Graphic Design

Graphic Design is a discipline of Fine Art that specializes in visual communication. Graphic artist manipulate print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques to create a wide variety of art used in commercial and artistic domains. Colorado Mesa University offers two graphic design degrees: print and animation.

The CMU Graphic Design Print degree focuses on established industry standards in print design, web design and applied illustration. Students will become acquainted with the latest graphic design application software using Macintosh computers. The successful Graphic Design degree candidate is prepared to enter professions within graphic design including advertising design, web design, corporate design, package design, illustration, and a myriad of related fields. Students can get involved and develop their talents through student clubs, internships and exhibition opportunities, as well as national and international travel opportunities.

The Animation degree focuses on animation as an art form by means of creating images that come alive in two- and three-dimensional applications. Students will become proficient in traditional and digital animation skills, as well as storytelling, storyboarding, character design, illustration and web design. Graduates are prepared to seek entry-level employment as animators, storyboard artists, character designers, modelers, digital animators, computer artists, layout artists, and web designers.

A person in this career field may:

- Use sketches, computer images, and knowledge of layout to create product illustrations, company logos, charts and graphs, print and web publications, websites, and/or animation sequences.
- Develop drawings, diagrams, and/or animation of subjects for use in publications, research, academia, entertainment, and/or teaching.
- Communicate with clients to develop projects according to their specification.
- Study diverse styles, techniques, colors, textures, and materials used by other artists to duplicate or interpret new works of art.

Related Skills and Characteristics

- Basic reading, writing, and editing skills
- Computer literacy
- Effective communication skills
- Flexible

- Creative and Imaginative
- Self-motivating
- Work independently or in teams

Organizations That Commonly Employ Art Majors

- Adult & community programs
- Advertising agencies
- Graphic design firms
- Marketing departments in various industries
- Media and publishing houses
- Magazines/newspapers & trade publications
- Media and entertainment production companies
- Photo agencies & studios
- Public/private art schools
- Public relations departments in various industries

Related Careers

- Advertising Artist
- Advertising Designer
- Airbrush Artist
- Animator
- Architectural Model Builder
- Architectural Renderer
- Art Administrator
- Art Conservator
- Art Consultant
- Art Director
- Art Exhibition Coordinator
- Art Graphic Assistant
- Art Therapist
- Art Teacher
- Artist
- Artist's Agent
- Auctioneer Transporter
- Bank Note Designer
- Billboard Artist
- Book Illustrator/Designer
- Book Jacket Designer
- Bookplate Artist
- Calligrapher
- Caricaturist
- Cartoonist
- Catalog Illustrator
- CD/Record Cover Designer
- Cinematographer
- Color Expert
- Copyist
- Costume/Mask Designer
- Curator or Assistant
- Decorator
- Designer
- Display Artist
- Drafter
- Editorial Illustrator
- Exhibit Designer
- Fashion Artist/Designer
- Furniture Designer
- Gallery Owner
- Graphic Arts Technician
- Graphic Designer
- Graphic Artist
- Greeting Card Artist
- Illustrator
- Interior Decorator
- Jewelry Designer
- Label Designer
- Landscape Designer
- Layout Artist
- Magazine Cover Artist
- Magazine Illustrator
- Mechanical & Production Artist
- Medical Illustrator
- Memorial Designer
- Millinery Designer
- Motion Picture Animator
- Municipal Graphic Designer
- Mural Artist
- Museum Artist
- Newspaper Artist
- Newspaper Illustrator
- Newspaper Layout Artist
- Photographer
- Photojournalist
- Printing Designer
- Printing Layout Artist
- Product Designer/Illustrator
- Quick Sketch Artist
- Set Designer/Illustrator
- Silhouette Artist
- Stencil Cutter
- Textile Designer
- Topographer
- Toy Designer
- Trademark Designer
- Typographical Artist
- Website Designer/Illustrator

Note: *Some of the occupation listed above may require additional education, experience, or training beyond a Bachelor's Degree. To research these occupations use the Career Research Resources links below.*

Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

O*NET-Online: http://www.onetonline.org

The U.S. Department of Labor
- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

Occupational Outlook Handbook: http://www.bls.gov/ooh/

The Bureau of Labor Statistics
- Use the A-Z index to select the occupation you are researching.
- View OOH information on **Graphic Designers** at http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm

My Future.com: http://www.myfuture.com

The Department of Defense
- This site compiles information from departments of Commerce, Education and Labor.

Organizations and Associations Links

- American Institute of Graphic Arts: www.aiga.org
- American Institute of Graphic Arts: www.aiga.org
- American Art Therapy Association: www.arttherapy.org
- American Association of Museums: www.aam-us.org
- Artisans of Colorado: http://www.artisansofcolorado.com
- Colorado Council of the Arts: http://www.coloarts.state.co.us
- College Art Association (CAA): http://www.collegeart.org
- Global Museum: www.globalmuseum.org
- Graphic Artists Guild: www.gag.org
- National Art Education Association: www.naea-reston.org
- National Association of Schools of Art and Design: http://nasad.arts-accredit.org
- NYFA Interactive (New York Foundation for the Arts): www.nyfa.org
- Printing Industries of America: www.printing.org
- Smithsonian Institution Career Center: www.sihr.si.edu
- Society of Illustrators: www.societyillustrators.org

Job Listings/Job Search Sites:

- 3D Café: www.3dcafe.net
- Animation World Network: www.awn.com
- ArtHire.com: www.arthire.com
- Art Staffing.com: www.artstaffing.com
- Arts Opportunities: www.artsopportunities.org
- Museum Employment Resources Center (MERC): www.museum-employment.com
- MuseumJobs.com: www.museumjobs.com
- The Riley Guide: www.rileyguide.com