

GRAPHIC DESIGN

University of Northern Iowa College of Humanities, Arts & Sciences
<https://art.uni.edu/>

ABOUT THE MAJOR

Graphic design is a field of art that refers to the process of visual communication and problem-solving through the use of typography, photography and illustration. Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports.

SAMPLE COURSEWORK

Drawing I&II	Motion Graphics
Book Structures	Typography
Digital Image Design	Art History I&II
Publication Design	Graphic Design I&II

POSSIBLE CAREERS *some titles may require further education

Graphic Designer	Brand Identity Developer	Multimedia Developer	Interface Designer
Art Director	Broadcast Designer	Content Developer	Web Designer
Art Production Manager	Logo Designer	Visual Journalist	Package Designer
Illustrator	Visual Image Developer	Layout Designer	UX Designer

UNI GRADUATES: WHERE ARE THEY NOW?

- University of Northern Iowa
- Meredith Corporation
- Gannett: USA Today Network
- Target
- VGM Forbin
- Visual Logic
- Hibu
- ITA Group, Inc.
- Arthur L. Davis Publishing Agency, Inc.
- SportsGraphics Incorporated
- Principal Financial Group
- Star Destinations
- Grey Dog Media USA
- Mindstream Media
- Photosynthesis



SKILLS NEEDED

- Creativity
- Communication
- Technology
- Typography
- Time Management
- Detail-oriented
- Ability to meet deadlines
- Marketing skills
- Organization
- Project management

HOLLAND CODES

AES