Learn What to Do With a Graphic Design Degree: Discover Your Options

Description

For decades, if not centuries, there has been a widespread belief that artistic skill does not translate into successful jobs. Even though we admire artists and their work, we often feel that only a select few are meant to make a living from their artistic abilities.

We should have moved on at least a bit as a knee-jerk reaction. And, hopefully, if you're a creative type who likes to express yourself through forms, colors, patterns, and even three-dimensional objects, you've received plenty of encouragement to put those talents to use. Because there is a future in it if you know where to look and what measures to take.

What Can a Graphic Design Degree Get You? Examine Your Options

Graphic design is a skill growing in demand and opportunity, and great programs are available at many colleges and universities. So, imagine you're looking to the future and want to make a career out of graphic design. You undoubtedly have questions, such as "What is graphic design?" or "How do I become a graphic designer?"

The good news is that there are numerous valuable answers. Let's take a deeper look before you submit your online college application.

Job Prospects

If you commit to a bachelor's degree program, you're concerned about what you'll receive. That implies you should start thinking about what kind of graphic design profession you desire before you take your first lesson. The only thing limiting you in occupations requiring a graphic design degree is your imagination.

Graphic design has many uses, from being a web designer to working as a layout artist to pursuing a career in typography.

Graphic design abilities are on the rise, according to David Cordero, assistant professor of art and design at North Central College, with firms wanting to hire recent graduates, opening doors in an increasing number of fields. "What I appreciate about the design field is that it's about creative problem-solving—every project you see is unique and demands inventiveness," Cordero said.

"As a result, more firms are beginning to recognize the importance of hiring employees with a design thinking degree." Designers work in various industries, including marketing, advertising, design software, cinema and television, journalism, and industrial design.

Graphic designers are increasingly venturing into web development and motion graphics. Designers wear numerous hats wherever they work since the industry necessitates such adaptability."

According to Sarah McHugh of Creative Boom, a graphic design degree allows you to choose who you want to produce for and how. As a muralist, you can create individualized and broad works of art, appeal to people's love of holding the printed word in their hands by designing book covers or wedding announcements, or even put your work in front of large consumer bases by working with a design firm to develop product packaging.

"Brands are always looking for fresh and creative methods to sell their products, and as such, designers are needed to assist generate compelling artwork for their packaging," McHugh explained. "From beverage firms to confection(s) and toiletries, there are several options for astute designers and illustrators to work in this lucrative market."

Because graphic design graduates' creative work can be very personal and specialized to specific media, issues, or your passions should primarily drive audiences to the professional route you choose. Do whatever appeals to you the most. However, if you are more interested in graphic design than any other profession, there are some things to consider.

According to the United States Bureau of Labor Statistics (BLS), specific graphic design jobs were

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growing faster than others at the time. "Employment of graphic designers in computer systems design and related services is expected to increase," according to the BLS. "Companies are increasing their digital presence, which often necessitates the assistance of graphic designers in creating visually appealing and functional website layouts."

So, where should you look first while seeking a job in graphic design? Fortunately, experts believe that the best areas to look at are relatively easy to find. Start with your college or university's career office, according to Hale Ekinci, associate professor of art and design at North Central College. They are more likely to have not only materials but also specialized leads on opportunities in an area such as graphic design than a general career site or a listed section.

"LinkedIn is another fantastic resource," she noted. "You should also join organizations such as the American Institute of Graphic Arts (AIGA), attend their events, and browse their job listings."

What Can You Expect to Learn in a Graphic Design Degree Program?

You're probably wondering what they will teach you in this graphic design program you want to pursue now that you know what the market looks like for graphic design professions. Whether pursuing a bachelor's, master's, or another degree, design is about much more than doodling with a pencil in your notebook or playing in Photoshop.

While creativity is central to the discipline, it is also about creating ideas and structuring them to meet a specific goal after they are generated. Some aspects of graphic design success cannot be taught but can be practiced, and your graphic design degree program should provide you with the opportunity to do so.

"Designers must be skilled communicators and collaborators," Cordero remarked. "They must also be adept at receiving and providing feedback." Because others will see their work, they must advocate for good ideas throughout the ideation process.

The ability to construct culture is a privilege that comes with great responsibility." As essential abilities, Ekinci lists learning how to effectively deal with clients, use design as a medium of visual communication, express and defend viewpoints, manage time and competing projects, and multitask.

Each graphic design course should assist you in developing skills that will make you attractive to future employers. As you might assume, technology is an important area to concentrate your interests and hone your talents as a graphic design student.

According to the BLS, "graphic designers are projected to experience significant competition for available opportunities." "Applicants who keep up with the latest design trends, technology, and approaches will have the best chances."

The tools themselves are essential, but so is understanding that they cannot do the work for you, which is one of the most important lessons each aspiring graphic designer must acquire. "Knowing applications like Adobe Photoshop, Illustrator, and InDesign (is) crucial," Cordero says, "but having a creative approach that works best for you is equally important." "Ignoring the technological side of

design can be a mistake." Technology should always be used to help your creative process. Because our children will be the builders of our visual landscape in the future, they must engage the world with curiosity and critical thinking."

10 Popular Graphic Design Career Opportunities

After digesting all of this knowledge, you may wonder, "Is graphic design a decent career?" That's a tricky topic because it depends on what you want out of your work. Because graphic design is a broad industry with many varied applications and demands, hours and workload might vary between businesses.

When applying for jobs, read the job descriptions carefully to ensure that what a company needs matches what you can handle. You could feel more at ease working as a freelance graphic designer, and there should be enough work for you if you do.

The money you make in graphic design employment varies greatly. Here are 10 of the most common graphic design positions, together with their average yearly compensation, published by PayScale, to give you an idea of that range and to help you start your list of career ideas:

- Graphic designer—$46,116
- Creative director—$88,819
- User experience or UX designer—$74,531
- User interface or UI designer—$64,127
- Production artist—$48,397
- Product developer—$63,985
- Art director—$68,880
- Marketing specialist—$51,560
- Multimedia artist or animator—$55,202
- Fashion designer—$65,616

Category

1. Education

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