demands a unique mix of intrinsic or developed qualities in an individual. Individual qualities are divided into two categories: Left Brain Qualities and Right Brain Qualities. Brain mapping studies by scientists categorize the functions of the human brain into these two halves or hemispheres. The left brain carries out analytical and methodical functions of thinking while the right brain processes creative, innovative and artistic functions. Each individual has a unique natural mix of left brain and right brain qualities. Certain qualities can be developed further through focused training.

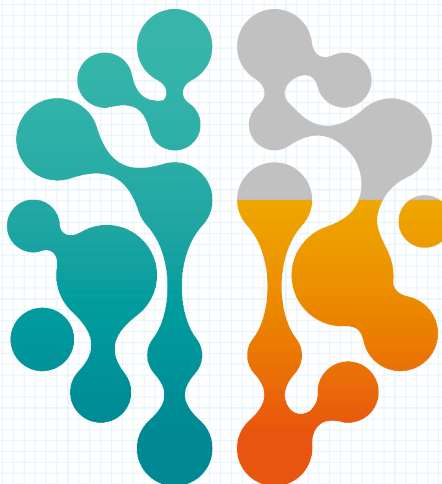
The following is an assessment of your estimated compatibility in relation with the Balanced Compatibility Requirement for the field of Graphic Design. This assessment is derived from computing the student's performance in the Virtual Internship Program.:

LEFT BRAIN

100%

Qualities for
Graphic Design

- Domain Knowledge



RIGHT BRAIN

60%

Qualities for
Graphic Design

- Visuospatial Skills
- Visual Orientation
- Idea Generation
- Originality

Your left brain quality is impressive! Capitalize on your strength.

Your Right Brain quality is relatively convincing. However, there is need & scope for further improvement.

** Please keep in mind that the above report is not a static and/or constant evaluation of your brain qualities. Every person has a unique mix of strong and weak qualities, which are constantly evolving. By applying strategic training methods, your mind can be trained to improve its functioning in a specific quality.*

PROFESSION COMPATIBILITY ANALYSIS

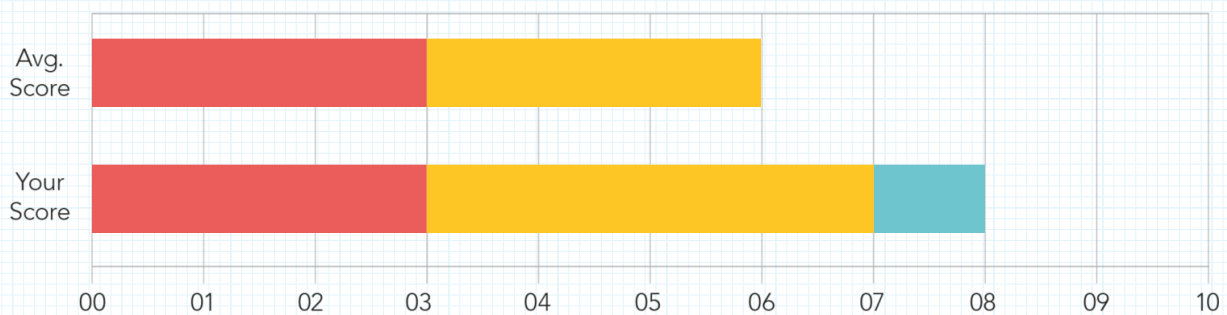
1. VISUOSPATIAL SKILLS

Graphic designers have strong visuospatial skills i.e. they are able to mentally visualize how an object or structure will appear when it is rotated or shifted, or when its parts are moved or rearranged.

This mental quality enables graphic designers to imagine & create designs with innumerable combinations, variations and placements of shapes, fonts, and patterns.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Visuospatial Skills is:



Above graph shows Visuospatial Skills Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S VISUOSPATIAL SKILLS

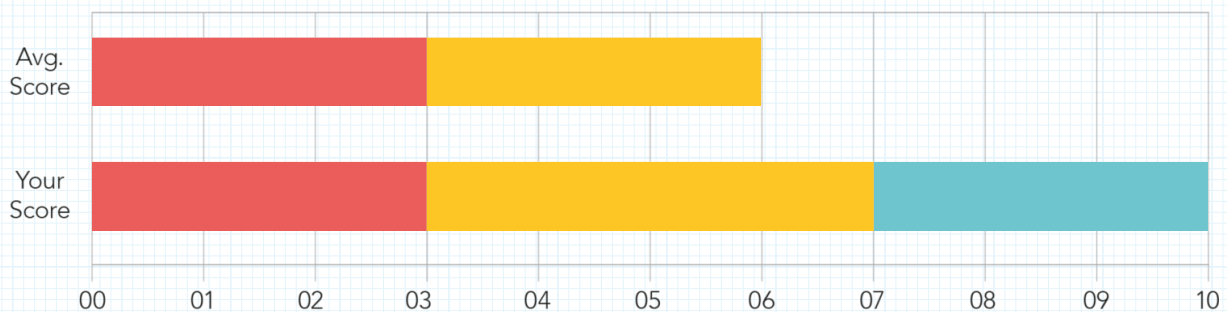
- Practice creating designs on paper as well as on software. Practice for a few hours daily.
- Practice origami and papercraft as regular hobbies
- Draw structures and objects not by observing them in reality, but from your imagination.
- Play architecture-themed video games such as SimCity and Cities:Skyline.

