

Career: Graphic Design

Graphic Design is the profession of visual information design. Creating corporate logos and trademarks, packaging, web sites, books, magazines, posters, and architectural signage are just a few of the possible job assignments for a graphic designer. All of these jobs require creative skills in both text and image. They also require broad knowledge of production skills in printing and computer display media. Other graphic design opportunities can be found in the areas of film/video, advertising, and exhibit design. There is a wide range of working environments for the graphic designer. Graphic designers usually work in a small firm of 2 to 10 people, but may also work in a large design firm with as many as 100+ employees. Corporations employ graphic designers for in-house design. There are also a growing number of opportunities to freelance for those who are entrepreneurial and want to be self-employed. As one of the three majors in the Communications Design Department, Graphic Design shares an educational program with Illustration and Advertising Art Direction. These are the three related fields where imagery is created specifically to carry ideas and information. The curriculum is designed to reinforce this relationship and to give students a well-rounded understanding of the communications design industry.

Some Employers of Pratt Alumni

MTV	Hallmark	Microsoft
Chermeyeff & Geismar	Designframe	Ernst & Young
McGraw Hill Co	Grey Advertising	Nickelodeon
Random House	New York Times	USA Weekend Magazine
Coca Cola	Landor Associates	How Magazine
CS Design Works	Revlon	Goodby, Silverstein Partners

Profile of a Successful Graduate

Gaining valuable experience while a student by running his own freelance business, one of our alumni then worked as an assistant art director for a few years. He eventually made a lateral move to advertising where he was an art director for major consumer product accounts. He simultaneously continued to freelance as a graphic designer, building his own business to the point that he could leave advertising and open his own design studio, where his varied experience allowed him to do graphics, advertising and video. He is now a Vice President of a major entertainment corporation.

Bottom Line

Graphic Design:
Starting Salary Range:
MS: \$40,000-\$55,000
BFA: \$30,000-\$45,000
AOS: \$25,000-350,000

Special Characteristics:
Of all Communication Arts fields, Graphic Design offers the greatest diversity of both workplace and geographic location. Many successful

alumni own their own business within a few years of graduation.

The Office of Career Services lists over 4000 jobs annually. We offer career counseling and job referrals for those entering their professional field as well as general art-related jobs for those still developing portfolios.

In addition, a number of companies come each year to interview students for internships and permanent positions.

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