GRAPHIC DESIGN

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
PRINT DESIGN Type design/Typography 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/Creative agencies 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. Blend print and web/UX knowledge to become highly marketable. 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. 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 and a solid background in design. Participate in design contests.
3D 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 3D design especially for signage, exhibition, promotional display, and environmental design which are very specialized. Gain skills in model building and 3D 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 /4D 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 including user interface design and user experi ence design. 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. Design the website for a student or 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		
Print design (see page one) Account management Research Media/Advertising sales Public relations Media planning	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 in student media or campus publications 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 work samples with mea surable campaign results.

AREAS	EMPLOYERS	STRATEGIES
EDUCATION		
Higher education:	Four-year colleges and universities	A master of fine arts or doctoral degree is preferred and/or required for full-time professorships.
Teaching	Two-year colleges	Create a portfolio for faculty review.
Research	Public and private high schools	Consider private consulting or operating a small design studio to complement classroom activities.
Administration		Earn a master's degree in college student personnel or information sciences to prepare for positions in those areas.
Student life publication departments		Not all high schools offer graphic design courses/ programs. Be prepared to relocate or advocate for program development.
Library sciences		To teach high school, obtain teaching certificate/ license. Requirements for certification/licensure vary by state. Many states offer alternative routes to gain certification/licensure for non-educational degrees.
Secondary:		Get involved in student organizations related to art and design such as Visual Arts Committees.
Teaching		

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, 3D modeling software, After Effects, Animate, Blender, 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, user experience, 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.

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