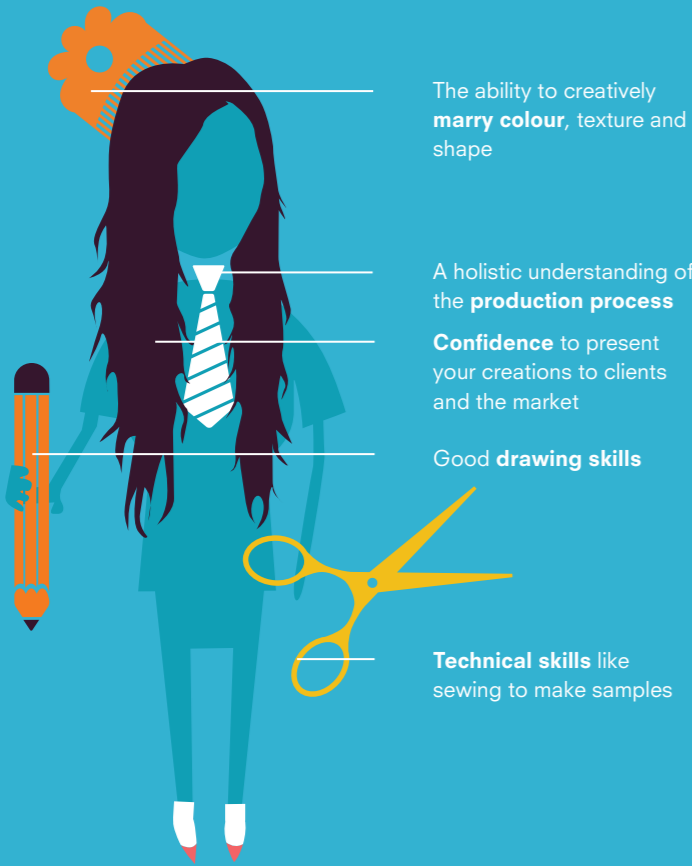


Elements of the Job

- Understanding current and future trends
- Developing ideas through sketching, mood boards and the creation of samples
- Working with a wide variety of people from machine operators, to fabric buyers and planners
- Calculating costs of manufacture, shipping, storage and distribution
- Working with suppliers and manufacturers who may be in different parts of the world



Fashion Designer

A fashion designer fuses fabrics, colour, texture and shape to create interesting designs. There are many different areas within the fashion industry ranging from clothing and accessory design to jewellery design. Related careers include fashion buying and material sourcing. Many of the jobs that exist in this sector are with large retailers, or you can set up your own business and manufacture your own garments. You should have good taste, confidence and sense of personal style.

Elements of the Job

- Switching between tasks throughout the day, from designing, to making, to managing other people
- Selecting the right materials and production techniques
- Being your own salesperson and marketing your product
- Managing admin like invoices and ensuring you have cash flowing through your business to buy materials
- Dealing with suppliers, manufacturers, retailers and clients

