What can I do with a major in… **GRAPHIC DESIGN**

The Graphic Design major prepares the student for a career in graphic design. The program provides basic and advanced instruction in the techniques, technology, and critical-thinking strategies necessary for the field of graphic design. Internships in Graphic Design are strongly recommended, but it is not possible to guarantee placement. Therefore, a senior project may be necessary to supplement the internship experience.

What types of work are related to this degree?

Graphic design
Package design
Layout design
Web layout design
Logo/brand design
Advertising design
Book/page/cover design
Illustration
Pre-press and printing
Sign/promotional display design
Computer or video game graphics design
Motion graphics design
Interactive media designer
Internal and external corporate communications

Who employs people with this degree?

Retail companies
Print publications of all kinds
Design/web design firms
Business form companies
Large retail stores
Government agencies
Colleges, universities, school districts
Manufacturing firms
Promotional products companies

Ad agencies
Advertising agencies
Publishing houses
Publicity firms
Nonprofit organizations
Museums

More information online at ONETonline.org

Strategies for Success:

- Join professional associations as a student member.
- Become knowledgeable in production and printing processes.
- Develop broad software application skills in Mac and PC based programs but not at the cost of developing a solid background in design.
- Be prepared to start entry-level and work your way up the career ladder. Take a first job based on the industry and type of design you desire to work with, because work from your first job will comprise your professional portfolio.
- Approximately 3 in 10 graphic designers are self-employed. Freelance designers must develop strong abilities in networking, sales and persuasion.
- Subscribe to and read graphic design materials such as Print, Eye, Communication Arts, Step into Graphics, Computer Graphics and Applications, and others relevant to your interests.
- Start a portfolio of work samples in your freshman year, and add to it all 4 years of your education.

Professional Associations:

American Institute of Graphic Arts
The Society of Illustrators
Industrial Designers Society of America

Society for Environmental Graphic Design
Society of Publication Designers (SPD)

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career Development or check out our online resources on our website or on theROCK, Career Development tab.