

# CAREER ROADMAP:

## Graphic Design

### Description of Field:

Graphic design concerns the process of constructing through the use of typography, visual arts and page layout to produce communications typically for a client. Graphic designers can work with web sites, publications, advertising, packaging, logos and branding. Designers can work freelance or salaried in design firms, or in-house with companies such as advertising and related services, newspapers, periodicals as well as technology firms.

### General Skills:

Samples skills include creativity, communication, active listening, and artistic and visual expression among others

### Insider Advice:

Gain experience through volunteer and internship opportunities. Keep and maintain a portfolio of your work, and look for opportunities to display your work. Utilize your network to see out opportunities and employers.

### Learn about Yourself & Career Options

#### What Can I Do With This Major:

[Graphic Design](#), [Art](#), [Communication Studies](#), [Electronic Media & Broadcasting](#)

#### Sample UF Majors:

[Art](#), [Marketing](#), [Graphic Design](#), [Visual Art Studies](#), [Digital Arts and Sciences](#), [Drawing](#)

#### Career Planning:

Our [Career Planning](#) staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

### Build Experience

#### UF Organizations:

[Computer Vision Graphics and Medical Imaging \(CVGMI\) Lab](#), [UF Designers](#), [Vox Graphis](#)

Visit [Student Activities & Involvement](#) for Additional Opportunities

#### Professional Organizations:

[American Institute of Graphic Arts](#), [The Society of Illustrators](#), [Industrial Designers Society of America](#), [Society for Environmental Graphic Design](#)

#### Sample Local Opportunities:

[Gainesville Volunteer](#), [Design Firm Directory](#), [MASS Visual](#)

### Prepare for Your Next Step

#### Sample Job Titles:

[Graphic Designer](#), [Graphic Artist](#), [Design Engineer](#), [Design Assistant](#), [Communications Technology Designer](#), [Designer Applications Engineer](#), [Marketing Communications Intern](#)

#### Search for Internships & Jobs:

[Gator CareerLink Jobs](#), [Krop](#), [Smashing Magazine](#), [Graphic Design Jobs](#), [Behance](#), [AIGA Design Jobs](#)

#### Sample Employers Recruiting at UF:

[Coffey Shots Photography](#), [KAX Media America](#), [Dwain Fletcher Company](#), [ME Productions](#), [Trimark Properties](#)

Log into [Gator CareerLink](#) to search for employers hiring UF students and additional resources