

# GRAPHIC DESIGNER

## JOB INFORMATION PACK

*Join the  
UK's leading  
creative design agency  
dedicated to  
publishing*

emcdesign

## WHO ARE WE?

Based in a village just on the outskirts of the old market town of Bedford, emc design is one of the UK's leading design agencies for the publishing industry.

Bedford is a short distance from junction 13 on the M1 with good routes east to the A1 and Cambridge. London St Pancras is 35 minutes by train. The centre of Bedford is just over 4 miles from our studio.

We are passionate about what we do and have built up an unrivalled reputation in producing high-end multi-component (print & digital) resources for international educational publishing markets.



## OUR VALUES

**A first-class company** – It's very important to us that we maintain our position as one of the best editorial design agencies in the UK; not only for our clients and suppliers, but also for our staff.

**Constantly improving** – It's the small things that count. By constantly making small improvements we believe we can have a significant impact – on our work, our industry and our community.

**Best service** – Quality, accuracy and creative excellence are fundamental to providing the best service, and we work hard to communicate clearly with our clients and suppliers.

**Our community** – From supporting local events and charities to engaging with our industry, community and people are really important to us.



*Our working environment is really important to us and our studio space is open and light with eating and relaxing areas, air-conditioning, super fast broadband and space to grow for the next few years. There's also lockable bike sheds and showers for those cycling to work.*



# WE'RE BIG AND SMALL...

We work in small teams, dedicated to individual clients and projects, and being one of the biggest agencies in our sector means we're able to resource the largest courses and the tightest schedules.

At **emc design**, we invest in bringing together the right mix of skills to offer any level of support based on our clients' individual needs.

## DESIGN & PRODUCTION

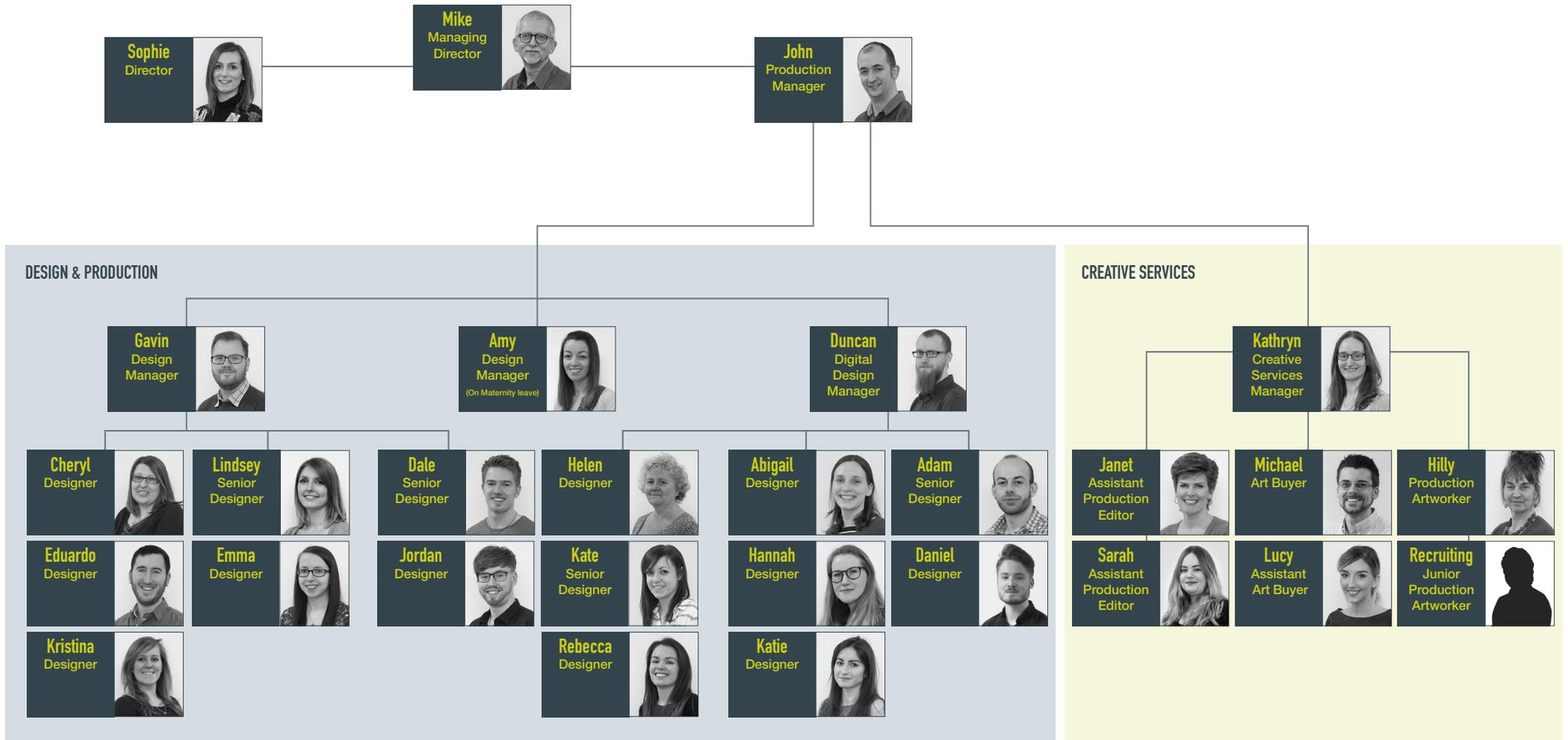
- unrivalled reputation for forward-thinking creative and editorial design
- passionate about quality and technical accuracy
- committed to building and maintaining long-standing relationships with clients

