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 Course Work

- Drawing I & II
- Book Structures
- Digital Image Design
- Publication Design
- Motion Graphics
- Survey of Art History I & II

Possible Careers

- Graphic Designer
- Art Director
- Logo Designer
- Illustrator
- Brand Identity Developer
- Broadcast Designer
- Art Production Manager
- Visual Image Developer
- Web Designer
- Visual Journalist
- Layout Designer
- Content Developer

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