

Industry 101

GRAPHIC DESIGN

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports. Many of these workers are employed in specialized design services, publishing, or advertising, public relations, and related services industries. This field requires a lot of technical knowledge such as web design and creativity. A graphic designer may choose to work as a freelancer or for an organization full time.



WORK ENVIRONMENT

Many graphic designers are employed in specialized design services, publishing, or advertising, public relations, and related services industries.



SKILLS & RESOURCES

Key Skills:

Creativity, Detail Oriented, Oral and Written communication, Visual Ideation/Creativity, Typography, Design Software (Photoshop, Illustrator, InDesign, etc.)Multimedia Design Software (Acrobat, etc.), Color Theory, Web Design/Basic HTML & CSS, Layout/Conversion Optimization, Print Design

Building your portfolio: *Not only is having an online portfolio and personal brand suggested in this industry; it's required. Start building these things now to prep for your interviews later.*

- Decide on how many pieces to include; keep the site simple and let your work tell the story.
- Be thoughtful in what you include. Go for variety and select only your strongest pieces.
- Showcase your most unique and creative work and tell their backstory.
- Have a short bio and share your point of view.
- Update often.

Online Resources

- [Create a knockout online portfolio](#)
- [UMD lynda](#) - refine your graphic design skills for free!

FACTS & STATS

\$46,900
median pay

WHERE ARE ALUMS?

