

LASELL COLLEGE
Office of Career Services

What Can I Do With a Major In...
GRAPHIC DESIGN

This field of study focuses on developing artistic skills and creative vision for commercial applications. Studio work in design concepts, image, color, topography, multimedia and computer aided design is emphasized. Techniques and knowledge of managing client relationships are explored in the areas of determining and fulfilling client needs, marketing, accounting and production scheduling. Career options are found in corporations, commercial art firms, media, manufactures and advertising agencies.

CAREER POSSIBILITIES*

Cartoonist	Topographer	Film Editor
Art Director	Assistant Media Planner	Advertising Account Manager
Design Assistant	Photographic Editor	Art Editor
Teacher	Fashion Illustrator	Web Master
Model Designer	Police Artist	Director of Communications
Publications Coordinator	Exhibit Designers	Print Layout Artist
Costume Designer	Textile Designer	Public Relations Assistant
Package Designer	Newsletter Editor	Publicist
Creative Services Manager	Production Assistant	Marketing Assistant
Editorial Designer	Graphics Editor	Animator
Commercial Artist	Publicity Director	Print Maker
Display Coordinator	Catalog Art Coordinator	Advertising Layout Assistant
Furniture Designer	Landscape Designer	Cover Designer
Toy Designer	Stage Scenery Designer	

*positions are at various levels some of which require graduate degrees

Additional Information:

Occupational Outlook Handbook (www.bls.gov/oco)

Job Profiles (www.jobprofiles.org)

WetFeet Career Profiles (www.wetfeet.com/Content/Careers.aspx)

Creative and production jobs (www.creativegroup.com/TCG/CreativeAndProduction)

Jobs in web design (www.creativegroup.com/TCG/NewMediaWeb)

Books Available at Office of Career Services:

- Becoming a Graphic Designer by Steven Heller and Teresa Fernandes
- Career Choices for Students of Art by Career Associates
- Career Opportunities in Art by Susan Haubenstock, and David Joselit

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