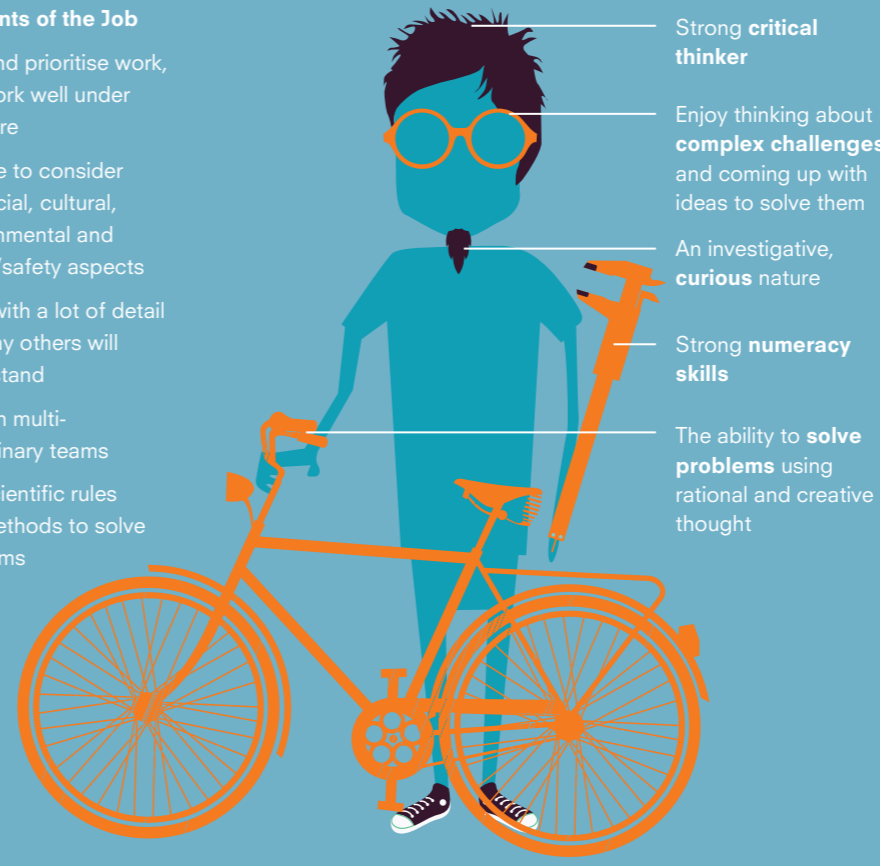


Designer Maker

A designer-maker is a creative and entrepreneurial individual who designs and makes products for retail. They stand in the middle-ground between making purely artistic creations and producing commercial work by making limited editions, once off or bespoke products for retail. Many people start small businesses and grow incrementally as demand for their products increases, while others make a choice to remain small. You will need to be a good planner, have both creative and entrepreneurial skills and be able to handle stress as you will be in charge of all elements of your business.

Elements of the Job

- Plan and prioritise work, and work well under pressure
- Be able to consider the social, cultural, environmental and health/safety aspects
- Work with a lot of detail in a way others will understand
- Work in multi-disciplinary teams
- Use scientific rules and methods to solve problems



Mechanical Engineer

Mechanical engineers combine an understanding of mechanics, mathematics, engineering, science and energy with design and manufacturing to create products that have some kind of motion in them. To put it simply, mechanical engineering deals with anything that moves. They design and manufacture everything from small individual parts to large systems. Mechanical engineering is one of the broadest fields of engineering and offers a variety of career paths. This is a demanding degree with strict entry requirements for university.

Elements of the Job

- Sourcing different materials from tiles to lighting
- Working closely with clients to understand their needs
- Working within a budget
- Understanding current trends
- Drawing and creating mood boards to communicate to clients

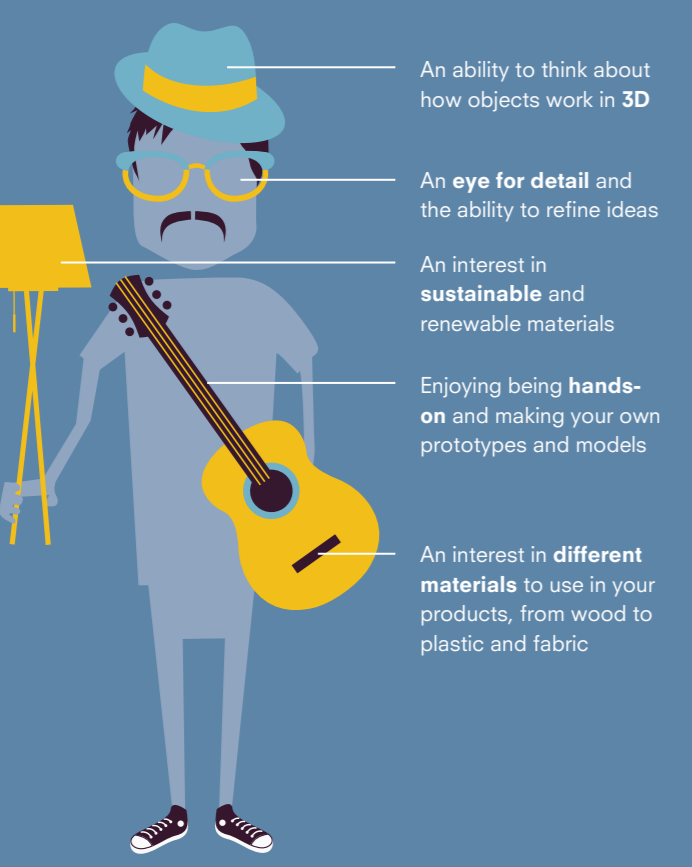


Interior Designer

An interior designer is involved in the design or renovation of internal spaces, including structural alterations, furnishings, fixtures and fittings, lighting and colour schemes. They are also known as spatial designers. Interior designers work closely with architects and clients to determine how a space should look and feel. Like architecture, most people think interior design is about creativity alone. It's also about being able to listen to clients, understand their needs and translate what they want into reality, as well as knowing how to run a business and manage contractors.

