

# GRAPHIC DESIGN



## WHAT IS GRAPHIC DESIGN?

Graphic Design is the process of visual communication and problem-solving through the interaction of conceptual thinking, typography, images, space, and color to convey information to an audience. It was created to inform, identify, and promote an idea, product, or social awareness.

## RELATED CAREER TITLES

Advertising Designer	Editorial Designer	Industrial Designer	Photographer
3D Animator / Modeler	Educator	Infographics Designer	Print Designer
Art Director	Environmental Designer	Interactive Designer	Production Artist
Book Designer	Exhibit Designer	Layout Designer	Social Media Specialist
Brand/Product Manager	Freelance Designer	Medical/Scientific Illustrator	Studio Owner/Manager
Creative Director	Generative Design Specialist	Mobile App Designer	Typographer
Digital Designer	Identity Designer	Motion Graphics Designer	UI/UX Designer
Digital Marketer	Illustrator	Multimedia Designer	Video Producer/Editor
Editorial Artist	Illustrator	Package Designer	Web Designer

## TRANSFERRABLE SKILLS

Ability to allocate human resources	Decision maker	Project management
Ability to analyze customer information	Demonstrate integrity/honesty	Sees things in two- and three-dimensional forms
Ability to communicate ideas through graphic/pictorial methods	Digital Illustration	Self-management
Ability to monitor and correct performance	Exercises leadership	Sensitive to diverse cultures
Ability to organize and maintain information	Experimentation and risk-taking	Teamwork and collaboration
Ability to teach others	Hand skills	Technology proficiency
Color theory	Improves and designs systems	Time management
Communication	Interprets and communicates information	Trend awareness
Creative innovation	Maintains and troubleshoots technology	Understands systems
Creative listener/thinker	Presentation skills	Visual Storytelling
Critical, conceptual, and strategic thinking		

Attainment and demonstration of [NACE Career Readiness Competencies](#) help prepare for a successful transition into the workplace.

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## WHAT CAN I DO WITH A MAJOR IN...?

### CONTACT FOR ADDITIONAL INFORMATION

School of Visual and Performing Arts - Schmidt Foundation Center for Art and Design 119 -  
785.628.4247

### RELATED CAREER EXPLORATION LINKS

American Institute of Graphic Arts: [www.AIGA.org](http://www.AIGA.org)

The Creative Group: [www.roberthalf.com/us/en/about/our-company/brands/creative-group](http://www.roberthalf.com/us/en/about/our-company/brands/creative-group)

FHSU Career Development Office: [www.fhsu.edu/career/](http://www.fhsu.edu/career/)

Occupational Outlook Handbook: [www.bls.gov/ooh/](http://www.bls.gov/ooh/)



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