

# GRAPHIC DESIGN



## KEY SKILLS

- Communication
- Computer Competency
- Creativity
- Editing/Attention to Detail
- Imagination/Originality
- Interpersonal/Client Management
- Organization
- Visual Thinking



## CONCENTRATIONS/SPECIALIZATIONS

- Animation
- Digital
  - UX/UI (Experience/User Interface)
  - Websites
- Illustration
- Print
  - Advertising
  - Book Design
  - Collateral Layout, Development, & Production
- Logos
- Packaging
- Typography
- Video/Film Editing/Technical Production



## SAMPLE DEGREES

- Fine Arts (BFA)
- Fine Art Photography (BFA)
- Communications (BA)
- Exhibition Design (MA)
- Graphic Design (BFA)
- Interaction Design (BFA, MA)
- Photojournalism (BFA)



## SAMPLE OCCUPATIONS

- Animator
- Art Director
- Brand Manager
- Content Developer
- Creative Director
- Environmental Graphic Designer
- Exhibition Designer
- Game Developer
- Graphic Designer
- Illustrator
- Interaction Designer
- Packaging Designer
- Photographer
- Professor
- Typographer
- UX/UI Designer
- Web Designer



## POSSIBLE WORK SETTINGS

- Advertising Agency
- Arts Venue/Center
- Book Design Firm
- Company (In-House)
- Game Design Company
- Government Agency
- Independent/Freelance
- Interdisciplinary Design Firm/Studio
- Magazine
- Marketing Agency
- Media Company
- Museum
- Newspaper
- Nonprofit Organization
- Printing Company
- Publishing Company
- University/College



## SAMPLE STUDENT ORGS

- Art for Advocacy
- Capitol Advertising
- Gallery 102
- The ACE Magazine
- The GW Hatchet
- The RISE: GW's Arts Collective



## SAMPLE EMPLOYERS

- Archimedes Global
- Arena Stage
- Bayer
- Big Sky Editorial
- Bluetext
- Booz Allen Hamilton
- C4ADS
- CBS
- Central Intelligence Agency (CIA)
- Craft Media
- Design Army
- Discovery Communications
- Disney ABC Television Group
- Dmn Good
- Dupont Creative
- Fifth Tribe
- Free Range Studios
- Friendly Design Co
- Ghost Note Agency
- Greybox Creative
- I Strategy Labs
- Kinetik
- KPG Design Studio
- Levick
- Levine Design Studio
- Little
- MTV
- Peloton
- Ripe
- Sabra Design
- Seaberry Graphic Design & Communications
- Smithsonian Institute
- Steve Madden
- The Creative Group
- The National Geographic
- Vogue Magazine
- Workhorse



## PROFESSIONAL ORGS

- American Institute of Graphic Arts (AIGA)
- Design Management Institute
- Graphic Arts Guild
- Inter-Society for Electronic Arts (ISEA)
- SIGCHI
- Society of Illustrators
- Society for Experiential Graphic Design (SEGD)

