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## Entrepreneurship and Emerging Trends: A Study on Online Graphic Designing and Web Designing Jobs among Students

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### **Abstract:**

*Online entrepreneurship is a great way of reaching customers. With millions of people having existence on internet, being an entrepreneur in the digital universe has become an easy job. It not only promotes flexibility but also, has been a more effective way of doing business in certain regards, since public is approaching comfort zones in the professional world.*

*Out of endless opportunities under online entrepreneurship, graphic design is the most widely performed online activity to earn money. Graphic Design is an interdisciplinary concept which is concerned with multiple areas of the industry including marketing, branding and creativity. In the era of marketing, attracting customers is the primary focus for every business, for which lakhs of rupees are willingly invested on efficient designs to make a difference among competitors. Graphic designers have been highly benefitted from online entrepreneurship as their services are in a great demand. Graphic design as an online activity has all the features that make it fully virtual which can be performed without face to face interaction.*

*In this research it was found that students who have design skills are making good money by rendering their services to online clients. Graphic design as a part time profession is one of the most favourite online jobs among students. They are not only earning money but getting a good experience for their career as well and learning widely demanded skills such as marketing, creativity, branding and working in an industrial environment. It can be concluded that despite its physical presence, online entrepreneurship is the short cut for business success within the comfort zone of human beings.*

**Keywords:** *Entrepreneurship, online jobs, students, graphic design, and web design*

### **1. Introduction**

Making money is the ultimate goal of every human being. Being the primary means of exchange, money is required to satisfy the basic needs of ours'. For earning money, we undertake different activities to make both the ends meet. Over time, the means of earning money have evolved along with the lifestyle of people, influenced by advances in technology and demands of today's era. Entrepreneurship is the activity of organizing and managing the business. And when the business is internet based, online entrepreneurship is the way. Today, this concept has emerged to vast levels.

Online entrepreneurship is a great way of reaching out customers. With millions of people having existence on internet, being an entrepreneur in the digital universe has become an easy job. It not only promotes flexibility but also, has been a more effective way of doing business in certain regards, since public is approaching comfort zones in the professional world. In this way, the online entrepreneurship has become one of the most preferred ways of performing business. Whenever possible, to whatever extent, it is given the priority. Not only it is helping the business, but also contributing towards an all new digital society.

When we talk about Online Entrepreneurship, we think about jobs that could be performed within the surroundings of the home at a personal comfort. If one has the skills that can be utilized in an online environment, one should go for this fruitful industry.

#### *1.1. Role of Graphic and Web Designing*

Out of endless opportunities provided under online entrepreneurship, graphic and web design based jobs are the most popular and widely demanded. Graphic Design is an interdisciplinary concept which is concerned with multiple areas of the industry including marketing, branding and creativity. In the era of marketing, attracting customers is the primary focus for every business, for which lakhs of rupees are willingly invested on efficient designs to make a difference among competitors. Graphic designers have been highly benefitted from online entrepreneurship as their services are in a great demand. Graphic design as an online activity has all the features that make it fully virtual which can be performed without face to face interaction.

Web design is another major activity which is closely related to graphic design in a more technically advanced concept. Knowledge of building web pages and combining the coding skills with impressive designs build user friendly interfaces. Getting the company

registered on internet and maintaining a proper website is one of basic needs of any business. In this way, web designers are in very high demand and when their skills are combined with graphic design, they are immediately hired at very good pay scales.

Over the past decades, internet has had a lot of developments and each up-gradation has provided with brand new opportunities in different sectors, business being one of most benefitted. From advertising, promotion and most importantly reaching out people is what every enterprise craves for. With the online connectivity it has become easy for the companies to reach the desired group of people to accomplish their short and long term goals.

Getting the work done is another major benefit. Online entrepreneurship is all about working online and earning money. Being online, it is ultimately a global concept. Through internet the entire world becomes a global village. It automatically opens the doors for global employment. Global online entrepreneurship provides the opportunities to work for the companies all over the world. Developing countries such as India and China have been benefitted from the ability to work for developed countries which provide a higher pay rate, within their home country. When the skills are efficient enough, companies from all over the world are ready to a lot of money. In this way, global online entrepreneurship benefits people around the globe.

The trend of Online Entrepreneurship among students especially in India has considerably increased over time. Basically their increasing needs and urge for doing something that leads to experience and some earning, make them willing to utilize their skills. Either they go for a start-up or advertise their services to attract work offers on freelancer websites such as freelancer.in, doparttime.com etc.

Talking about Online jobs and Entrepreneurship, the most popular activities viz. graphic and web design top the list. In India, there is a huge demand for these jobs. Being a developing country on high pace, it provides endless opportunities in all sectors. New companies and branches all over the country have been setting up every day. This regulates the requirement of personnel. Since, every company feels the need for online existence, setting up a website is the first thing that comes to the mind of an entrepreneur. Then comes, the need for promotional activities, for which designers are required to create outstanding design so that it reaches out the people effectively and efficiently. This is how they start looking up for web and graphic designers.

In order to find the desired skills through online, they go for certain options. Either they put up an advertisement for the need of freelancers or they look up offers published by freelancers themselves. Even if they consider approaching an advertising agency, the agency further might need freelancers for the work to be done. And finally, desired parties reach each other and initiate the work.

For a web or graphic designer, first of all it is required to have an online existence. They may start their blog or website and upload the best of their works to attract offers. Or the option is to publish an advertisement on an existing website that specializes in linking employers and employees. While the former is a better option in order to impress the employer, the latter attracts more offers since; it provides with a mind-set that cheaper services can be attained through publishing websites.

