

CAREERS IN CORRUGATED: GRAPHIC DESIGNER

Executive summary:

Graphic Designers create eye-catching art and graphic treatments for a wide range of customers who buy corrugated to protect and market anything from consumer goods to agricultural products. Successful Graphic Designers in the corrugated industry demonstrate creativity, a thorough understanding of computer graphics software and the ability to envision art in three dimensions.

“I love what I’m doing! In school, I was creative, liked art – now I get to do it every day.”

Kayla Ferrell, Graphic & Print Specialist, Wooster, OH box plant

Graphic Designer responsibilities with customers:

- Interface with customers/ sales staff on initial designs
- Understand customer products and challenges in marketplace

Graphic Designer responsibilities within the box plant:

- Information gathering from internal/ external sources
- Accompany sales personnel on design-related meetings when needed
- Propose design solutions to account staff, customers
- Communicate with production staff to ascertain design feasibility
- Collaborate to ensure proper plate ordering and master print card
- Handle graphics-related projects for company management

Graphic design project responsibilities:

- Develop and communicate design ideas for customer approval
- Create viable, workable 3-D art for packages and/ or displays
- Provide project status reports as needed
- Work with outside suppliers/ vendors as needed
- Confirm production specs

“...I think knowing the [corrugated] industry and what needs to be done to make design artwork on the screen work for the ‘real world’ is most important.”

Jennifer Valdivia, Senior Graphic Designer, Pico Rivera, CA box plant

Graphic Designer skill sets:

- Good verbal/ written communication
- Ability to visualize and work in 3-D
- Knowledge of corrugated industry terms

- Ability to read and work from package design instructions, specifications
- Solid math skills: calculation, percentages, measurements
- Excellent reasoning ability
- Above-average problem-solving skills
- Good organizational skills
- Multitasking and ability to meet tight deadlines

Graphic Designer education/ experience:

- College education or heavy college course work in computer design, graphic arts, CAD, drafting or relevant work experience

Preferred candidates have:

- College degree in graphic design or related field, with knowledge of computer design and printing processes
- Experience in a related manufacturing environment
- Design-related work experience
- Drafting experience

Computer skills required:

- Computer design knowledge
- Skill in using graphics software programs like Adobe PhotoShop and Illustrator
- Basic software programs; Microsoft Word, Excel, Outlook

“I chose the corrugated industry initially because it gave me an opportunity to pursue a CAD environment...and CAD software...from there I learned the specific design aspects and just fell in love with it.”

Brian Oldham, Graphic Designer, Batavia, IL box plant.

Skills needed for advancement include:

- Considerable experience in package graphic design
- Excellent knowledge of corrugated manufacturing processes
- Understanding of structural package design
- Job-related math skills
- Excellent communication skills
- Ability to make sound judgments
- Ability to motivate and encourage others
- Ability to meet tight deadlines and handle pressure

“My job is very creative, very challenging...it’s never the same thing and it’s a great atmosphere to work in.”

Deanna Scheunemann, Graphic Design Coordinator, Germantown, WI box plant