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NZ Design - Garnering The Designer That Is Perfect For Your Business

The dotcom crash of the late Nineties was a pivot point in web and multi-media NZ design. Before the crash shook the industry, anybody with a basic know-how about HTML could find a job hand coding pages or flying an early version of Dreamweaver. The NZ design industry that had a background in print could not quite understand what NZ design for the screen truly meant. After the crash, some hard lessons were learnt as the industry put itself back onto its feet. The new web would not only have a much sounder business footing to build on ; it might also use the designer lessons of the screen generation and apply them to the new wave of internet sites that blasted across millions of P.C screen around the world.

The better news is that today if you're looking for a web or new media post, the range of jobs on offer has mushroomed. Where once HTML abilities reigned ultimate, today a rounded approach to NZ design is needed by the industry as a whole. Yes, technical capability is still required, but this has to be supported with a well outlined designer sense. If you are unable to use your technical ability to unravel issues, you may find it impossible to land a job in this industry.

No blagging permitted!

One question that's often asked is what talents you must gain to give yourself the highest probability of securing a job. Web designer today incorporates many technical disciplines, which you will be needed to be fluent in. The industry as a whole is heading away from highly specialised designer to staff that's multi skilled.

The NZ design industry doesn't put up with anyone that can't deliver what they assert they can. If you are fortunate enough to land a position, from day one you will be required to demonstrate to your employer that they made the correct choice. You may either do the work or you can't there isn't any middle ground. And in a sector that puts great trust in reputations, you must protect yours at any cost.

You can't have not been able to spot the increase in online portfolios that have now become part of The designer landscape. In this industry it's what you can do that counts to potential bosses. They simply don't care which school you went to or who your teachers were. All they need to know is what you as a designer can do for them. You show them with your portfolio. It should showcase your best work but also illustrate the type of designer you are . Corporations that are commissioning web site designers for complete net based projects or for content have to know you 'fit ' with the company, and the work you'll produce complements their brand identity. Take a look at your present portfolio. What's it say about you? Does it reflect your own NZ design sensibilities?

Many budding NZ designer are of course self-taught. If you are reading this and haven't had a formal design lesson in your life, this doesn't suggest that you have to desert your fantasy of becoming a web site designer. Academic qualifications have to a degree (excuse the pun) taken a back seat in favor of hands on talents. Website design is now a varied industry and offers a substantial number of express jobs that you can work in. From creative director to artworker, there's a job that is's perfect for you. Talk to other designers ; expand your knowledge and work on developing your creativity. But do not forget that frequently you will be asked to work inside a team, so polish your communication talents also.

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