

CAREERS IN... GRAPHIC DESIGN



WHAT CAN I DO WITH A DEGREE IN GRAPHIC DESIGN?

Artists are imaginative, talented and creative people who communicate their ideas, thoughts and feelings through art. They use an assortment of materials and a variety of methods to create their work. Some artists specialize in sculpture, using additive or subtractive processes, installation or performance art. Others use computers to generate or manipulate images, or design interactive web pages. Photographers create both commercial and aesthetic images. Art graduates generally fall into one of two broad categories: Bachelor of Fine Arts (fine art, graphic design, digital imaging, photography or three-dimensional mediums) or Bachelor of Arts (art history, art studio or art education). Graphic design includes art directors who oversee the design of art elements in printed materials or digital media.

For further assistance on graphic design classes offered at The University of Akron please refer to the Myers School of Art webpage at: <http://www3.uakron.edu/faa/schools/art/index.html>.

AREAS OF SPECIALIZATION

- Sculptor
- Sketch Artist
- Multi-media Artists
- Illustrator
- Page Maker

REQUIRED SKILLS

- Accuracy
- Analyzing
- Estimate sizes and quantities
- Imagination
- Rewriting and editing
- Creativity
- Decision making
- Computer skills

COMPANIES THAT HIRE

- Government
- Research & Development Firms
- Literary Periodicals
- Business Corporations
- Film/Entertainment
- Advertising Agencies
- Colleges/Universities
- Computer Industry

PROFESSIONAL ORGANIZATIONS

- AIGA Cleveland Chapter www.aigacleveland.org
- Graphic Artist's Guild www.gag.org
- Design Management Institute www.dmi.org/dmi/html/aboutdmi/aboutdmi_s.htm
- Society for Environmental Graphic Design www.segd.org

JOB AND EARNING OUTLOOK

According to The Occupation Outlook Handbook, demand for graphic designers should increase because of the expanding market for computer and web-based information and expansion of the video entertainment market, including television, movies, video, and made-for-Internet outlets.

According to the *National Association of Colleges and Employers*, beginning salary offers in Spring 2007 averaged \$35,500 annually for bachelor's degree recipients in graphic design. According 2004 salary survey in the Occupational Outlook Handbook, the median annual salary for graphic designers was \$40,010.

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Objective:

Seeking a creative internship or full-time position in the field of graphic arts

Education:

Bachelor of Arts, Graphic Design

The University of Akron, College of Fine and Applied Arts, Akron, OH
Major: Supply Chain/Operations Management

Expected, May 2006

GPA: 3.5/4.0

- Dean's List
- Sigma Iota Epsilon- Honorary for Management Students

Computer Skills:

Adobe: Photoshop, Illustrator, InDesign, Image Ready, Acrobat Distiller

Macromedia: Freehand, Dreamweaver, Flash

Other: QuarkXpress 6.5, HTML and CSS, JAVA and VB,
Microsoft Visual Web Developer 2005

Relevant Experience:

Assistant Manager of Web Page Design & Production

The Department of Student Life, The University of Akron

Aug 2005-Present
Akron, OH

- Maintain the Department of Student's Life Website and Information
- Develop marketing requests from various departments on campus for promotional material
- Assisted with the Design and layout of academic websites for the University

Web Developer Intern

Progressive Insurance Company

Summers, 2003-2004
Cleveland, OH

- Created webpage designs for different company departments
- Helped maintain the company website for customer services
- Developed promotional material for website

Experience:

Server

TGIFriday's Bar and Grill

2001-2003
Cleveland, OH

- Interacted with multiple customers
- Facilitated a friendly atmosphere for families to enjoy their meals
- Promptly fulfilled customers needs and requests

Activities:

Honors College

Young Artists of America, Campus President

Campus Focus