



Advertising & Marketing Group – Graphic Designer

This Group is a multi-disciplinary professional firm offering a diverse range of advertising, marketing and management consultancy services. They operate throughout the West African Sub region as well as having numerous overseas clients with interests in the West African Sub region. This organisation relishes pushing the boundaries of creativity in Ghana by communicating compelling messages across all media in innovative ways. Radical creativity separates them, and project management is their core skill. They therefore represent a significant departure from traditional approaches to advertising in Ghana, as a result of their professional understanding of brands and marketing opportunities. They believe that a thorough understanding of their markets, their consumers and their clients’ goals, is key to their success in providing them with a strong competitive edge.

An organisation is only as good as its people and their team of specialists have accumulated over 70 years of expertise in advertising, strategic marketing, public relations and television production for many of the largest (and smallest) companies in Ghana and West Africa. They bring together smart, hardworking individuals who can ensure that they deliver bold solutions by integrating key strategic and creative disciplines. The group is therefore able to communicate compelling messages across all media by identifying the right insights to push unique ideas and deliver a lasting impact. Their team is recognised for pushing the boundaries of creative advertising, and they have won numerous coveted awards for campaigns that are instantly recognisable to the Ghanaian public. They welcome challenges, and work well with people who appreciate challenging solutions.

Some of the services currently offered by this group include:

- Print Media Design
- Media Planning
- Public Relations & Event Management
- Production
- ‘Fixing’ for foreign TV crews

The Volunteer

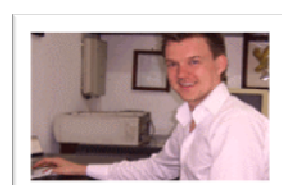
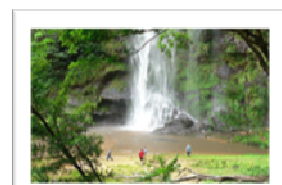
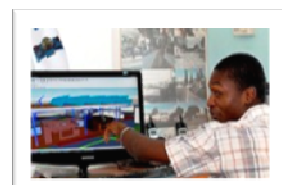
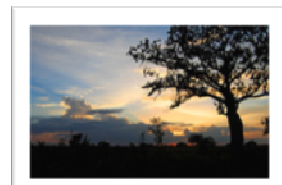
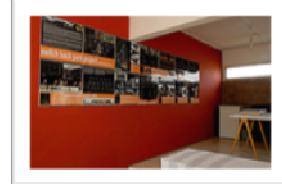
The Advertising and Marketing Group seeks the expertise of a graphic designer to produce design solutions to communicate their clients' messages with high visual impact, and satisfy client specifications. These designs will be used for a huge variety of products and activities such as websites, advertising, books, magazines, posters, exhibitions and displays.

The role will include some or all of the following:

- Meeting clients to discuss the objectives and requirements of the particular project;
- Developing design briefs by gathering information and data through research;
- Thinking creatively to produce new ideas and concepts;
- Presenting finalised ideas and concepts to clients or supervisors;
- Working with a wide range of media, including photography and computer-aided design (CAD);
- Proofreading to produce accurate and high-quality work;
- Demonstrating illustrative skills with rough sketches;
- Keeping abreast of emerging technologies in new media, particularly design programmes such as Quark Xpress, FreeHand, Illustrator, Photoshop, 3D Studio, Acrobat, Director, Dreamweaver and Flash.

Requirements

The volunteer should have a good educational background and reasonable experience in graphic design. The volunteer student should be self-motivated and demonstrate an ability to take the initiative. The graphic designer must be creative and full of ideas. You will need to be flexible and tolerant, show initiative, enthusiasm and patience to face the many hurdles and challenges that you will encounter. The volunteer should bring their own laptop and software.





ADDITIONAL PLACEMENT INFORMATION | 2009

Placement Location

The Advertising & Marketing Group is located at Tesano, which is an estimated 15 minute drive from the Ikando accommodation. An Ikando volunteer assistant will accompany you to the office location for a couple of days to get you used to taking the journey on your own.

Accommodation

The individual will be living at the Ikando accommodation in central Accra. The house is clean and well furnished, with running water and electricity (most of the time). You may be required to share your room with other Ikando volunteers. There is 24-hour security at the house. A cleaner will be available a couple of times a week to clean the accommodation and wash and iron your clothes for you.

Extra Details

Project Duration	Min Duration 8 weeks - Max Duration 52 weeks (can be extended in-country)
Dates	All year round
Pricing	£ 1003 for 8 weeks, £87 per week thereafter. For pricing in a different currency please check out www.oanda.com .
Deposit	£ 150 (included in total price)
Location	Accra.
Airport to fly into	Accra Airport (ACC) - (also known as Kotoka International Airport)
In-country Budget	From \$50 p/week on a tight budget to \$150 p/week if you wish to explore Ghana.

What's included in the project fees?

- Accommodation & fully furnished kitchen
- Welcome pack
- Airport pick-up
- 24/7 Emergency support
- Introduction to life in Ghana

What's not included?

- Flights & Visa
- Food
- Vaccinations (please speak to your local GP)
- Insurance (required)

We work diligently to include as much information as possible online. Please check out the following links on www.ikando.org for further information regarding:

- Health & Safety: www.ikando.org/healthandsafety.html
- Accommodation: www.ikando.org/accommodation.html
- Organizing your flights: www.ikando.org/flights.html
- Organizing your visa: www.ikando.org/visa.html
- In-country Food: www.ikando.org/food.html
- Airport-Pick up: www.ikando.org/airport.html

If you have any further questions on this placement, please do not hesitate to contact us.

