

## What You Can Do With a Major In... **Graphic Design**

Graphic designers make communication visible. They give visual form to information by combining words and images into messages which will inform, persuade and entertain individuals and audiences. Their works may be realistic, stylized, or abstract and may depict objects, people, or events. Illustrators and graphic designers translate communication goals through printed materials, such as logos, symbols, annual reports, newsletters, packaging, business forms, and stationary. They are involved in the creation of electronic presentations of information through web sites, graphical computer interfaces, interactive multimedia, and motion graphics in television and video. Graphic designers also work on environmental graphics for signage systems and exhibition projects.

USFSP offers a Bachelor of Fine Arts degree with a concentration in Graphic Design. The Program in Graphic Design compliments the mission of the university environment by preparing students for future success through interdisciplinary course study, small class size, and the exploration of new technologies and information environments. Students recognize the potential of their creative processes to effect communication and to evaluate and create messages that both reflect and respond to the diversity of our global culture. This creative development allows for problem solving strategies that recognize communication, in all of its forms, as vital to our social responsibility and structure. The program is committed to providing an open and challenging environment where students are encouraged to find their voice and to freely explore (and possibly alter) their personal relationship to design, culture, technologies and society. Please see the undergraduate and graduate catalogs and department website for additional information.

### Professional Organizations:

American Institute of Graphic Arts

[www.aiga.org](http://www.aiga.org)

Americans for the Arts

[www.artsusa.org](http://www.artsusa.org)

International Council of Graphic Design Associations

[www.icograda.org](http://www.icograda.org)

National Art Education Association

[www.naea-reston.org](http://www.naea-reston.org)

National Association of Artist's Organizations

[www.naao.net](http://www.naao.net)

National Association of Schools of Art and Design

[www.arts-accredit.org](http://www.arts-accredit.org)

Professional Photographers of America

[www.ppa.com](http://www.ppa.com)

**Visit the USFSP Graphic Design Program**

<http://www.stpt.usf.edu/graphicdesign/index.html>

## **Areas of Concentration**

### **Print Design**

Type Design; Magazine Design; Newspaper Design; Book Publishing; Publication Design; Brochure/Newsletter Design; Cover Design (Books, CDs, Videos); Label Design; Publicity Pieces; Advertising Layout; Photo Editing/Photoshop Art; Illustration; Identity Design (Logo Design); Branding

### **Three Dimensional Design**

Signage; Signage Systems; Packaging; Exhibition Design; Environmental Design; Promotional Display Design

### **Electronic Media Design/4D Design**

Digital; Multimedia; Film title; Television Graphics; Video Games; Computer Graphics; Motion Graphics; Animation; Website Design; Interactive Media

### **Advertising**

Creative Services; Art Direction; Production; Copy Writing; Corporate Identity Design; Branding; Logo Design

## **Possible Employment Settings:**

Newspapers	Museums
Advertising agencies	Higher education
Book/magazine publication companies	Trade publication company
Corporate settings	

## **Possible Occupational Opportunities:**

Graphic Designer	Multimedia Designer
Publications Designer	Web Designer
Art Director	Communications Specialist

## **Career Exploration Websites:**

Occupational Outlook Handbook (OOH)

[www.bls.gov/oco](http://www.bls.gov/oco)

O\*NET Dictionary of Occupational Titles

[www.online.onetcenter.org/](http://www.online.onetcenter.org/)

Career Guide to Industries

[www.bls.gov/oco/cg](http://www.bls.gov/oco/cg)

## **Job Search Websites:**

The #1 Entry Level Job Website

[www.collegegrad.com](http://www.collegegrad.com)

Art Job online

[www.artjob.org](http://www.artjob.org)

AG Design

[www.allgraphicdesign.com](http://www.allgraphicdesign.com)