

# 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.

## AREAS

## EMPLOYERS

## STRATEGIES

### **INTERACTIVE MEDIA DESIGN /4-D DESIGN**

Website design  
Blog design  
eCommerce design  
Mobile design  
Television graphics  
Computer graphics  
Motion graphics  
Video games  
Animation  
Educational design

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 specialized area of design that focuses on the interaction between the user and media. Consider attending specialized programs 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.

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### **ADVERTISING**

Print design (see page one)  
Account management  
Research  
Sales  
Public relations

Advertising agencies  
In-house creative departments  
Publishers  
Market research companies  
Consulting firms  
Marketing firms  
Television  
Radio  
Newspapers  
Magazines  
Government agencies

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. 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.