Anyhow, when the designer gets the work, the next step is to obtain all the necessary information from the party. This information is related to the nature of work, expectations, requirements and deadlines. After obtaining the information, the designer initiates his work. Generally, the job is performed completely online, without any face to face interaction with the party. This is due to the nature of the design jobs which does not require personal meetings. Everything can be explained through written E-mails and phone calls in some cases. During the whole process, the parties go through several communications to ensure everything is understood and desired output could be obtained.

The design process may take several days to a week or two depending on the magnitude of work. Sometimes it is all about just creating a logo which takes only a few hours if the designer is fast enough. It may take a longer time if the work is related designing the entire corporate identity including a logo, template, brochures, packages, posters, advertisements etc.

Web design is a more complicated job which involves both technical and creative aspects. Although web design is possible using certain software such as Adobe Dreamweaver, knowledge of web design languages such as HTML, CSS, PHP is always beneficial to accomplish the job. Other major skills outside the digital world such as drawing, painting and crafting also give the creative potential to designers.

Once the design process is over and approved by the party, copyrights are transferred and the physical output is handed over. In between the financial part takes place where the company has to pay the agreed amount of money to the designer. Generally, a proportion of the whole amount is paid in advance and the remaining after the work done. But in certain cases when it is an online design competition, the entire amount is paid at the end only when the design wins among all the entries. There are numerous methods for making payment, PayPal being the most popular one. PayPal is an online platform that accepts money on your behalf and deposits it into your connected bank account. Other methods such as bank deposit and posting cheques are also in practice.

## **2. Research Methodology (In-depth Interview)**

During the research performed in order to conclude findings of the effectiveness and implications Web and Graphic design in Online Global Entrepreneurship, several students were interviewed who had online work experience in web and graphic designing. In-depth interview is a qualitative research technique that involves conducting intensive individual interviews with small number of respondents to explore their perspective on a particular idea, program or situation.

### *2.1. Responses*

As per the own experience of one of the conductors of this research, Amritpreet Singh who is a student of Visual Communication at SRM University and a graphic designer, I have had several experiences with online jobs. I have a registered account with freelancer.com which is connected to my PayPal. There, I find work offers posted by employers all over the world. Most of them need help with logos and other design projects such as, corporate identities. They are also ready to pay for getting PowerPoint presentations

and templates designed as per the professional design scheme of their business. Other works even include translating the content from one language to another keeping the design theme same. These jobs are related to design and publishing industry.

Another platform where I have worked is a competition based concept. MyGov.in: which is a Government of India initiative to encourage the citizens to come up with their skills and work for the betterment of the nation. Schemes introduced by the government require some design identity content which is get done by the people. Offers are posted on the website and members are encouraged to submit their entries who utilize their skills and upload the works. The bests among them are awarded with cash prizes and recognized nationally for their efforts. If I work frequently and utilize most of my free time on these jobs, I can easily make around more than Rs. 10,000 which is enough for my pocket expenses.

Nirmal, another student of Visual Communication at SRM University is a freelancer graphic designer as well. He has more expertise in digital arts and photo graphics. Designing CD covers, posters and advertisements for local movies and short films, is where he utilises his skills. He gets offers through both online and offline means. Online offers including freelancer websites while in the offline zone, he has a good relation with the needy groups who often require design works to be done.

Piyush Sharma, BCA students is passionate for designing. He works in a team of skillful people who are web designers, graphic designers and content writers. He has already worked for several projects and designed professional websites. Earlier they used to work under an existing start-up which didn't benefit them as per their expectations. They are now planning to initiate their own start-up so that to work more beneficially. They have already started their blog and are attracting offers occasionally and are making good money.

Prabhjot Singh Pahwa, a commerce student at Chitkara University, Chandigarh is also interested in graphics and web designing. He works along with his brother who is a passed out of MCA and works on complete online basis for an MNC. During his free time, he assists his brother completing the work before deadlines and through this, he has obtained a lot of experience in this field. After graduation, he dreams of setting up a professional business with his brother.

Arashdeep Kaur, a B.Tech. (IT) student at National Institute of Technology, Jalandhar is a very talented person. She is an active member of her college's IT club and leader of the same. She has already worked on many web designing projects and gained a lot of experience. After graduation, she wants to work in an IT firm.

### 3. Findings of the Research

- Growing needs of students and their passion towards something leads them to go for part time jobs.
- High reach of internet has resulted in finding work opportunities in a much easier and convenient way.
- Existence on internet helps both parties; employer and employee meet and get what they are looking for.
- Online jobs provide work experience to the students during their learning period itself.
- Students are able to earn enough money to meet their pocket expenses.
- Because of online entrepreneurship Indian under graduate students are also working during their studies itself.

### 4. Conclusion

Finally, the conclusion can be derived that Global Online Entrepreneurship has played a very important role in the earning sector over time. Not only it integrates nations on a macro level but also leads to development of lesser advanced countries. Students and semi-professionals have found their ways in the online world and earning good amount of money.

The students who have design skills are making good money by rendering their services to online clients. Graphic design as a part time profession is one of the most favourite online jobs among students. They are not only earning money but getting a good experience for their career as well and learning widely demanded skills such as marketing, creativity, branding and working in an industrial environment. It can be concluded that despite its physical presence, online entrepreneurship is the short cut for business success within the comfort zone of human beings. Web and graphic design, in particular has been the most popular area in online jobs and is on its way to boosting the talent among the youth.

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