**Graphic Design**

**How can I succeed with this major?**

**Where do I want to work?**
- Design firm
- Advertising agency
- Publishing house
- Public relations firm
- In-house creative department
- Television station
- Radio station
- Newspaper
- Product design division of a corporation
- College
- Museum and attraction

**What do I want to create?**
- Brochures
- Newsletters
- Logos
- Corporate identity designs
- Illustrations
- Infographics

**How do I stand out when applying for a job?**
- Assemble an impressive portfolio of work samples
- Learn to work with a variety of media
- Complete one or more internships in the field
- Work on campus publications in design or layout
- Find a part-time position with a local publication
- Develop a willingness to experiment
- Join a related professional association
- Participate in design contests
- Be able to discuss issues in the industry in which you want to work
- Demonstrate knowledge of current events
- Demonstrate knowledge of history and economics, especially pertaining to your industry

**Advice from professors**

*Take extra courses/join extracurriculars to enhance your knowledge of and skill in:*
- HTML
- CSS
- Computer technology
- Web design standards
- Design principles
- Interpersonal relations
- Time management
- Organizational structures
- History

*Read widely*

*Develop the ability to:*
- Juggle multiple projects with strict deadlines and work with budgetary constraints
- Learn quickly and adapt as technology changes

**Tips: FYI**
- Graphic designers must be able to tolerate criticism and direction in their work, since much of their work involves creating a product for a customer.
- Graphic designers are typically artistically skilled, imaginative, and effective problem-solvers.