

GRAPHIC DESIGN

University of Northern Iowa College of Humanities Arts & Sciences

<https://chas.uni.edu/art/majors/graphic-design-major>

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

*Some titles may require further education

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