2. VISUAL ORIENTATION

Visual orientation refers to strong visual attentiveness and analytical qualities. It is the brain quality with which graphic designers are able to see details at a close range of any design and tell whether something is wrong or off-balance. Graphic designers have the responsibility of ensuring that the intricate details in font, shapes, color and images in their designs are error-free and well balanced. These designs are created within tight deadlines and will reach as visual communication to thousands of customers of a business. As such, graphic designers are very specific and alert with their visual cognizance since every detail can impact their client's brand image.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Visual Orientation:



Above graph shows Visual Orientation Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S VISUAL ORIENTATION

- Play visual puzzles in the newspaper, in books, and those available in stores or online
- Practice observation exercises such as observing everything around you. For example, if at home, make detailed notes of what you observe on the walls, floor, ceiling, on the table, etc. Repeat such exercises frequently in the same space as well as different spaces. Pay close attention to detail and compare the differences in your observations of the same space at different times.

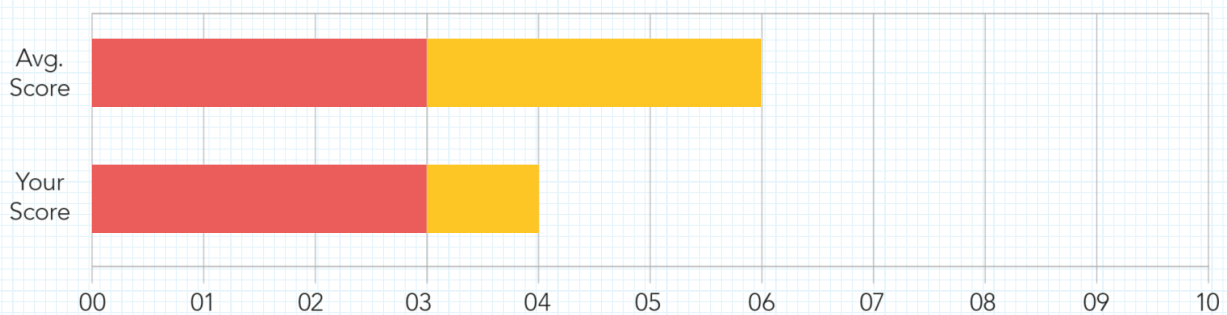
3. IDEA GENERATION

This quality refers to the ability of generating innovative and imaginative ideas about a topic and think of multiple solutions for a single problem.

Professional graphic designers are constantly innovating and generating ideas to create designs as per the changing needs and requirements of the clients. An graphic designer's work involves a great deal of innovation because they have to communicate the same ideas and identity of a given business to reach the same target audience in several different ways.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Idea Generation:



Above graph shows Idea Generation Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S IDEA GENERATION

- Idea generation is a key characteristic of all successful and visionary people across all professions. It is a vast topic and a good way to begin is by regularly reading online articles and books.
- Watch videos and ted-talks of successful, innovative people
- Observe and make a list of problems being faced by people, communities or organizations. Think of innovative ways with which these problems could be possibly solved. Make this a daily, on-the-go habit.

Read good literature, watch creative films, listen to well written songs and music without lyrics - don't just consume mainstream popular media. Research to find

acclaimed works of art from around the world.

