Graphic Designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions.

DUTIES

Graphic Designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics and visual or audio images for product illustrations, logos, and websites
- Create designs either by hand or using computer software packages
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them

Graphic designers combine art and technology to communicate ideas through images and the layout of web screens and printed pages. They may use a variety of design elements to achieve artistic or decorative effects. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a page or screen, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables.

Graphic design is becoming increasingly important in the sales and marketing of products. Therefore, graphic designers, also referred to as graphic artists or communication designers, often work closely with people in advertising and promotions, public relations, and marketing.

Frequently, designers specialize in a particular category or type of client. For example, some create credits for motion pictures, while others work with print media and create signs or posters.

SALARY INFORMATION

Location	2018				
	10%	25%	Median	75%	90%
California	$34,060	$44,410	$59,670	$77,420	$99,510

*Pay period based on yearly amount.

EMPLOYMENT OUTLOOK

Stable growth rate is estimated to be **7%**

3,750 estimated annual job openings

Graphic designers also need to keep up to date with the latest software and computer technologies to remain competitive.

Some individuals with a background in graphic design teach in design schools, colleges, and universities. For more information, see the profile on postsecondary teachers.

RELATED OCCUPATIONS

Art Directors
Fine Artists, Including Painters, Sculptors, and Illustrators
Commercial and Industrial Designers
Fashion Designers
Interior Designers
Set and Exhibit Designers
Directors – Stage, Motion Pictures, Television, and Radio
Camera Operators, Television, Video, and Motion Picture
Makeup Artists, Theatrical and Performance

SOUTHWESTERN COLLEGE MAJORS Art | Art History for Transfer | Graphic Design | Photography and Digital Imaging Studio Arts for Transfer | Professional Photography