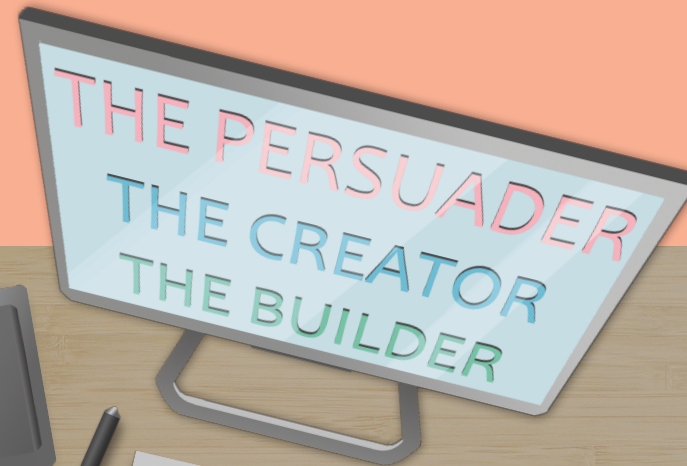


# GRAPHIC DESIGNER



## JOB DESCRIPTION

The purpose of a Graphic Designer is to give visual intrigue to their client's product, making it more appealing to the customer. By using a variety of traditional and digital mediums, the designer creates graphics to meet their client's specific commercial and promotional needs.

## HOW TO PREPARE

**PORTFOLIO:** Focus on having a strong, diverse portfolio. Keep your very best work from art and design courses and try to find projects outside of school. This will bulk up your portfolio with real client work and create contacts that may recommend you in the future.

**NETWORK:** It is very important to have a strong network of clients and other fellow designers to help maximize your job opportunities and cultivate a positive reputation.

## BENEFITS

Graphic design can be found everywhere. After some time in the industry, you may see your creations in ads, storefronts and even infographics like this one throughout your community and the world.

**MEDIAN SALARY:**  
**\$47,640**

## REQUIRED EDUCATION

A high school diploma or GED is mandatory. Recommended Degrees include:

- GRAPHIC DESIGN
- ILLUSTRATION
- INTERACTIVE DESIGN
- ADVERTISING

## TYPES OF GRAPHIC DESIGNERS

**IN-HOUSE FOR A COMPANY:** Works full-time for a company that has consistent need for new product or ad designs.

**ADVERTISING/BRANDING/DESIGN AGENCY:** A part of an agency that is contracted by companies for designs.

**FREELANCE/CONTRACT:** Their own boss, picks which clients and projects they want to work on.

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