Elements of the Job

- Translating your ideas into technical drawings that others will understand
- Working with different manufacturers, locally and overseas
- Understanding the features and limitations of different materials
- Working within production budgets and compromising where necessary
- Trying to think of the most efficient and eco-friendly way of making products



Furniture Designer

Furniture designers design the objects we use everyday in our homes, at school and in offices such as tables, cupboards and chairs. Furniture not only adds function and practicality to a space, it also adds style and personality. You need to have a love of materials, a strong understanding of the production process and a good sense of form (what makes something look 'right' and appealing). Some furniture designers set up their own brands and produce their products independently while others go and work for architects or retailers.

Elements of the Job

- Working with others in creative teams
- Working with the client to understand their product or service
- Coming up with creative concepts to sell products and services
- Collaborating with photographers, illustrators and filmmakers to create visuals for adverts
- Understanding your client's competition and how to make them stand out from the crowd

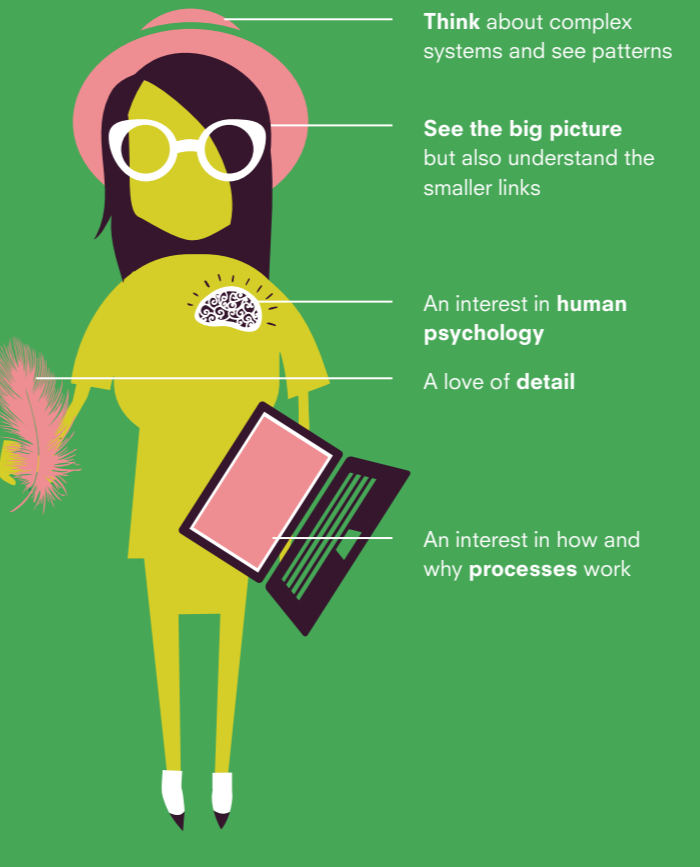


Art Director

Art directors work in advertising agencies. The aim of advertising is to create interest and drive sales of products and services. Advertising can therefore make the difference between business success and failure as it educates buyers about the benefits and features of a product or service. Within advertising agencies work is usually split between marketers who develop the marketing strategy, art directors and designers who work on the visual concepts and copywriters who work with words and language. You should be creative and business-minded. The advertising industry is highly competitive and suited to energetic and ambitious individuals.

Elements of the Job

- Analyse systems, processes and structures
- Think about how systems can be improved, while understanding how they currently function
- Work on a wide variety of contexts from distribution systems to software
- Research how people interact with digital devices, each other and the broader environment
- Work with multi-disciplinary teams over long periods of time



Systems Designer

Systems design is about understanding how complex systems work and then improving these systems or designing new ones. Systems design is used in disciplines from urban planning to computer science, wherever there are complex systems and processes at work. Systems designers create frameworks to manage complexity. A good example would be the design of a transport system in a city. Systems designers can work with networks, computer systems and websites.

