Graphic Design

Marketable Skills

Graphic Design majors develop professional skills including:

- Strong critical thinking and creative problem solving skills
- The ability to design products to meet the needs and tastes of diverse clients and audiences
- Design software proficiency
- Strong visual communication skills
- The ability to communicate themes and concepts through design
- Strong project management skills
- Experience transforming rough sketches, data, or verbal instructions into artwork

Relevant Fields

- Advertising / Marketing
- Art Administration / Management
- Art Criticism
- Art Education
- Curatorial Services
- Fashion
- Multimedia Production
- Museum / Gallery Installation
- Public Relations
- Publishing

Sample Occupational Titles

Bachelor’s Degree:

- Communications Specialist
- Digital Artist
- Digital Sculptor
- Graphic Designer
- Photo Editor
- Teacher

Advanced Degree:

- Art Critic
- Computer-Aided Designer (Architecture)
- Digital Curator
- Education Director
- Multimedia Specialist
- Web Designer
Print Resources

Find these titles and additional books, periodicals, and handouts in the Career Resource Library:

- Career Opportunities in Education and Related Services by Susan Echaore-McDavid
- Career Opportunities in the Fashion Industry by Peter Vogt
- Career Opportunities in the Publishing Industry by Fred Yager and Jan Yager
- Great Jobs for Art Majors by Blythe Camenson
- Opportunities In Museum Careers by Blythe Camenson
- The Fine Artist’s Career Guide by Daniel Grant

Online Resources

Visit these websites and others listed in our School-Specific Resources:

- Art Career at www.artcareer.net
- Graphic Design USA at www.gdusa.com
- Idealist at www.idealistic.org
- Jobster at www.jobster.com
- Occupational Outlook Handbook at www.bls.gov/oco
- O*NET Resource Center at www.onetcenter.org
- Print Magazine at www.printmag.com
- Vault at www.vault.com
- Visual Arts Career Guide at www.khake.com/page42.html

Professional Associations

The following professional associations offer career-related information and job listings:

- American Institute of Graphic Arts at www.aiga.org
- Art Directors Club at www.adcglobal.org
- Art Directors Club of Metropolitan Washington at www.adcmw.org
- College Art Association at www.collegeart.org
- Visual Resources Association at www.vraweb.org

Find more professional associations at American Society of Association Executives at www.asaecenter.org/Directories/AssociationSearch.cfm