

The Graphic Design concentration focuses on print media. Students are prepared for careers in graphic design firms and advertising agencies, printing and graphic arts service industries and in-plant or in-house art departments.

How much can I earn?

Tennessee Annual Salary

\$21,420–\$44,840*

*Wages and salary data provided by the Bureau of Labor Statistics, Tennessee Department of Labor

What will I do on the job?

Graphic designers work with type and images to create the look for communication materials, signage, CD inserts, books, magazines, posters, catalogs, electronic graphics and other products. Some also design websites.

What skills will I use on the job?

You will utilize organizational, creative and computer skills. As a graphic designer you will apply design theory and art skills while using the most current versions of page layout, illustration and editing software. Flexibility is also key.

Possible job titles:

Graphic designer, graphic services specialist, art director, pre-press technician, graphic service sales rep, illustrator.

Who will hire me?

Many corporate businesses have marketing and advertising departments which have full-time positions for graphic designers. Advertising, design and marketing studios hire entry –level graphic designers. Other job opportunities can be found in the printing industry, non-profit organizations and freelance work.

Graduates work for such organizations as:

Marketing Alliance
Color Creek
National Print
IKON
Goldbond
Lodge Manufacturing

Need more information?

catalog.chattanoogaastate.edu
www.bls.gov
tcids.tbr.edu/index.html

Career Services and Counseling Center

Student Center Room 235
423-697-4421
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