

## **Graphic Design Major Overview:**

The Graphic Design major focuses on the art and practice of creating visual content for communication purposes. Students learn to use design principles, typography, color theory, and digital software tools to create visually engaging materials for print, web, and multimedia platforms. The program covers various design applications, including branding, advertising, illustration, and digital media. Graduates are prepared for careers in marketing, advertising, publishing, web design, and media, where they can work on creating visual materials that communicate messages effectively.

## **Typical Industry Sectors:**

1. Advertising and Marketing
2. Web and User Interface Design
3. Branding and Identity Design
4. Print and Digital Media
5. Publishing and Multimedia

## **10 Sample Entry-Level Job Titles:**

1. Graphic Designer
2. Web Designer
3. Brand Designer
4. Layout Designer
5. Visual Designer
6. Multimedia Designer
7. Packaging Designer
8. Marketing Graphic Designer
9. Illustrator
10. Art Assistant

## **5 Hard Skills:**

1. Proficiency in Graphic Design Software (e.g., Adobe Creative Suite, Sketch)
2. Typography and Layout Design
3. Digital and Print Production Techniques
4. Web and User Interface (UI) Design
5. Illustration and Image Editing

## **5 Soft Skills:**

1. Creativity
2. Attention to Detail
3. Communication

4. Time Management
5. Problem-solving

**Additional Training or Certifications:**

While a degree in Graphic Design provides a solid foundation, proficiency in industry-standard software like Adobe Photoshop, Illustrator, and InDesign is essential. Certifications in specific design tools or areas (e.g., web design, UX/UI design) can enhance job prospects. Additionally, building a strong portfolio of design work and gaining experience through internships is crucial for entering the competitive design industry.

**Student and National Organizations:**

1. [AIGA \(the professional association for design\)](#)
2. [Adobe Creative Cloud Community](#)
3. [Graphic Artists Guild \(GAG\)](#)
4. [International Council of Design \(ICoD\)](#)
5. [The Designers Society of America \(DSA\)](#)