

Resources

- Information about the Journalism - Convergence sequence
<http://convergence.journalism.missouri.edu/>
- Bureau of Labor Statistics, www.bls.gov
2004 Occupational Outlook Handbook
- National Association of Schools of Art and Design,
<http://nasad.arts-accredit.org>
- The Society of Publication Designers, www.spd.org
- American Institute of Graphic Arts, www.aiga.org
- Careers in Communications by Shonan F.R. Noronha, 1997
- Mediabistro: Career and community for media professionals, www.Mediabistro.com
- JournalismJobs.com, The Job Board for Media Professionals
www.journalismjobs.com

Sources of information for this publication:

Bureau of Labor Statistics, www.bls.gov
2004 Occupational Outlook Handbook
Careers in Communications by Shonan F.R. Noronha, 1997

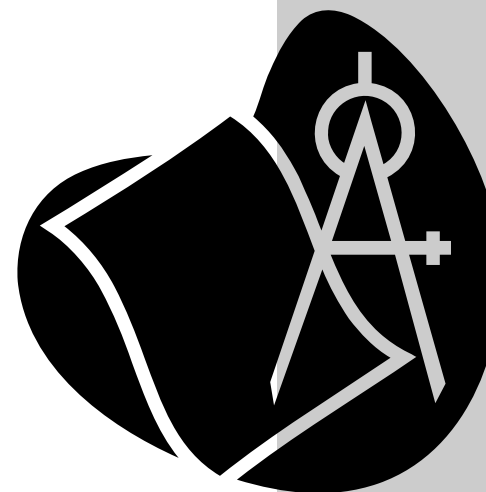


Pathways to Media

For more information, contact:
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Pathways to Media



What's Inside:

- Related Majors at Mizzou
- How to Prepare for a Career in Graphic Design
- Career Information
- Required Skills and Abilities



Description and Job Duties

Graphic designers design the editorial content for publications using typography, photography and illustration. As part of the creative process, they plan, analyze and create visual solutions to successfully layout articles and other editorial. Designers work with writers, editors and photographers in planning and executing designs.

Graphic designers also work in film and television, advertising agencies or as freelance designers. Recently, more graphic designers have started to work in multimedia communications such as websites, CD-ROMS and video games.

Skills and Abilities

Artistic, creative, accurate, strong sense of esthetics, imaginative, persistent, ability to communicate ideas and information, writing and reading comprehension, and knowledge of design software such as QuarkXpress, InDesign, Photoshop and Illustrator.

Majors at MU

Journalism (JOURN)
Agricultural Journalism (CAFNR)
Art—Graphic Design (A&S)

Experience may be considered in lieu of degree. Designers provide portfolios of their work when applying for internships or jobs. Some Journalism programs, such as the one at MU, offer magazine design classes and outlets to build portfolios.

Related Occupations

Workers in other occupations who design or arrange objects, materials, or interiors to enhance their appearance and function include artists and related workers; architects, except landscape and naval; engineers; landscape architects; and photographers. Some computer-related occupations, including computer software engineers and desktop publishers, require design skills.

Preparation

- Experience often is the key to obtaining entry-level positions. Beginning designers often start as design assistants. Assistants can move up to higher level positions such as senior designers or art directors.
- A newspaper or magazine internship is the best way to gain experience.
- Designing for college and community publications is helpful.

Typical Career Opportunities

- Graphic Designer
- Assistant Art Director
- Art Director
- Illustrator
- Web Designer
- Production Artist

Career Information

Design positions at magazines, newspapers, book publishers and online publications, advertising agencies and public relations firms, universities, government agencies, corporations, non-profit organizations and freelance opportunities.

Employment outlook is expected to grow about as fast as the average for all occupations through 2012. Median annual earnings for graphic designers in newspaper, periodical, book and directory publishers were \$31,670.