## CREATIVE CONTENT

- built on an established network of trusted suppliers around the world
- sourcing engaging material on time and within budget
- always up-to-date with our clients' licensing and market requirements

## PROJECT MANAGEMENT

- tailored, flexible project management built on great communication
- managing schedules and budgets
- unique problem-solving expertise rooted in trust and experience



## WHO ARE OUR CLIENTS?

Our clients are some of the top publishing companies in the world, and they choose their external partners very carefully. Clients return to us because we have a team of exceptional people who deliver stunning design, technically accurate files, and exceptional creative assets, on budget and to deadline.

We are proud to include as regular clients: Cambridge University Press, Oxford University Press, Macmillan Education and Palgrave Macmillan, Pearson Education (UK and USA), Cengage and National Geographic Learning, UCL's Institute of Education Press, RedNova Learning (USA based), Kogan Page, Nowa Era, Scholastic, Folens, Edco and Illuminate Publishing.

A large proportion of our work is in the field of English Language Teaching (ELT). This area presents some of the most complex material, structurally and visually, and thus provides some of the greatest editorial design challenges.

We are also currently working directly with authors.

*“Publishing is a fast-moving business that thrives on creativity and collaboration. With over 100,000 books published each year in the UK alone, publishing contributes more to the British economy than any other creative industry.”*

*Anna Faherty, Senior lecturer  
MA Publishing Programme, Kingston University*

CAMBRIDGE UNIVERSITY PRESS OXFORD UNIVERSITY PRESS  
PEARSON EDUCATION NOWA ERA MACMILLAN EDUCATION  
PALGRAVE MACMILLAN CENGAGE AND NATIONAL GEOGRAPHIC  
IOE PRESS HAREMI REDNOVA BALBERRY PUBLISHING  
FOLENS SCHOLASTIC KOGAN PAGE ILLUMINATE PUBLISHING

# GRAPHIC DESIGNER JOB DESCRIPTION

## Main Purpose of Job

We are the UK's leading print & digital design agency for publishing.

The main purpose of the job is to use your design-based skills in key software packages for the design and production of educational material. This includes the design of most components you might encounter within publishing from whole multi-level series to cover design; marketing material to app design. Additional job functions will be text formatting, page layout and making proof corrections in the production of the books and other material we create for publishers.

The job is extremely varied, requiring a good mix of technical ability and creativity.

## Reporting to

Design Manager

## Main Duties of Job

The main responsibility of the position is to contribute to the design and production workflow using Adobe CC software. To be a valued member of your team under your Design Manager.

