

Download The Aiga Guide To Careers In Graphic And Communication Design

The AIGA Guide to Careers in Graphic & Communication Design is the ultimate tool to help explore the expanding field of design, navigate its changing trends, and find your place in it. Bloomingdale's "Spain," 1992: To celebrate the Olympics Bloomingdale's mounted a massive design show filling the store from top to bottom with modern objects of Spain, capturing the subtle differences between the north and south, from Madrid to Barcelona, to inspire the American public. A Bachelor's in Graphic Design degree usually comes in two forms: as a Bachelor of Arts, or a Bachelor of Fine Arts. These degree programs incorporate aspects of traditional art instruction and principles, advertising and marketing studies, professional business skills, and technology to prepare students for a diverse array of careers in graphic design. Graphic designers apply artistic theories and communication skills to create engaging messages through print and multimedia platforms. With an undergraduate education in graphic design, you can work in business, information technology (IT), or art and design.