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

TRANSFERRABLE SKILLS

Ability to allocate human resources	Critical thinking	Proficiency in selecting technology
Ability to analyze customer information	Decision maker	Project management
Ability to communicate ideas through graphic/pictorial methods	Demonstrate integrity/honesty	Sees things in two- and three-dimensional forms
Ability to monitor and correct performance	Exercises leadership	Self-management
Ability to organize and maintain information	Hand skills	Sensitive to diverse cultures
Ability to teach others	Improves and designs systems	Serves clients/customers
Creative innovation	Interprets and communicated information	Teamwork and collaboration
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.

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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: www.roberthalf.com/us/en/about/our-company/brands/creative-group
FHSU Career Services: www.fhsu.edu/career/
Occupational Outlook Handbook: www.bls.gov/ooh/

handshake
Click to explore additional career information