Elements of the Job

- Answer clients' briefs through visual creations
- Work with different production techniques and in different media, from print to digital
- Work with other creatives like photographers, programmers, copy-writers and illustrators
- Research and develop an understanding of your client's business from a strategic level
- Take a project from concept, through production to final product

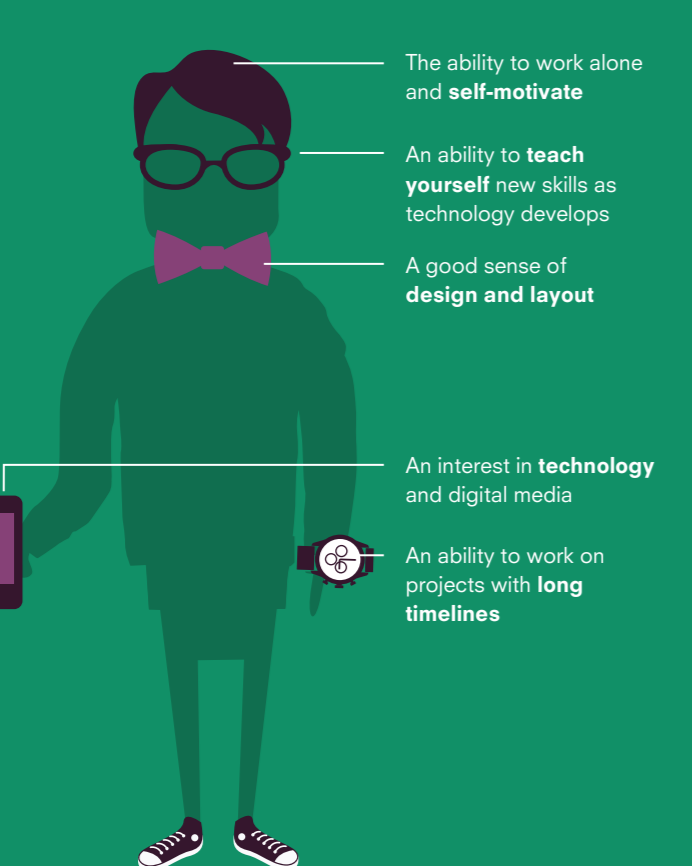


Graphic Designer

Graphic designers create visual concepts by hand or computer to communicate ideas that inspire, inform, or captivate consumers. They combine image and text to appeal to a specific target audience and are skilled at conveying different feelings and emotions through design. As a graphic designer you need to be a visual thinker in order to be able to translate your client's ideas into visual creations. There are many related careers like animation, illustration, website design and art direction. Many graphic designers set up their own businesses or go and work in design studios or advertising agencies.

Elements of the Job

- Understand your client's needs and translate these into a website
- Plan how users will navigate a website
- Programme and design interchangeably
- Keep up with new developments in technology
- Help clients to maintain and manage their websites



Web Designer

Web designers are responsible for creating websites, apps and user interfaces. Web design embraces many of the same principles as graphic design but in the digital realm. Websites are made up of a 'back-end' and a 'front-end'. Web designers mainly work on the front-end, which is the part of a website that users see. The back-end is all the programming that makes the site function. Some web designers handle both the front and back end. Web designers need to fuse technical knowledge with creative expertise to create an easy to use, interactive product.

Elements of the Job

- Using your creativity to bring digital worlds to life
- Using storytelling techniques and game-theory when creating concepts
- Programming long hours creating computer graphics and animation
- Working with other team members to achieve goals
- Testing the game with user groups



Gaming Designer

Gaming design is a broad field bringing together teams of programmers, illustrators, project managers, writers and musicians to create entire 3D worlds. There are three main components to game design: concept development, the creation of the graphics in the animation, and programming of the game. A lead designer will set up the storyline and concept for the game. A team of designers is then responsible for creating all the elements of the game-world like characters, scenes, buildings, cars and props. A team of animators will then add motion to these elements.

Elements of the Job

- Managing multiple teams of contractors working on a project
- Communicating your vision clearly to clients, colleagues and builders through detailed drawings and documentation
- Working with large budgets under time pressure
- Selecting appropriate design solutions and materials
- Understanding and interpreting the history, culture and context of the environment you are working in

