



DESIGN GRADUATE SURVIVAL GUIDE

When zombies attack only vectors will save you!

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BY SEAN RODRIGO

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5 Golden Rules

Don't burn bridges

A good reputation always trumps a big ego

Don't be arrogant

There is enough of that in the world already

Don't be a hero

Do what you do best and pay someone else to do the other stuff

Tools don't design

The people using them do. No machine replaces the effort of design

Find a partner

Two heads are better than one, a team is better than an individual

The Real World

Creative pitches typically have a low success rate.

‘Crowd Sourcing’ now offers clients low cost alternatives to traditional contract work.

Last year, only a handful of Australian feature films made any money.

Every minute, 24 hours of video is uploaded to YouTube.com. How many of those minutes are yours?

It took Director Christopher Nolan 11 years to get ‘Inception’ to screens.

Clients

Winning Clients

What is your value proposition?

What is your product?

Make yourself as marketable as the products you're selling.

Managing Clients

Every client wants the most out of their dollar. A good client is only so because of your good management.

Holding onto clients

Continually update past clients with your work. Form friendships and become the first point of call for creative services

Thinking creatively

'Nothing is new under the sun' may be true but 'a diamond was once a lump of coal'.

Designing is about creating the new from the old. Whether you are a film maker retelling a comic book story or a web designer making a social networking site, every interpretation is individual and different.

Take inspiration from your surroundings and infuse them with the imaginary. Delve into a world you've never thought about, or invent your own.

The only good stories ever told, are the ones that reached an audience. 1 idea actualised is worth 1000 imagined.

Aiming High

Whist you may not get a job at Pixar straight out of uni, it can't stop you from emailing them.

If you don't ask companies or groups you admire for work/help, the answer is already no.

Email five local studios, offering yourself as a free hand on their upcoming projects.

Twitter @reply 5 artists you admire, you'll be amazed when they respond.

Complete a project on the weekend and email it to everyone you know and admire the next day

Get a blog online and update it with work and watch your progress.

And if all else fails, think of a gimmick to get you where you want to be.

By Sean Rodrigo

sean@seanrodrigo.com

twitter.com/seaneternalknot

www.seanrodrigo.com

All emails are welcome. Just don't spam me.