GRAPHIC DESIGN
What can I do with this degree?

AREAS	EMPLOYERS	STRATEGIES
PRINT DESIGN Type Design Magazine Design Newspaper Design Book Publishing Publication Design Brochure/Newsletter Design Cover Design: 　Book 　CD 　Video Label Design Publicity Pieces Advertising Layout Photo Editing/Photoshop Art Illustration Identity Design 　Logo Design Branding	Publishers including: 　Magazine 　Periodical 　Book 　Directory 　Newspaper Design firms Advertising agencies Publishing houses Business form companies Publicity firms In-house creative departments Large retail stores Nonprofit organizations Government agencies Universities Self-employed (freelance)	Graphic designers have a hand in creating countless items, large and small, from posters to identity systems and much more. Research all the niche areas and then gain the tools and technological skills to succeed in that area. Assemble an impressive 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 team of professionals. 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 but not at the cost of developing a solid background in design. Participate in local or campus design contests.
THREE DIMENSIONAL DESIGN Signage Signage Systems Packaging Exhibition Design Environmental Design Promotional Display Design	Design firms Product design divisions of large corporations In-house creative departments Advertising agencies Museums and attractions Government agencies Self-employed (freelance)	Find an internship in a design studio that specializes in 3D 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 Package Designers Council. Develop excellent computer skills and strong written and oral communication skills. Participate in design contests.

AREAS	EMPLOYERS	STRATEGIES

ELECTRONIC MEDIA DESIGN / 4 D DESIGN

Digital
Multimedia
Film Title
Television Graphics
Video Games
Computer Graphics
Motion Graphics
Animation
Website Design
Interactive Media

Film studios
Motion picture production firms
Television stations
Computer systems design firms
Video game designers
Software firms
Video production houses
Internet media companies
Online publishers
Online retailers

This is a highly specialized area of design that is not widely taught in all design programs. Research programs carefully to find ones that emphasize this area. Consider attending specialized programs in order to learn about television and motion graphics, animation and video game design.

Develop excellent computer skills in a variety of platforms and design software.

Gain relevant experience through part-time jobs and internships.

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

Creative Services
Art Direction
Production
Copywriting
Corporate Identity Design
Branding
Logo Design

Advertising agencies
In-house creative departments
Television
Radio
Newspapers
Magazines

Supplement curriculum with course work in advertising or business.

Complete an internship in an advertising agency.

Work on the campus newspaper in the advertising division.

Learn to work well in team environments and to communicate your ideas effectively.

Develop the ability to meet deadlines and work under pressure.

Be prepared to move to larger cities for the most job opportunities.

Learn to work with a variety of media.

Create a strong portfolio of a work samples.

GENERAL INFORMATION

- Carefully research design programs to find one that fits your career goals. Programs vary in terms of the areas taught so not all programs will prepare students for all areas of design.
- Approximately 3 in 10 graphic designers are self-employed. Freelance designers must develop strong abilities in networking, sales and persuasion.
- Graphic designers work in countless industries on a wide array of projects. Research the field thoroughly to learn about career options and the experiences and skills necessary to work in those areas. Some graphic designers choose to specialize their work while others complete a variety of projects.
- Be prepared to start entry-level and work you 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.
- Some graphic design areas cross in multiple media such as educational design, identity design, information design and systems design.
- Graphic designers must be able to tolerate criticism and direction in their work, since much of their work involves creating a product for a customer.
- Graphic designers are typically artistically skilled, imaginative, and effective problem-solvers.
- Develop a solid background in communications theory.
- Learn to listen effectively to client needs and communicate ideas effectively.
- Subscribe to and read graphic design materials such as Print, Eye, Communication Arts, Step into Graphics, Griphis, Computer Graphics and Applications, and others relevant to your interests.
- Student design magazines such as, CMYK and Creative Convocation, solicit student work and have regular competitions. Try to get your work published.
- Join major design organizations and societies, e.g. The American Institute of Graphic Arts, The Society of Publication Designers, University and College Design Association, New York Directors Club, Society of Illustrators, or the Graphic Arts Technical Foundation.
- Become familiar with as many computer graphics and design software packages such as Quark, Photoshop, and Illustrator. Plan to stay up-to-date on new developments in the industry.
- Successful graphic designers are well-read and in-touch with changing consumer preferences and can react to new trends. Learn about your product and who will use it. A liberal arts education helps designers learn a little about a lot of things. Additionally, graphic designers should develop good research skills, work well on a team, and learn a foreign language if working in international design.
- Graphic design is moving towards a more user/viewer way of thinking that allows the user/viewer to contribute to the design.
- Many design schools are shifting towards a more activist attitude teaching ethical behavior, green-uses of design, and using the power of design to rally people behind causes that affect us all.

What can I do with this degree? GRAPHIC DESIGN

Graphic Design Links:

American Institute of Graphic Arts

What in the World is Graphic Design

Graphic Designer Career Information

Graphic Arts and Printing Career Links

All Graphic Design

The ArtSchools.com Guide

The Society of Illustrators

Industrial Designers Society of America

Design: Talkboard

The Art Directors Club

Eye Magazine

Design Observer

Graphic Designers from Occupational Outlook Handbook

Desktop Publishers from Occupational Outlook Handbook

Prepress Technicians from Occupational Outlook Handbook

AREAS
PRINT DESIGN
Type Design
Magazine Design
Newspaper Design
Book Publishing
Publication Design
Brochure/Newsletter Design
Cover Design:
    Book
    CD
    Video
Label Design
Publicity Pieces
Advertising Layout

Photo Editing/Photoshop Art
Illustration
Identity Design
    Logo Design
Branding

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

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Environmental Design
Promotional Display Design

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Museums and attractions
Government agencies
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