Graphic Design

Average starting salary for graphic designers
$44,150 per year

The D.C. area has the highest paid designers
1 of 4 designers are self-employed
Communication was the #1 skill to have in a job candidate in 2013

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Careers

Advertising Designer
Art Director
Animator
Book Designer
Corporate Designer
Desktop Publisher
Editorial Designer
Freelancer
Graphic Designer
Illustrator
Image Consultant
Interactive Graphic Designer
Interior Designer
Multimedia Artist
Photographer
Print & Design Specialist
Presentation Designer
Product Designer
Project Manager
Promotional Printer
Studio Artist
Typographer
Web Site Designer

Strategies

• Research all the niche areas of graphic design and gain the technological skills to succeed within that vocation.
• Develop excellent communication, problem-solving, and time management skills, as well as cultivate an attention to detail.
• Practice the creative process, from conception to final project.
• Seek constructive criticism for each and every design piece created. Nondesign friends will often provide feedback similar to that of the average population/user. Do not take criticism negatively; use it as an opportunity to learn and challenge your creative problem-solving abilities.
• Join professional associations such as AIGA as a student member to broaden connections, learn from others, and develop team building skills.
• Become knowledgeable in production and printing processes.
• Participate in local or campus design contests.
• Volunteer your design expertise to campus clubs or churches.
• Complete a related internship to gain relevant experience and to contribute to your portfolio.
• Assemble an impressive portfolio of design samples from your volunteer, personal, and professional work.

Holland Codes

The Holland Code system is designed to connect individuals with the career field that best fits their personality. The system scores the test taker on six separate scales: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). The two or three highest scores represent an individual’s strongest attributes. Here are a few examples of positions associated with this major:

- Graphic Designer (AER)
- Art Director (AE)
- Photographer (ARE)
- Multimedia Artist (AIC)
- Interior Designer (AE)
- Image Consultant (EA)
- Animator (AIC)

The FOCUS 2 Career Assessment utilizes these Holland Codes and is a free resource to Liberty students. Customized with Liberty’s majors, assessment results are matched to career options and majors offered at Liberty. To access this free resource visit www.Liberty.edu/Focus2.

Resources

On-Campus and Local Resources

- For residential students take a look at the Christian Service page to see where previous students have served in the church and community. Some areas include:
  - Fundraising
  - Nonprofits
  - Awareness
  - Missions
  - Church Ministry
- Get involved in communications on campus through these student-run operations: AIGA@Liberty, The Liberty Champion, PRSSA, the Advertising Team Practicum and Liberty Social Media.

Online Resources

Visit the website of the following organizations:

- Christian Service
- AIGA Design Jobs
- Communication Arts Magazine
- PR Week
- Ad Week
- The Business of TV, Broadcasting, & Cable
- NATCOM: Find a Job
- PRSA Job Center
- AAF Job Bank
- National Religious Broadcasters
- Unified Communication Strategies

The Washington Fellowship

Consider spending a semester doing an internship with The Washington Fellowship. Potential graphic design internship sites include National Geographic, Fleishman Hilliard, the National Foundation for Cancer Research, and many other opportunities. To learn more visit: www.Liberty.edu/Washington.

Sample Résumés

For a variety of sample résumés visit the Liberty University Career Center.