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 Type 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

More information at ONETonline.org

Who employs people with this degree?

- Retail companies
- Ad agencies
- Print publications of all kinds
- Advertising agencies
- Design/web design firms
- Publishing houses
- Business form companies
- Publicity firms
- Large retail stores
- Nonprofit organizations
- Government agencies
- Museums Colleges, universities, school districts
- Manufacturing firms
- Promotional products companies

General Strategies for Success:

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- 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. This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications

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)

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