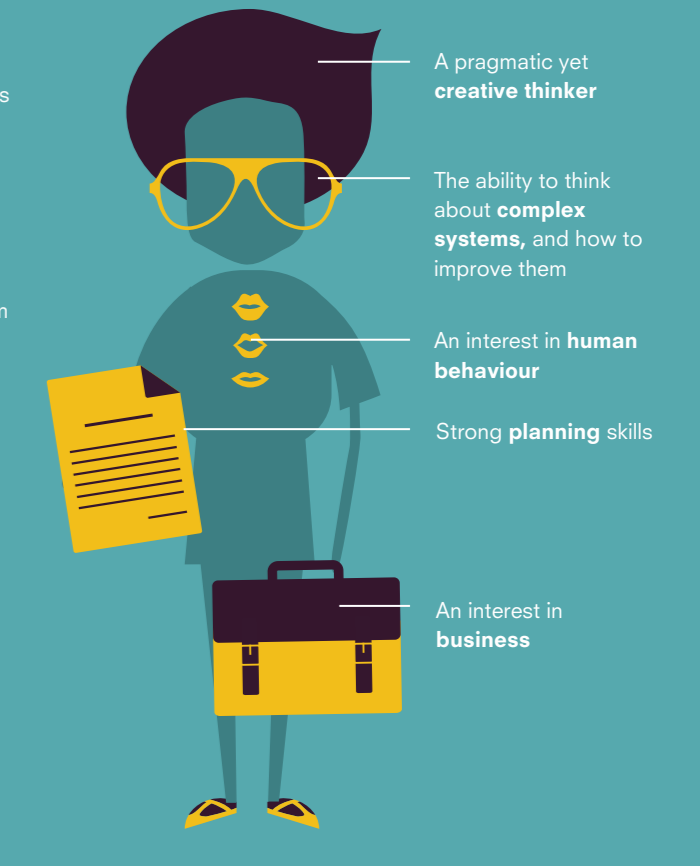


Architect

Architects play an important role in shaping the urban world around us. They plan the way a building looks, how it works, how it fits in with its surroundings, and the materials used to construct it. A career in architecture brings together creativity, problem-solving, environmental awareness, engineering, technology and business. A large part of what an architect does is project management. There are strict subject and mark requirements needed for an architectural degree.

Elements of the Job

- Working in different contexts, from businesses to NGOs
- Carrying out hands-on research with customers
- Quickly learning about a company's systems to plan how to improve them
- Writing reports showing your research findings and recommendations
- Taking photos and keeping journals to document how users experience a brand or organisation

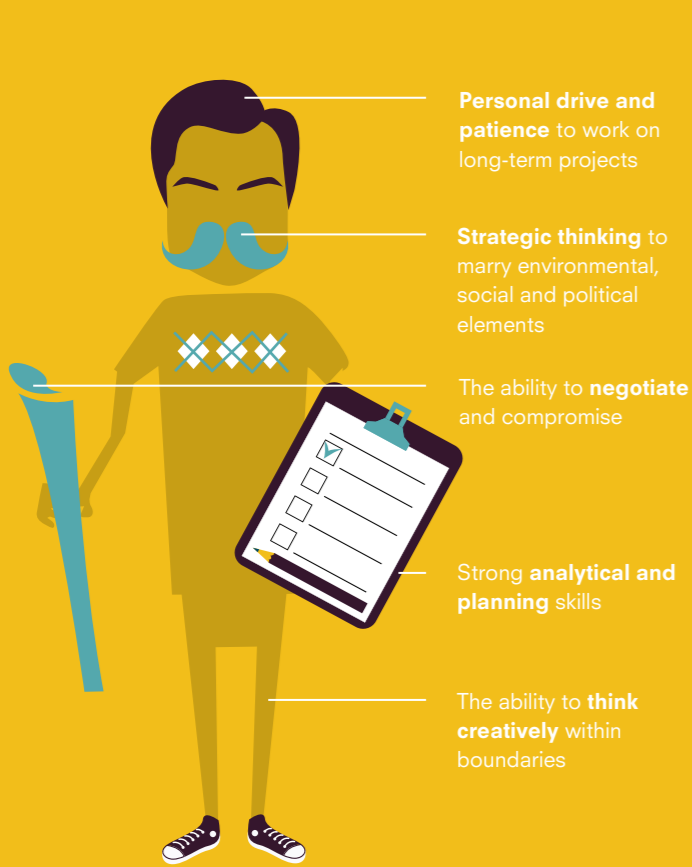


Service Designer

Service design is a relatively new discipline that focuses on how people experience a service or a brand. Service design puts the user at the centre of the design process, making services as user-friendly as possible to provide the best quality customer experience. Service design asks: What is the customer experience? How can it be improved? Service designers aim to identify and improve the interaction points between a customer and a brand or organisation. Service design is still new in South Africa but is beginning to be used by municipalities and businesses.

