GRAPHIC DESIGN
What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES

PRINT DESIGN

Type design
Magazine design
Newspaper design
Book design
Publication design:
    Brochure, flyer, newsletter, menu, packaging,
    poster
Cover/label design:
    Book, CD, video
Advertising layout
Photo editing/Photoshop art
Illustration
Identity/Branding design:
    Logos, business cards, stationery, billboard,
    car wrap, etc.
Infographics

Publishers:
    Magazine
    Periodical
    Book
    Directory
    Newspaper
    Textbook
    Greeting card
Design firms
Advertising agencies
Publishing houses
Business form companies
Publicity firms
In-house creative departments
Large retail stores
Toy companies
Nonprofit organizations
Government agencies
Universities
Self-employed (freelance)

Graphic designers create numerous visual and text communication works, small to large, from posters to identity systems. Research all the niche areas and gain the tools and technological skills to succeed in that area.
Assemble a portfolio of work samples.
Complete a related internship to gain relevant experience and to contribute to your portfolio.
Work on campus publications in design or layout or find a part-time position with a local publication.
Develop excellent communication skills and learn to work well on a multidisciplinary team.
Volunteer to create brochures, newsletters, or other publications for campus organizations.
Develop problem-solving skills, attention to detail, and the ability to meet deadlines.
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 and a solid background in design.
Participate in local or campus design contests.

3-D DESIGN

Signs
Promotional display design
Packaging
Exhibition design
Environmental design
Public art

Design firms
Product design divisions of large corporations
In-house creative departments
Advertising agencies
Education and entertainment venues:
    Museums, zoos, attractions
Government agencies
Self-employed (freelance)

Secure an internship in a design studio that specializes in three-dimensional design especially for signage, exhibition, promotional display, and environmental design which are very specialized.
Gain skills in model building and three-dimensional design. Develop a willingness to experiment.
Join a related professional association such as the Society for Experiential Graphic Design.
Develop excellent computer skills and strong written and oral communication skills.
Participate in design contests.

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INTERACTIVE MEDIA DESIGN /4-D DESIGN

AREAS	EMPLOYERS	STRATEGIES
Website design	Film studios	This is a specialized area of design that focuses on the interaction between the user and media.
Blog design	Motion picture production firms	
eCommerce design	Television stations	Consider attending specialized programs to learn about television and motion graphics, animation, and video game design.
Mobile design	Computer systems design firms	
Television graphics	Video game designers	
Computer graphics	Software firms	Develop excellent computer skills in a variety of platforms and design software.
Motion graphics	Video production houses	
Video games	Internet media companies	Gain relevant experience through part-time jobs and internships.
Animation	Online publishers	
Educational design	Online retailers	Volunteer to design the website for a student or local community organization.
		Work for the campus television station.
		To work in television and film, consider relocating to areas of the country where the entertainment industry is more prevalent.
		Stay current with media and cultural trends.
		Participate in design contests.

ADVERTISING

AREAS	EMPLOYERS	STRATEGIES
Print design (see page one)	Advertising agencies	Supplement curriculum with course work in advertising or business.
Account management	In-house creative departments	
Research	Publishers	Complete an internship in an advertising agency.
Sales	Market research companies	Work on the campus newspaper in the advertising division.
Public relations	Consulting firms	
	Marketing firms	Learn to work well in team environments and to communicate your ideas effectively.
	Television	
	Radio	Develop the ability to meet deadlines and work under pressure.
	Newspapers	
	Magazines	Be prepared to move to larger cities for the most job opportunities.
	Government agencies	
		Gain experience with a variety of media.
		Create a strong portfolio of a work samples.

AREAS	EMPLOYERS	STRATEGIES

EDUCATION

Higher education:
- Teaching
- Research
- Administration
- Student life publication departments
- Library sciences

Secondary:
- Teaching

Four-year colleges and universities
Two-year colleges
Public and private high schools

A master of fine arts or doctoral degree is preferred and/or required for full-time professorships.

Create a portfolio for faculty review.

Consider private consulting or operating a small design studio to complement classroom activities.

Earn a master's degree in college student personnel or information sciences to prepare for positions in those areas.

Not all high schools offer graphic design courses/programs. Be prepared to relocate or advocate for program development.

To teach high school, obtain teaching certificate/license. Requirements for certification/licensure vary by state. Seek multiple certifications to increase employability.

Get involved in student organizations related to the art and design such as Visual Arts Committees.

GENERAL INFORMATION

- Graphic designers work in countless industries on a wide array of projects. Learn the career options, skills, and experiences to work in specialized areas.
- Approximately 20% of graphic designers are self-employed. Freelance designers must develop strong networking and sales skills, as well as flexibility. Schedules may vary according to demands and workloads.
- Graphic designers are typically artistic and imaginative and must be able to tolerate criticism and direction in their design work.
- Successful graphic designers are in-touch with changing consumer preferences and react to new trends. They exhibit strong listening and communication skills, as identifying consumer needs is critical. They are effective problem solvers.
- Stay up to date on graphic design standards of professional practice and the changing technology required. Become familiar with several computer graphics and design software packages such as Quark, Photoshop, and Illustrator.
- This field is highly competitive. Many new jobs will be associated with interactive media and end user contribution to design. Consider taking classes in website design and animation to increase marketability.
- 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. Continually update your portfolio.
- Student design magazines such as CMYK and Creative Quarterly solicit student work and host regular competitions. Try to get your work published.
- Join design organizations and societies such as The American Institute of Graphic Arts, The Society of Publication Designers, University and College Design Association, or the Society of Illustrators to maintain current knowledge of the field.