Article #7

Seniors’ Quick Guide to Graphics Design Success

There’s a common misconception on the internet regarding graphics design. The idea is that, since people from low wage countries can crank out high quality graphics then American graphics designer or Western European graphics designer are basically out of luck. The idea is that, these skills are somehow commodities. The assumption is just because somebody can do a particular type of work in a low wage country, this means that the value of this type of work in a developed country like the United States necessarily has to go down.

I can see why people think this way. They think that this is a simple case of buying commodities. Well unfortunately, there’s a big difference between buying corn or rice in a market and buying graphics design. You see, you can talk to 2 different graphics designers and tell them to come up with a vector graphic of a coffee cup.

Let me tell you, the resulting work product can be different like day and night. It all boils down to creativity, experience and yes, cultural awareness. You see, Americans have a cultural preconception regarding graphics design just as Filipinos, Indians, Canadians, New Zealand people, Hong Kong people. You name it. And a lot of people who say that a graphics design is a commodity are completely clueless about this.

This is why they overlooked the fact that there are still graphics designers in Canada who make north of a hundred thousand dollars a year. There are still senior citizen graphics designers in the United States who make 6 figures.

All of this is happening despite the fact that there is this misconception that somehow, some way graphics design is some sort of dead end. Vocation. It isn’t. It all boils down to cultural sensitivity, experience and yes, personal creativity.   
Make no mistake. Just because somebody is a graphics designer, doesn’t mean that that person will produce the kind of graphics you’re looking for. If they are lousy, if they have no imagination, they don’t have passion for what they are doing, you can bet that their output will be disappointing. On the other hand, if you know that somebody really knows their stuff and they have a tracker for producing really beautiful graphics that are engaging and will withstand the test of time, there will always be demand for their work. In this case, there is such a thing as inelasticity.   
This is an economics concept saying that the demand for a certain item doesn’t really turn on the price. It turns on competence. It turns on intangibles.

Factor # 2 Branding   
  
If you establish reputation for yourself, as a graphics designer that is able to come up with something new or something that truly hits the spot each and everytime you produce, your reputation will sooner or later precede you.

In other words, people will pay a premium just for your graphics. This is why it’s a good idea for senior citizens looking into getting into outsourcing graphics design to wrap their minds around these 2 factors. Don’t let common misconceptions about online graphics design services scare you off.

You don’t have to automatically get depressed and conclude that your skill set is essentially worthless or you just wasted years of your life becoming a top notch graphics designer. It all boils down to building a brand. It all boils down to marketing. It all boils down to getting your brand in front of the right eyeballs at the right time to produce the right kind of contracts. In other words, it’s about visibility and not just technical proficiency or having the right skills.

To get the insights on how to market your specific graphics design brand so you can command a premium, click here. Senior citizens can and do earn a good living from online graphics design work. However for this to happen they have to have a system and a plan. You have to be able to do it systematically and methodically.