# 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 websites, 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