This will include the day to day layout of pages or screens to existing designs of educational course material including printed books, CD ROMs, interactive PDFs, web screens, apps and eBooks. This is to be under the ultimate supervision of Design Managers and will include:

- setting up jobs – developing clean, well-structured templates ready to start production;
- formatting text into accurate styles using GREP to facilitate this;
- carrying out corrections to proofs according to editorial mark-up using standard proof correction marks;
- layout of pages integrating photos and illustration with the text to create visually striking and balanced pages;
- producing complex 'realia' (examples of written English) independently;
- producing original solutions to books, covers and digital material which can be used as templates for production;
- using Adobe Creative Suite to its full potential. We have team membership of Creative Cloud so you will have full access to all of the Adobe CC software.

You will also be expected to carry out, in the interest of achieving deadlines, any other studio task delegated to you by more senior designers. At times of pressurised deadlines you will be expected to work outside contracted hours if asked, paid at the overtime rate.

The job will mainly involve using InDesign, Photoshop, and Illustrator, plus other relevant software. The job will also include using html, CSS and other more code-based skills, having been given appropriate training.

Part of the job is to maintain quality control of your own work from manuscript layout to proof corrections and checking your own accuracy and document integrity in this area. Our clients expect absolute accuracy from suppliers in the publishing process and maintaining this effectively supports our reputation and has been responsible for our business growth. We are considered a quality supplier and a safe pair of hands.

Initially your work would be checked by more senior staff, and all staff, including senior designers, have work checked by our quality control department (Creative Services) prior to going out to clients.

You will also be aware of and responsible for producing work within the timescale laid down by clients; so being aware of progress in production within budget

constraints using our comprehensive workflow management systems.

## Career opportunities

Becoming more experienced in the role and working towards being a Senior Designer will involve making improvements in creativity in original design such as series/sample designs and complex realia to the highest level. This is coupled with very sound production abilities (including working close to the speed of a Senior Designer), familiarity with all studio and client procedures and, in addition, a senior design role is expected to include an element of project management on multiple titles. Progression of this role will be to support junior members of staff, and sharing knowledge with them and others in the studio.

You will be expected to keep an accurate record of time spent on the projects you work on, both in a manual diary and using our studio management system.

This role would suit someone who is keen to work in a busy design and production environment and has the mindset to keep improving technically and developing creatively.

**Salary £19,500 to £25,500 pro rata commensurate with experience.**

# SPECIFIC COMPETENCIES – GRAPHIC DESIGNER

Competency description	Knowledge/ Skill/ Attitude/ Behaviour
<b>Design</b>	
A degree or HND in Typography or Graphic or Information Design (not media, illustration or other related degrees)	S
High degree of creative ability, with an interest in editorial design; in other words, to take narrative or instructional information and to be able to read and interpret the meaning, cultural references and other signposts, to create a valid design solution for the client and market	S
A good technical approach to using software – a willingness to dig deep into the depths of Adobe Creative suite and other software to become a more capable and efficient designer	K/S/A
<b>Production</b>	
Aptitude in InDesign (advanced level)	K/S
Aptitude in Photoshop/Illustrator/Word, others (medium level)	K/S
Experience of using Macs – trouble shooting, font issues etc	K/S
Ability to be self-critical in the interests of improving as a designer	A/B
Tenacious attitude and obsessive eye for detail when applied to (100%) accuracy in carrying out and checking editorial corrections and spotting design elements/non correction attributes of work in production.	S
<b>General</b>	
Between one and two years experience, preferably in an editorial design role such as book, magazine or technical publishing. A familiarity with working with long, structured documents.	
Excellent organisational skills – the ability to monitor progress in production to keep within budgets and to manage multiple jobs within timescales/deadlines	S
Ability to estimate the time that will be required in production on jobs to evaluate in advance whether work can be completed within time/budgets	S
A personable character able to get on with other designers in a team	A/B
Can-do attitude with a willingness to do everything necessary to get the job done	A
Ability to problem solve (technically & creatively) – not to give up in the face of difficult challenges	K/S/A
Time management skills – keeping a diary (manual and electronic) and being effective with your own time	S
To contribute to the successful running and sustainability of the company	A/B
A knowledge of the publishing industry and understanding of current issues facing the industry would be advantageous	K

## INTERESTED?

Great! All you need to do next is send us your PDF CV and portfolio to [jobs@emcdesign.co.uk](mailto:jobs@emcdesign.co.uk)

We are looking for someone to start asap, so if we think you have the right skills and fit for the studio we will be in contact straight away.

*Best of luck with your application*

emcdesign

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