Elements of the Job

- Thinking creatively about how cities are used
- Possibly working in politically-sensitive areas
- Thinking about systems and relationships that exist in large areas
- Designing for current and future needs
- Understanding human behaviour

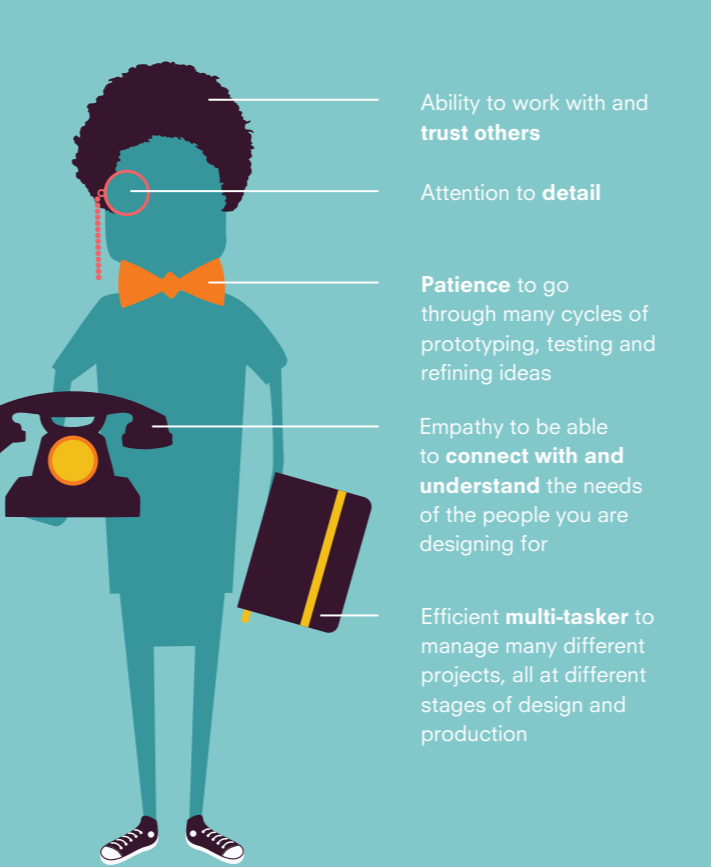


Urban Designer

An urban designer shapes the physical setting for life in cities, towns and villages. They plan places and precincts (buildings, spaces and landscapes). Urban design is the art of making places, and is essential in creating community identity. It involves integrated planning and design. Urban designers take into account services, transport routes, public spaces and movement flows for people and vehicles. You could work in the public sector (for government) or in the private sector (for a consultancy or a developer). Related fields include: town and regional planning, landscape architecture and architecture.

Elements of the Job

- Taking ideas from concept to prototype, through to final design
- Sketching, modelling and making prototypes digitally and in real life
- Have a good knowledge of locally available materials, what can be made with them and costs involved
- A good technical knowledge of different production methods
- An ability to fuse creativity and business-thinking



Industrial Designer

Industrial and product designers create most of the everyday objects in our lives, from TV sets to knives and forks, cellphones and the ATM you withdraw money from. As a product/industrial designer you can choose to specialise in a specific area such as automotive design, the design of medical equipment or the design of electronic goods like sound systems and household appliances. You need to have an understanding of the full cycle of product development, from coming up with ideas, to designing the product on the computer, thinking about the kinds of materials you can use as well as where it will be made and how it will be distributed and then disposed of after it has been used.

Elements of the Job

- Working on interesting infrastructure projects aimed to improve quality of life
- Project management to keep teams of other professionals on time and on budget
- Using varied skill-sets to solve problems
- The satisfaction of seeing a project develop from a plan to reality
- Working with others to achieve a big vision



Civil Engineer

Civil engineers use their skill in science, mathematics and technology to design and build major infrastructure projects like roads, airports, tunnels, dams and bridges. Civil engineers must have strong leadership skills to work with teams of surveyors, construction managers, technicians, contractors, architects, urban planners and transportation engineers. As government commissions most large infrastructure projects, they need to work closely with local officials too. Civil engineers have good visualisation skills to see how complex components will come together and can analyse complex problems, seeing the strengths and weaknesses of possible solutions, thereby identifying the best way forward.

Elements of the Job

- Working with clients, technicians, marketing staff and buyers
- Understanding the technical side of production, and an ability to design with this in mind
- Working with colour, texture, form and pattern to create a desirable product
- Experimenting with new production techniques and fabrics
- Creating new designs that develop and build on existing product ranges



Textile Designer

Textile designers create patterns and designs for materials and fabrics. These fabrics may be used in home-ware products such as cushions and blinds, clothing ranges and accessories. Textile designers can work for large companies where their designs are made by high-tech machines, or they can operate independently using small-scale production techniques such as hand-printing and silk screening. Many small local companies exist and are successfully selling their products to local and international clients.