



JOB DESCRIPTION

Job Title:	Graphic Designer
Responsible to:	Creative Director
Responsible for:	Producing design solutions to communicate messages with high visual impact against a brief agreed with the client and Creative Director; developing creative ideas and concepts choosing the appropriate media and styles to meet the company's objectives.
Department:	Graphic Design
Contract:	Freelance
Salary:	Dependant on age and experience.

About Living the Dream

Living the Dream engages and empowers young people, by presenting platforms to develop skills in: street dance, contemporary dance, break-dance, musical theatre, acting and singing. We also give talented members roles backstage like choreographers, script writers, photographers, cinematographers, sound engineers, production assistants, and designers. Living The Dream shows young people at their best, encourages members to start believing in themselves and demonstrates the positive contribution that young people can make to their communities.

Living The Dream's Vision:

We are currently working towards the first dance app to be ever created on the Virgin Media's TiVo service. It will include videos of dance performances, interviews, classes and behind the scenes of top dance groups in the UK. We are determined to work with the best to deliver a range of impressive high quality footage showcasing the best of dance, engaging new audiences as well as creating exposure and promoting Living the Dream. We also want to provide opportunities for young people who show potential in their field (note you can still apply even if you are in full time education). This will be a huge platform to showcase your work and skills, build your portfolio and get involved in other Living the Dream activities as the company grows, e.g. flash-mobs, professional company and talent agency etc.

MAIN PURPOSE OF POSITION

The purpose of this position is to work closely with the creative director and the design brief to produce design solutions for a huge variety of products and activities, such as websites, advertising, posters, corporate communications and corporate identity. It may involve

managing more than one design brief at a time and allocating the relevant amount of time according to the value of the job.

DUTIES & RESPONSIBILITIES

Typical work activities include:

- Meeting with the Creative Director to discuss the business objectives and requirements of the job;
- Interpreting the Creative Director's business needs and developing a concept to suit their purpose;
- Contributing ideas and design artwork to the overall brief
- Estimating the time required to complete the work and providing quotes for clients;
- Developing design briefs by gathering information and data through research;
- Using innovation to redefine a design brief within the constraints of cost and time;
- Presenting finalised ideas and concepts to Creative Director;
- Working with a with a wide range of media, including photography and computer-aided design (CAD);
- Proofreading to produce accurate and high-quality work;
- Demonstrating illustrative skills with rough sketches;
- Keeping up-to-date of emerging technologies in new media, particularly in design softwares;
- Working as part of a team with photographers, other designers, web developers and marketing specialists.

Additional work activities may include:

- Being proactive in presenting and ultimately pitching ideas and designs to prospective clients.

General

- To be committed to putting excellence in the heart of everything we do
- To promote and comply with current legislation and Living The Dream's policies on Equality, diversity and Health & Safety both in the delivery of services and the treatment of others.
- To be responsible for identifying and undertaking training and personal developments to meet business needs.
- To undertake any reasonable duties, suitable to the level of the post so as to ensure the smooth running of the Production and Post Production department at Living The Dream.

PERSON SPECIFICATION

Essential

- A keen eye for detail, accuracy and analytical skills;
- Creativity;
- Enthusiasm;
- Self-discipline
- The ability to work as a member of a team in a competitive culture;
- Patience;
- Organisation skills and self/time management skills;
- Excellent communication skills in order to interpret and negotiate briefs;
- Good presentation skills and the confidence to explain ideas to Creative Director;
- Ability to cope with several projects at a time.

Desirable

- A degree in sound visual arts although not essential
- A passionate interest for working in a media firm
- Experience in appropriate CAD software packages, such as Quark, Photoshop, Illustrator etc.

Please send a CV detailing your skills, experience and interests, and a show reel or portfolio of your work with a covering letter outlining your suitability for this position and why you would like to join our Living the Dream media team to **Zoe Jackson** at **info@livingthedreamcompany.co.uk**.