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करियर शीट • CAREER SHEET

ग्राफिक डिज़ाइनर

Graphic designers turn ideas into visuals — logos, ads, websites, apps, packaging and social media. In demand across every industry.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/graphic-designer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

Graphic designers turn ideas into visuals — logos, ads, websites, apps, packaging and social media. In demand across every industry.

2 At a glance

Minimum qualification	Class 12 (any) + B.Des/diploma or a strong portfolio
Work mode	Studio / freelance / remote
Demand	Growing — every brand needs design
Top earning	₹20L+/yr (art-director level)

3 What you need

INTERESTS

- Drawing, design and colour
- Technology and software
- Creative problem-solving

ABILITIES

- Visual composition and typography
- Understanding briefs and taking feedback
- Design software (Photoshop, Illustrator, Figma)

KEY SKILLS

- Colour, typography and layout sense
- Turning client briefs into visuals
- Delivering on deadlines
- Tools like Photoshop/Illustrator/Figma
- Building and presenting a portfolio

4 How to get there

- 1 After Class 12, a design degree/diploma (B.Des, BFA) or a graphic-design certificate.
- 2 Entrance exams like NID/NIFT/UCEED; build a strong portfolio.

MAIN EXAMS

- NID DAT (design)
- UCEED (IIT design)
- NIFT entrance exam

5 Where to study

GOVERNMENT INSTITUTES

- NIFT Jodhpur —
- NID —

PRIVATE INSTITUTES

- Arch College of Design —
- MIT Institute of Design —

ONLINE

- Coursera / Google UX —
- Udemy design tracks —

FEES

₹50,000–₹4 lakh/year.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Vidya Lakshmi (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Ad agencies, studios, IT/product companies, media houses, freelance.

WORK CULTURE

Mostly office/remote, deadline-driven; freelance is flexible.

WHO HIRES

- Advertising and branding agencies (Ogilvy, Wunderman Thompson)
- UI/UX teams at IT and software companies (Infosys, Zoho)
- EdTech and digital-marketing companies
- E-commerce companies and startups (Flipkart, Nykaa, Zomato)
- Media houses, OTT platforms and publishing (Times Group, Netflix)
- Freelancing platforms and your own design studio (Fiverr, Upwork, Behance)

DEMAND (2026)

Demand for graphic designers stays healthy in 2026 on the back of India's digital-content boom, with thousands of openings listed across e-commerce, edtech, OTT and advertising on job portals. Designers who master AI design tools, motion graphics and UI/UX — or freelance online — can earn well even from small towns.

7 Career growth

- 1 Junior Designer
- 2 Graphic Designer
- 3 Senior / Art Director
- 4 Creative Head

EARNINGS

Starting	₹2.5–5 लाख/वर्ष
Mid level	₹6–12 लाख/वर्ष
Senior level	₹15–25+ लाख/वर्ष

Higher in UX/product design. (2026 estimate)

8 The good parts · The challenges

The good parts

- Creative work — every project is new
- Freelance/remote work possible even from a village
- Portfolio matters more than the degree

The challenges

- Starting pay can be low
- Frequent client revisions
- AI tools raise competition for routine work

9 Real-life journeys

Sudarshan Dheer

Legendary logo and corporate identity designer

Born in Punjab in 1937, Sudarshan Dheer earned diplomas in painting and graphic design and began his career in Mumbai's advertising agencies. He taught himself the art of corporate identity design largely by studying international design magazines on his own. In 1974 he opened his own studio, Graphic Communication Concepts, and went on to create famous logos such as Titan and Hindustan Petroleum. Winning more than forty national and international awards, he became known across India as the 'brand identity maker'.

D'source (IDC, IIT Bombay) · <https://www.dsource.in/showcase/sudarshan-dheer/biography>

Sujata Keshavan

Brand design pioneer, founder of Ray+Keshavan

After studying at the National Institute of Design, Sujata Keshavan became the first Indian to earn a postgraduate degree in graphic design, at Yale University in America. There she learned from the world-famous designer Paul Rand and won an award for outstanding design work. Returning to India, she founded Ray+Keshavan in 1989, often called India's first design company. Her firm designed for major brands like Motorola, Unilever and Citibank, proving that Indian design could match world standards.

Design Indaba · <https://www.designindaba.com/articles/interviews/career-firsts>

Hanif Kureshi**Typography artist and co-founder of India's street art movement**

Hanif Kureshi grew up in the small town of Palitana in Gujarat, learning as a boy from local painters who hand-lettered signboards and number plates. He studied fine arts at M.S. University in Baroda and worked at big advertising agencies, but he never forgot the street painters of his childhood. Through his HandpaintedType project he preserved their lettering art, and in 2014 he co-founded the St+art India Foundation, which created over 600 murals across 29 cities. Though he passed away young in 2024, his art continues to inspire people everywhere, from exhibitions in Venice to the streets of Dharavi.

STIRworld · <https://www.stirworld.com/inspire-people-all-the-world-s-a-graffiti-wall-hanif-kureshi-saint-and-bandit-of-urban-indian-street-art>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Fashion Designer

11 Sources & further reading

1. NID (National Institute of Design) — <https://www.nid.edu>
2. UCEED, IIT Bombay — <https://www.uceed.iitb.ac.in>
3. National Career Service (NCS) — <https://www.ncs.gov.in>

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