



Pathway: Graphic Design

Get the Facts:

Graphic Design is the study of effective visual communication and the art of presenting information in an engaging way to a specific audience. Graphic Design as a discipline has a rich history, yet it is always firmly embedded in contemporary culture, business practices, and current technology. Individuals may use a variety of mediums to achieve artistic or decorative effects.

Branding, web and interactivity, print publications, logos and packaging are just a few of the subjects that individuals in a Graphic Design program will study. Individuals may use a variety of mediums to achieve artistic or decorative effects.

Workforce Trends:

This occupation is expected to experience **FASTER** than average employment growth with a high volume of annual job openings. Graphic designers are expected to face strong competition for available positions. Prospects will be better for applicants who work with various types of media, such as websites and print publications.

Graphic Design Pathway is:

- High demand
- Medium wage
- High skill

Occupation Outlook:



The Utah statewide annual median wage:

**Graphic Designer is
\$44,860**

Sample Career Occupations:

- Graphic Designer/Artist
- Magazine Art Director
- Typographer
- Book Publisher
- Advertising Agency Work
- Website Design

The majority of Graphic Design programs are limited enrollment requiring departmental admissions approval

The BFA is a professional art degree requiring above-average accomplishment in art. Students must first apply and be accepted to the professional degree program.

College and Career:

There are a number of options for education and training beyond high school, depending on your career goals.

- BYU – BFA Graphic Design; BA Design—Graphic Design emphasis;
- BYUI – BFA Graphic Design; BA Studio Art—Graphic Design emphasis
- USU – BFA Art—Graphic Design emphasis
- WSU – BFA Graphic Design
- U of U – BFA Art—Graphic Design emphasis
- UVU – BFA Art & Design—Graphic Design emphasis
- SUU – BFA Graphic Design
- DSU – BS Design - Graphic Design, Digital Design, Interaction Design emphases
- SLCC – AAS Visual Art & Design— Graphic Design emphasis