Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, tell a story, or captivate consumers. Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects. Many are employed in specialized design services, media, publishing, advertising, public relations, and related services industries.
Skills & Abilities/Typical Careers

Skills & Abilities: artistic, creative, and accurate; strong sense of aesthetics; imaginative and persistent; ability to communicate ideas and information; writing and reading comprehension; and knowledge of design software such as InDesign, Photoshop and Illustrator.

Typical Careers: graphic designer, assistant art director, art director, illustrator, web designer, and production artist.

Related Majors at Mizzou

• Journalism (JOURN)
• Agricultural Journalism (CAFNR)
• Art—Graphic Design (A&S)
• Information Technology (ENGR)

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 opportunities to build portfolios.

Occupational Outlook Handbook – Graphic Designers