



FLEXIBLE
DEGREE OPTIONS
ROOTED IN ART
AND CREATIVITY
THAT PREPARE YOU TO
LAUNCH YOUR CAREER IN
GRAPHIC DESIGN

- Small Class Sizes
- Faculty Mentoring
- High Quality Student Work
- 24/7 Access to Doudna Facilities
- Two Computer Labs
- Digital Photography Lab
- Production Room
- Blueroom Magazine RSO
- Community & Commeradery



GRAPHIC DESIGN

- Art + Design Department
- BA, BFA, and Minor
- Transfer-friendly
- Focus on creativity & visual design
- Professional Faculty
- Print, Digital, and Motion Design
- 2D and 3D Focus
- Blueroom Magazine RSO
- Versatile career options



WHAT IS GRAPHIC DESIGN?



Graphic Design is the practice of giving form to information by arranging visual elements such as imagery, typography, symbols, and colors, to communicate a message to an audience.

Graphic Design is everywhere; websites, social media, movies, posters, brochures, books, magazines, signage, advertising, packaging design, business cards, invitations, menus, and more.

WHAT JOBS ARE AVAILABLE IN GRAPHIC DESIGN?



- | | |
|------------------------|-------------------------|
| Print Designer | User Interface Designer |
| Web Designer | Social Media Designer |
| App Designer | Illustrator |
| Logo Designer | Motion Graphics Artist |
| Branding Designer | Animator |
| Packaging Designer | Multimedia Artist |
| Advertising Designer | UX Designer |
| Media Designer | Production Artist |
| Environmental Designer | Clothing Designer |

WHAT DOES A CAREER PATH LOOK LIKE IN GRAPHIC DESIGN?

“Everything from the inspirational faculty to the refreshing, creative space and tools of Doudna Fine Arts Center has allowed me to start and progress my career in graphic design.”

—Adam Limanowski
Art Director at LLT-Group
BFA Graphic Design '13

Graphic Designers can move organically through careers depending on their interests. Upward movement and promotion may include positions such as:

- Art Director
- Creative Director
- Creative Services Manager
- Producer
- Director
- Principle
- Partner
- Owner

WHICH INDUSTRIES HIRE GRAPHIC DESIGNERS?

- | | | |
|------------------|------------------|-------------|
| Advertising | Travel & Tourism | Government |
| Design Firms | Academia | Military |
| Automotive | K-12 Education | Agriculture |
| Healthcare | State & Federal | Science |
| Film Making | Agencies | Museums |
| Television | Finance | Attractions |
| News | Manufacturing | Music |
| Public Relations | Gaming | Theater |
| Computer Systems | Technology | Dining |

WILL I MAKE MONEY AS A GRAPHIC DESIGNER?

24,800 job openings for graphic designers are projected each year, on average, over the decade*, and demand is expected to grow.

**According to US Bureau of Labor Statistics*

Career paths for Graphic Designers offer a wide array of **opportunities for career advancement** and **financial growth**.

Salaries vary depending on skill set, experience, and geographic location, however the median annual salary hovers around \$50,710*.

Senior-level and advanced positions, such as Senior Designer, Art Director, and Creative Director, are compensated more generously. Art Director median salary, by comparison, hovers around \$100,890*.

**(according to usnews.com)*

DO I NEED TO KNOW PROGRAMMING OR CODING TO BE A GRAPHIC DESIGNER?



No, you do not need to know how to program or code. However, learning a diverse set of skills will make you more marketable to potential employers.