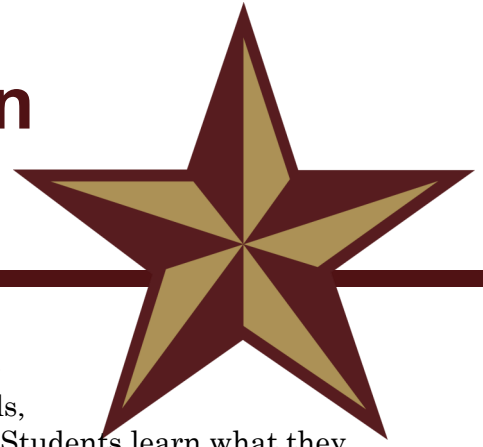


Communication Design Careers

What can I do with this degree?



Visual Communication applies the fundamentals of major art forms to “professional problem solving.” In other words, you’ll be using art to convey specific ideas and messages. Students learn what they need to know to design images that can be used to sell and market products and services. Those who graduate with a Communication Design Degree will be prepared to work with clients and industries to market services and products through visual mediums. Students with a Communication Design Degree work with television print and visual merchandising solutions to create images designed to interest consumers into buying products and services.

Skills

- Innovative problem solving
- Ability to conceptualize
- Idea development
- Knowledgeable of model-making techniques
- Drawing and sketching
- Able to accept criticism
- Coordinating Work With Others
- Practiced in presenting and defending ideas
- Budget projection
- Familiar with distribution methods
- Knowledge of basic tools, techniques and working methods of composition
- Mastery of physical process of assembling and presenting work
- Organization, precision and professionalism
- Expertise in visual representation
- Utilize design to convey a message or concept
- Understanding of appropriate design

Degrees Offered at Texas State

- Bachelor of Fine Arts in Communication Design (BFA)
- Master of Fine Arts in Communication Design (MFA)
- Doctor of Philosophy in Communication Design (PhD)
- Doctor of Communication Design (DCA)

Areas of Specialization

- Graphic Design
- Photography
- Internet Publishing
- Multimedia
- Video Production
- Television Broadcasting
- Written or Electronic Publishing
- Digital Animation
- Instructional Design & Technology

Career Paths

... In Business

Sample Job Titles

- Corporate graphic designer
- Model Builder
- Catalog Illustrator
- Graphic Arts Technician
- Internet Designer
- Direct Mail Layout
- Way finding
- Kitchenware Designer
- Label Designer
- Urban Designer

- Display Designer
- Landscape Architect
- Textile Designer
- Editorial Illustrator
- Mannequin Decorator
- Toy Designer
- Mechanical & Production Artist
- Bank Note Designer
- Trademark Designer
- Project Coordinator
- Corporate identification

- Account Executive
- Product designer
- CD ROM author
- Environmental designer
- Package designer
- Art Director
- Commercial retouching
- Print Production Project Manager
- Designer/ PowerPoint Expert

Possible Work Settings

- Corporations
- Consulting Firms
- Hospitality Industry
- Travel Organizations
- Airlines

... In Public Relations/ Advertising

Sample Job Titles

- Graphic Designer
- Web Freelancer
- Print/online Designer
- Product Photography
- Advertising Photographer
- Design Director
- Creative Director
- Account Executive
- Web Production Analyst
- Design Coordinator
- Project Coordinator
- Info-graphics Designer

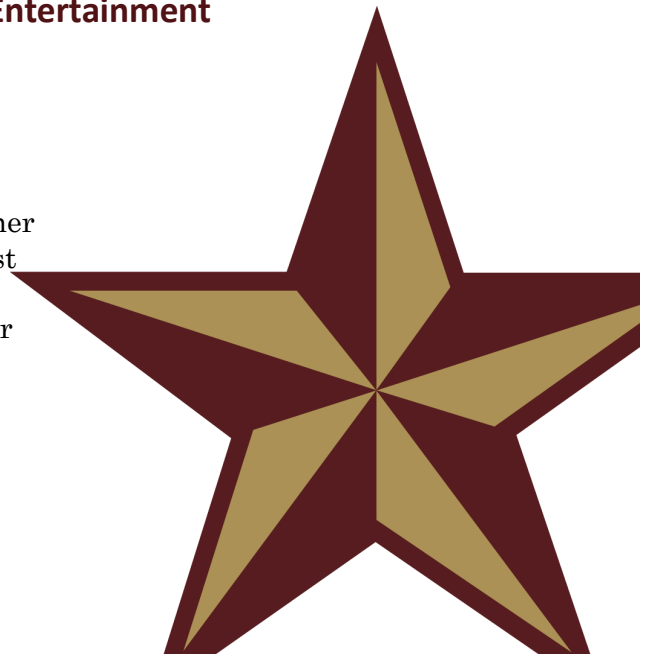
Possible Work Settings

- Advertising magazine
- Private corporations
- Public service organizations
- Public opinion research firms
- Public relations firms
- Chambers of Commerce
- Advertising agencies
- Public opinion organizations
- Radio and television companies
- Sports and entertainment organizations
- Hospitality and tourism industry
- Nonprofit organizations
- Publishing firms
- Consulting organizations
- Free-lance