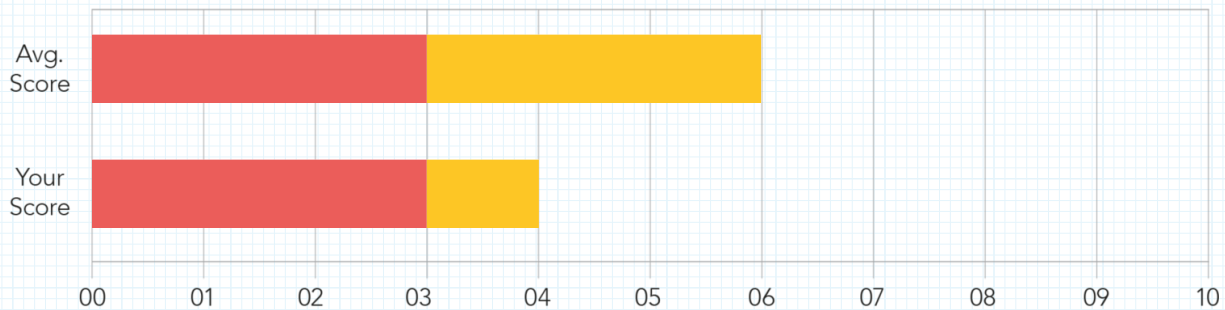
- Have stimulating conversations with your friends. Ask and share your knowledge and opinions across a vast range of topics like politics, business, travel, art, media, health, beauty, history, science, religion, etc. It enhances your knowledge, understanding, opinions and broadens your thinking spectrum.
- Create a questioning habit. Question everything you see. Ask questions about why something exists or why it's done how it's done. Also ask "what if..." questions to think of new possibilities. The more you ask questions to yourself, the more the innovative and imaginative parts of your brain will strengthen.

4. ORIGINALITY

The end goal of graphic designers is to make their client's organization recognizable and prominent. Graphic designers use images, text, font, shapes, patterns, colors, etc. in innumerable permutations and combinations to create distinctly unique and identifiable designs.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Originality:



Above graph shows Originality Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S ORIGINALITY

- Apart from graphic design, create in other forms as a regular hobby. Create a clay model, sculpture, a song, a story or a short film/video. Discover your underlying unique voice beneath everything you create. This is an ever evolving process with no end goal. The process itself is the goal.
- Attend workshops which boost creativity. Go for storytelling workshops, theater workshops, music workshops, etc. for example.
- Regularly practice one or multiple hobbies like writing, painting, sculpting, sketching, singing, music, acting, dance, etc. Decorate your home. Cook different recipes. It engages the right brain and enhances its creative abilities.
- Physical exercises, meditation and mindfulness practices boost the overall performance of the brain and will help strengthen your innovation & imagination. Strive to incorporate these activities into your day-to-day routine.

- Have a small network of mentors and fellow artists who will provide you honest feedback on your work. This small group will form your “inner circle” of people whom you trust because you know they wish only the best for you. Nurture long term relationships with these people and make them your family. Value their criticisms of your work and use it constructively.

5. DOMAIN KNOWLEDGE

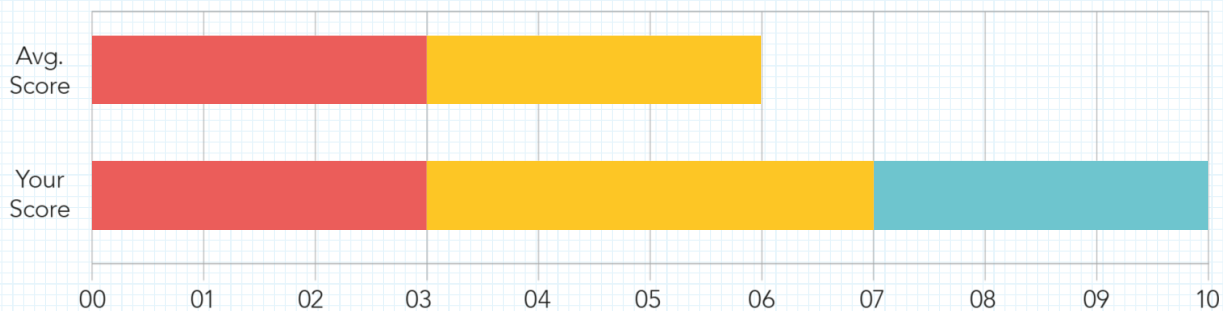
Domain Knowledge is knowledge of a specific, specialized discipline or field, in contrast to general knowledge, or domain-independent knowledge.

Clients generally need help from graphic designers to suggest design ideas for logos, posters, and all other kinds of designs. Graphic designers have the know-how and understanding required to verbally communicate and explain to the clients why they think a specific design is best suited for the brand image and target audience.

Graphic designers also understand brand philosophy and campaign designs, and accordingly create designs that will best reflect the identity of the brand.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Domain Knowledge:

