Description of the Field:
Graphic design concerns the process of constructing through the use of typography, visual arts and page layout to produce communications typically for a client. Graphic designers can work with web sites, publications, advertising, packaging, logos and branding.

Designers can work freelance or salaried in design firms, or in-house with companies such as advertising and related services, newspapers, periodicals as well as technology firms. Samples skills include creativity, communication, active listening, and artistic and visual expression among others.

What Can I Do With This Major:
Art, Communication Studies, Electronic Media & Broadcasting, Graphic Design

Industry Overview:
Graphic Designers, What is Graphic Design

Sample CU Majors:
Technology, Arts & Media Program, Explore Humanities, Cultures & Languages, Explore Journalism & Communications, Explore Visual & Performing Arts, Interdisciplinary Media Art Practices (IMAP)

Prepare for an Internship/Job Search

CU Clubs/Organizations:
Center for Environmental Journalism, Cultural Events Board, Program Council

Sample Local Opportunities:
ATLAS Institute and the TAM Program Job & Internships Listings, TDA_Boulder, University Communications, Versa Marketing Inc

Professional Organizations:
American Institute of Graphic Arts, Association Typographique Internationale, Graphic Artists Guild, Society for Environmental Graphic Design, Society of Illustrators, Artists and Designers

Start an Internship/Job Search

Search for Internships & Jobs:

Career Buffs, AIGA Design Jobs, Behance, Coroflot, Graphic Design Jobs, Krop, Smashing Magazine

Visit Go Global for additional resources. Login to Careers Buffs to find internship and job postings from employers specifically seeking CU-Boulder students.

Adapt for a Changing World

Insider Advice & Trends:

Gain experience through volunteer and internship opportunities. Keep and maintain a portfolio of your work, and look for opportunities to display your work. Utilize your network to seek out opportunities and employers. Graphic designers can work in a wide variety of industries, either for design organizations or as in-house designers and illustrators in many organizations. Look for industries and companies to explore opportunities. Some students work as freelance or as independent contractors to get experience and build a portfolio.

Sample Employers Recruiting at CU:

Brant Publications
Campus Publishers
Denver Museum of Nature & Science
iDream Talent LLC
Kroenke Sports & Entertainment
La Sportiva N.A. Inc/ Movement Ski
Neve Designs
Open Media Foundation
Paradigm Analytics
Pivot Communication
UniversityParent
Yellow Scene Magazine
ZOO Fans