

Graphic Design



Career Pathways

School of Design

Overview:

This field enables creatives to solve communication problems by thinking critically and creatively in a variety of industries. The Visual Communication Design major has 4 distinct tracks for students to choose from: General, Photography, Motion Graphics, and Interaction Design. In the general track students take a broad range of courses from fundamentals in design, communication design, typography, photography, and web design. A student that chooses one of the concentration tracks will take similar general requirement courses as the general track, but the majority of the electives will fall under their chosen topic of interest. Outcomes include the development of meaningful and engaging professional identity materials including appropriate portfolios of examples that represent their abilities and experience.

Acquired Skills MOST Valued by Employers:

- Create, Compose, and Critique Visual Forms
 - Apply Art History, Visual Culture, Communication, and Design Research
 - Plan, Execute, Present, Revise, and Justify Design Ideas/Solutions
 - Critical Thinking/Problem Solving
 - Oral/Written Communications
 - Teamwork/Collaboration
 - Digital Technology
 - Leadership
 - Professionalism/Work Ethic
 - Career Management
 - Global/Intercultural Fluency
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Common Pathways:

- Advertising Design
 - Art Direction
 - Corporate Identity/Brand Design
 - Exhibition or Environmental Design
 - Special Effects Artist
 - UX/UI: User Interface/User Experience Design
 - Web/Interactive Design
 - Marketing
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Please note that some of these pathways require an advanced post bachelor's degree

Common Industries:

- Publishers including: Magazine, Periodical, Book, Directory, Newspaper, Textbook
 - Design and Publicity firms
 - Advertising agencies
 - Publishing houses
 - Public relations firms
 - Freelance or private video production companies or videographers
 - Marketing agencies
 - Advertising agencies
 - Social media management companies
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Sample of Employers of Stevenson University students:

- Agora Publishing
- Capital Interiors
- Fire & Ice
- Greysteel
- Mindgrub Technologies
- Minuteman Press
- Pandora Jewelry
- Social Toaster
- Sylvan Learning Center
- Tenable Network Securities
- Twofold Collective
- United Healthcare
- University of Maryland, College Park
- Wall Street Daily

Internship Sites for Stevenson Students:

- Art with a Heart
- Baltimore Magazine
- Blakeslee Group
- C.O.O.K.I.E.
- Case[werks] Gallery
- Charm City Graphix
- Children's National Medical Center
- Curly Red Designs
- Data Networks
- DeBraux Parker Foundation
- Delaplaine Arts Center
- DPI (Design. Print. Innovate.)
- Kindly RSVP Designs
- MLC Designs
- Pandora
- Project Baby Boulevard
- Shannon-Baum Signs & Graphics
- Synergy Events

An Employer's Perspective:

Communication is a key skill for professionals in this field as they must be able to communicate across various teams and audiences. They must possess the ability to talk about their work in a thoughtful manner and to convey their concepts from beginning to end. In addition a creative must be able to collaborate in interdisciplinary teams which requires some general knowledge of multiple disciplines such as web, business, marketing, development, and design.

Employers look for talent that can work directly with clients and accurately represent the company. Business savvy is essential, understanding the business of design and how to align it with the client's needs/goals is key to success.

In order for designers to stay relevant in their practice employers look for self-motivated individuals who can continuously learn and develop. Technique, organization, and file preparation can sometimes be considered to be more valuable than creativity.

Salaries:

Salaries are dependent upon the industry, level of position, and geographical region. A few good resource for researching salaries of specific jobs within this particular industry: <http://designsalaries.aiga.org/> & <http://www.coroflot.com/designsalaryguide>

