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