

DESIGN

Lexile 550

Design means making an idea for something new. People can design many kinds of things. They might design new clothes or new games. They might design how the rooms in a house look. They might design magazines or television shows. Many people find jobs designing different things. These people must be **creative**. That means they must like making new things. It can be difficult to find jobs in design. However, these jobs can be great for creative people.

Working in Design

Many people get jobs in design. They can use their interests and skills to design useful **products**. Products are items made to sell. They can use their **imagination**s to make new things. Imagination means thinking of interesting new ideas. People can work to design new products. People can design how rooms are set up. They can design using computers or film. Designers can also work for many kinds of businesses.

Designing Places and Products

Some designers set up living places for people. These designers are called **interior** designers. Interior means the inside of a building. Interior designers may choose paint colors or **furniture** for rooms. Furniture includes large items in a house like tables, chairs, and beds. Interior designers may choose special lights or fancy floors. They work to make rooms pretty, safe, and useful for people living in a building.

Another popular kind of designer is a **fashion** designer. Fashion means fancy clothes. Fashion designers may learn all about different kinds of clothes. They may draw new ideas for clothes. They may also choose the material and make the new clothes. Fashion designers may sell their own clothes. They may also work for larger companies.

Designing on Computers

Some designers work with their hands and different tools. Many other designers do most of their work on computers. For example, **graphic** designers today mostly use computers. Graphics are pictures. Designers may make pictures for books, websites, or even television shows or movies. They may make graphics for **advertisements**. Advertisements ask people to buy products. They are also called “ads.”



Courtesy pexels.com.

Designers also work on websites and computer programs. These designers are sometimes called user **experience** designers. Experience means seeing or doing something. These designers work to make websites look good. They work to make computer programs easy to use. User experience designers may work for companies. They may also work with users and customers to find out what they like and do not like.

Designing for Businesses

Designers may work for many kinds of businesses. One kind of design is art direction. Art directors may handle the graphics in magazines and newspapers. They also may work on graphics for websites. These designers make sure businesses make the best magazines, newspapers, and websites they can. Art directors also help the business earn and use money.

A similar job is in advertising for a business. Businesses often hire designers to make their ads. These designers try to make ads that excite customers. The ads might run on television or on paper. They might be on the Internet. They might even be displays at a store or **billboards**. Billboards are large signs next to the street.

Film Design

Some designers work with **film**. Film is the material used to take photos and make movies. Some designers are photographers. They take pictures to tell stories or change people's feelings. Many of these pictures may end up in books, websites, or ads. Photographers must be very creative and know how to use different machines.

Other designers work in movies. They are called film or video editors. These designers watch movies as they are being made. They pick the best parts and put them together. Editors can make movies much better. They can also make ads for the movie. They may also help make books or websites about the movie. Most of their work today is done with computers.

Finding a Design Job

Finding a job in design can be difficult. These jobs can be very interesting and fun, though. They let people be creative every day. They let people use their special skills and interests.

People who like shapes and colors may be good at design. People who like building things or putting things in a certain order can also be great designers. Drawing, painting, and using computers are also important skills. People can take classes and learn more about design. They can also talk with other designers and share their ideas.

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■ By Mark Dziak

Mark Dziak is a writer of fiction and nonfiction who has been writing educational material for students of all ages since 2004.

COMPREHENSION TEST

Multiple-Choice Questions

1. User experience designers usually work with

- A. film.
 - B. businesses.
 - C. websites.
 - D. newspapers.
-

2. An advertisement would most likely show

- A. students at school.
 - B. maps of the world.
 - C. the parts of a house.
 - D. a new car for sale.
-

3. What do fashion designers make?

- A. fancy clothing
- B. model houses
- C. painted artwork
- D. computer games

Fill-in-the-Blank Questions

4. You might see ads on _____ while you are driving down the street.

5. Choosing beds, tables, and other _____ is important for home owners.

6. When you go inside a house, you see the _____ parts of the house.

COMPREHENSION TEST ANSWERS

Multiple-Choice Questions

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3. What do fashion designers make?

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Fill-in-the-Blank Questions

4. You might see ads on **billboards** while you are driving down the street.

5. Choosing beds, tables, and other **furniture** is important for home owners.

6. When you go inside a house, you see the **interior** parts of the house.