

# Career Guide:

# GRAPHIC DESIGN

Graphic designers combine art and technology to communicate ideas using words and images. They develop layouts for advertisements, brochures, magazines, signs, websites and more to inspire, inform and captivate consumers.

## POTENTIAL CAREERS

- Art director
- Creative director
- Graphic designer
- Illustrator
- Multimedia developer
- UX designer
- Web/ app designer
- Photographer
- Environmental designer

The Bureau of Labor Statistics forecasts growth in some areas. Web development is expected to grow 27 percent between 2014 and 2024.

### 2016 MEDIAN SALARIES:

• Specialized design services	\$49,070
• Advertising and PR	\$48,370
• Publishers	\$41,020
• Printing services	\$38,360
• Web Designer	\$48,685
• UX Designer	\$72,840
• Application Developer	\$64,091

## WHY PURSUE A CAREER IN GRAPHIC DESIGN

- Variety of career opportunities
- Artistic and creative outlet
- Influence on visual trends
- Brings together art and communications
- Work autonomy

## JOB TASKS AND DUTIES

- Meet with clients to determine the scope of a design project.
- Use digital illustration, photo-editing and layout software to create designs.
- Create visual elements such as logos and illustrations that help deliver a message.
- Design layouts and select colors, images and typefaces to use.
- Present design concepts to clients.

## CHARACTERISTICS OF GRAPHIC DESIGNERS

- Creative and artistic
- Ability to see how words and images work together
- Computer skills
- Conceptual thinkers
- Ability to accept criticism
- Skills in time management
- Resourceful and innovative
- Able to juggle multiple projects
- Can work autonomously



## WHAT TO EXPECT IN A GRAPHIC DESIGN PROGRAM

Students in a graphic design degree program develop skills as visual thinkers and communicators while also learning technical skills to bring their vision to life. You will learn to plan, create and evaluate different solutions for communication problems while working with a high level of independence.

### GRAPHIC DESIGN MAY BE A GOOD FIT IF YOU...

- Have a talent for art and want to use it as a basis for your career.
- Enjoy working with computers but don't want to work in engineering or networking.
- Want a career that allows you to work independently and potentially from anywhere.
- Understand how visual communications drive consumer experiences.
- See design in everything.

### CLASSES MAY INCLUDE:

- Drawing
- Color theory
- Design principles
- Art history
- Web design
- Digital illustration
- Typography
- Corporate branding
- History of graphic design
- Printing
- Animation

### LOOK FOR A PROGRAM THAT OFFERS:

- Accreditation from the National Association of School of Art and Design.
- State-of-the-art facilities with the latest computer and printing technologies.
- Opportunities for hands-on experience with outside organizations, including internships, independent projects and research.
- Places to share your art, such as a gallery or exhibit space.

To learn about the Graphic Design program at the University of Northern Colorado, visit us at [UNCO.EDU/PROGRAMS/ART-DESIGN/ART-DESIGN-BA/](https://unco.edu/programs/art-design/art-design-ba/)

### Before you declare your major in Graphic Design:

- Take plenty of art classes in school to find out if you like to communicate visually.
- Create a website to gain practical experience in the field.
- Build a portfolio of artwork to show to prospective schools.
- Find a summer job or internship at a gallery, photography studio, or design agency.

*“Art is not what you see, but what you make others see.”*

—Edgar Degas



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