# Graphic Design

## School of Design

**Overview:**

The Graphic Design program is designed to prepare students for professional practice and graduate study in graphic design, advertising, marketing communications, electronic or print publishing, web and interactive design, digital imaging, motion graphics, or related fields. As students prepare for a career in Graphic Design, they develop a research-based design process and produce a portfolio. Stressing manual skills and applications of evolving technologies, the curriculum is characterized by a high-level of problem-based learning that encourages risk-taking and critical-thinking, immerses students in real-world scenarios, includes academic experiences and professional activities outside of the classroom, and allows for significant collaboration between students and faculty.

**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
- Career & Self Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

**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

*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

**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

**Graduate Schools Attended by Stevenson Alumni:**

- University of Baltimore
- North Carolina State
- Savannah College of Art & Design (SCAD)

- School of Visual Arts, NYC
- Academy of Art University, San Francisco, CA
- Art Center College of Design

**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 resources for researching salaries of specific jobs within this particular industry: http://designsalaries.aiga.org/ and http://www.coroflot.com/designsalaryguide

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