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