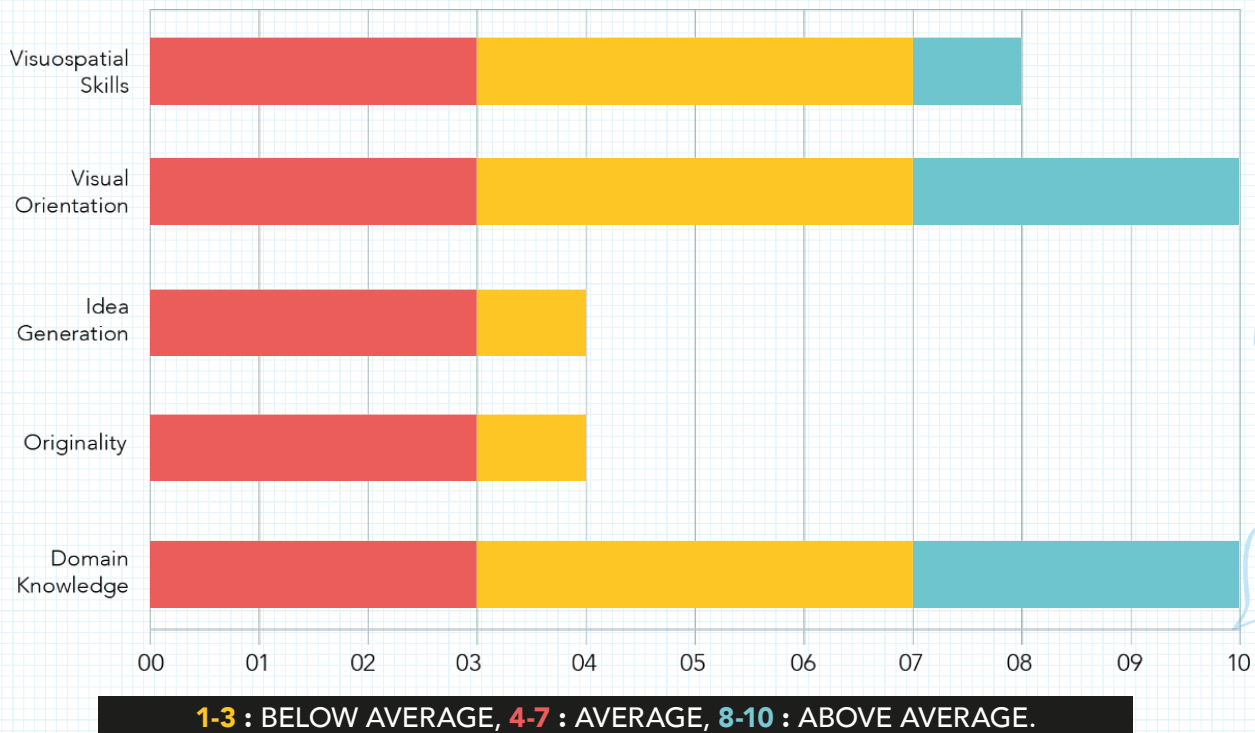


Above graph shows Domain Knowledge Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S DOMAIN KNOWLEDGE

- Regularly analyze designs on product packages, posters, advertisements, etc. and discuss with a friend as to why you think the design is effective or ineffective. Meticulously break down the design and identify how the chosen images, colors, font, shapes, etc. play a role in communicating a specific visual message.
- Read as much constructive material related to graphic designing as possible. Also watch relevant videos. This will give you more and more knowledge about the field. Gaining knowledge about fields like marketing, animation, and new media is also important.
- Also work on your verbal communication skills, since you will mostly share your domain knowledge with clients verbally.

PROFESSIONAL COMPETENCE ANALYSIS



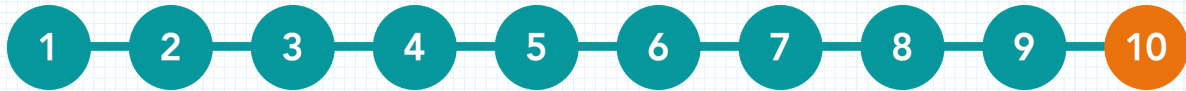
The above Professional Competence Analysis is a scientifically computed measure of your brain's Visuospatial Skills, Visual Orientation, Idea Generation, Originality, and Domain Knowledge.

Based on your Profession Compatibility, Professional Competence Analysis and Time Efficiency Analysis, your Career Immorse Grade in the profession of Graphic Design is:

ISO IMMRSIVE

Your competence in the field of Graphic Design is relatively convincing. We recommend that you should choose the career path of Graphic Design if you have a strong interest, curiosity and willingness to enter this profession. Please keep in mind that while your competence with this profession is well aligned with its requirements, our reports indicate that there is need and scope for you to focus on further strengthening your left brain and right brain qualities, as per the Profession Compatibility Analysis. Take time to research further about Graphic Design if you feel the need for it. Please keep in mind that there may be other professional options with which your competence may align equally well or even higher.

INTEREST LEVEL



At Immorse, we emphasize on the importance of being deeply interested in the career path you choose for yourself. Studies have proven that being interested in a topic is a mental resource that enhances learning, which then leads to better performance and achievement.

Based on your responses regarding the various tasks you performed in the VIP[™], your Interest Level in the field of Graphic Design is 10. This Interest Level is rated on a scale of 1 to 10, with 10 being the highest.