... In Media, Arts & Entertainment

Sample Job Titles

- Art Director
- Creative Director
- Design Manager
- Fashion Artist/Designer
- Filmmaker
- Motion Picture Scenic Designer
- Aerial Photographer
- Calligrapher
- Floral Designer
- Animator
- Catalog Illustrator
- Newspaper Illustrator
- CD/Record Cover Designer
- Newspaper Layout Artist
- Cinematographer
- Motion Picture Animator
- Photojournalist
- Color Expert
- Greeting Card Artist



- Costume Designer
- Interior Decorator
- Set Designer/Illustrator
- Kitchenware Designer
- Label Designer
- Display Designer
- Layout Artist
- Still Photographer
- Magazine Cover Artist
- Textile Designer
- Editorial Illustrator
- Magazine Designer/Illustrator
- Topographer
- Mannequin Decorator
- Audio Visual Artist/Designer
- Billboard Artist
- Etcher
- Memorial Designer
- Typographical Artist
- Book Illustrator/Designer
- Exhibit Designer
- Book Jacket Designer
- Art Exhibition Coordinator

Possible Work Settings

- Multimedia firms
- Newspapers
- Magazines
- TV/Film studios
- Greeting card companies
- Public Relations Firms or Corporation
- Art studios
- Department/Retail stores
- Adult & community programs
- Private/local arts councils
- Apparel manufacturers
- Textile mills
- Interior Design departments
- Newspapers/publishing houses
- Advertising agencies, magazines/newspapers & trade publications
- Film/motion pictures & media production companies
- Recording Studio
- Radio Station
- Television station
- Retail
- Theaters
- Opera/Ballet Company
- Art Museum
- Auction Gallery
- Marketing
- Firms
- Wholesale
- Performing Arts Company
- Public Relations Company

Resources

Professional Organizations

The American Institute of Graphic Arts <http://www.aiga.org>
 Graphic Artists Guild, International <http://www.gag.org>
 Graphic Arts Technical Foundation <http://www.gain.net/>
 Communication Arts <http://www.commarts.com/>
 National Association of Schools of Art and Design
<http://nasad.arts-accredit.org>
 American Craft Council Library <http://www.craftcouncil.org>
 Society of Illustrators <http://www.societyillustrators.org>
 Association of Medical Illustrators <http://www.ami.org>
 American Institute of Graphic Arts <http://www.aiga.org>
 Wilmington Film Commission <http://www.wilmington-film.com>
 American Journalism Historians Association
<http://www.ajha.org/>
 Association of American Publishers www.publishers.org
 Association of Authors and Publishers www.authorsandpublishers.org
 Association of Directory of Publishers www.adp.org
 Educational Paperback Association www.edupaperback.org
 International Publishers Association www.ipa-ue.org
 Magazine Publishers of America www.magazine.org
 National Newspaper Publishing Association www.nnpa.org
 Society of Cinema and Media Studies <http://www.cmstudies.org/>



Job Search

Creative hotlist <http://www.creativehotlist.com/>

Dice <http://www.dice.com/>

Art Directors Club <http://www.adglobal.org>

Bureau of Labor Statistics <http://www.bls.gov/oes>

Journalism NOW www.JournalismNow.com

Turner Jobs (for Turner Broadcasting divisions) www.turner.com/jobs

The Write Jobs www.writerswrite.com/jobs

Other Resources

City and Regional Magazine Publishers www.citymag.org

Small Publishers, Artists and Writers Network www.spawn.org

Small Publishers Association of North America <http://spannet.org>

Industry Resources www.bookbuilders.org/Res-electronic.html

Media Week www.mediaweek.com

Board Game Publishers <http://boardgames.about.com>

Publishers Weekly www.publishersweekly.com

Moviemaker.com <http://www.moviemaker.com>

Making Film <http://www.makingfilm.com>

Screen Gems Studios <http://www.screengemsstudios.com>

New York Film Production Resource Locator

<http://www.panix.com/~jviii/filmctr/jv3film1.html>

Journalism Links (see English career links)

<http://www.uncwil.edu/stuaff/career/Majors/english.htm>

HospitalityNet <http://www.hospitalitynet.nl/home.htm>

Links to media studies (from University of Iowa)

<http://www.uiowa.edu/~commstud/resources/media/media.html>

Communication Arts <http://www.commarts.com/>

Career Library Resources

Becoming a Graphic Designer by Steven Heller & Teresa Fernandes

Ferguson's Careers in Focus – Design

The Fine Artist's Career Guide by Daniel Grant

Career Opportunities in Advertising and Public Relations by Shelly Field

Vault Career Guide to Media and Entertainment by Sucharita Mulpuru

Occupational Outlook Handbook

O*Net

Information for this handout compiled from:

Texas State University Career Services, Education-Portal.com "Bachelor of Fine Arts (BFA): Communication Design Degree Overview"; DegreeDirectory.org; WorldWideLearn, an online directory of education; Career Center at University of North Carolina-Wilmington; University of Minnesota-Morris

www.careerservices.txstate.edu

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