GRAPHIC DESIGN

WHAT IS GRAPHIC DESIGN?

Graphic Design is the process of visual communication, and problem-solving through the interaction of conceptual thinking, typograph, images, space, and color to convey information to an audience. It was created to inform, identify, and promote an idea, product, or social awareness.

RELATED CAREER TITLES

Advertising Designer	Editorial Designer	Industrial Designer	Photographer
Art Director	Educator	Infographics Designer	Production Artist
Book Designer	Environmental Designer	Layout Designer	Social Media Specialist
Brand/Product Manager	Exhibit Designer	Medical/Scientific Illustrator	Studio Owner/Manager
Creative Director	Fashion Designer	Mobile App Designer	Typographer
Desktop Publisher	Freelance Designer	Motion Graphics Designer	Video Producer/Editor
Digital Designer	Identity Designer	Multimedia Designer	Web Designer
Editorial Artist	Illustrator	Package Designer	3D Animator/Modeler

TRANSFERRABLE SKILLS

Ability to allocate human resources	Decision maker	Participates as a member of a team
Ability to analyze customer information	Demonstrates integrity/honesty	Proficiency in selecting technology
Ability to communicate ideas through graphic/pictorial methods	Exercises leadership	Sees things in two- and three-dimensional forms
Ability to monitor and correct performance	Hand Skills	Self-management
Ability to organize and maintain information	Improves and designs systems	Sensitive to diverse cultures
Ability to teach others	Interprets and communicates information	Serves clients/customers
Creative listener/thinker	Maintains and troubleshoots technology	Understands systems

Attainment and demonstration of NACE Career Readiness Competencies help prepare for a successful transition into the workplace.

CONTACT FOR ADDITIONAL INFORMATION

School of Visual and Performing Arts - Schmidt Foundation Center for Art and Design 119 - 785.628.4247

RELATED CAREER EXPLORATION LINKS

American Institute of Graphic Arts: www.AIGA.org
The Creative Group: http://www.roberthalf.com/creativegroup
FHSU Career Services: https://www.fhsu.edu/career/
Occupational Outlook Handbook: http://www.bls.gov.ooh/

handshake
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