

# CREDENTIAL & CAREER PATHWAYS

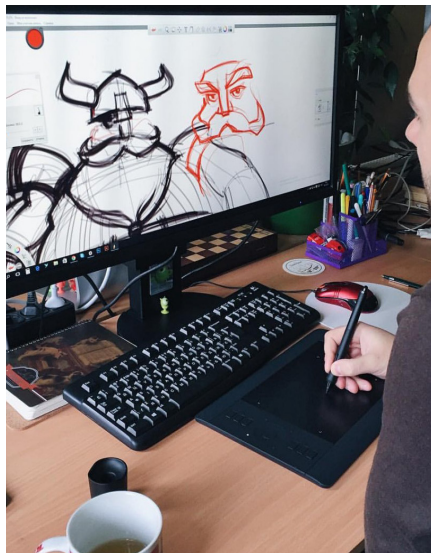
## DIGITAL MEDIA/IT

# Graphic Designer

### JOB DESCRIPTION

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports.

Key duties include: using digital illustration, photo editing software, and layout software to create designs, creating visual elements such as logos, original images, and illustrations that help deliver a message, and presenting design concepts to clients or art directors.



### WHAT SKILLS & TRAINING ARE NEEDED?

#### SOFT SKILLS:

- Must be able to create unique designs that are artistically interesting (Artistic and Creative).
- Must be able to work on multiple projects at the same time with deadlines (Time management and Planning for Success).
- Must be able to communicate with clients, customers, and other designers (Communication).

#### TECHNICAL AND ACADEMIC SKILLS:

- High school diploma or equivalent
- Experience with specialized graphic design software (e.g. Adobe Creative Suite)

### HOW DO I KNOW IF THIS IS A GOOD FIT FOR ME?

- You like to draw, paint or take photographs.
- You are creative and good with computers.
- You enjoy working on a team.

### WHERE CAN I FIND TRAINING?

DELGADO COMMUNITY  
COLLEGE

UNIVERSITY OF NEW ORLEANS

LOYOLA  
UNIVERSITY

XAVIER UNIVERSITY

SOUTHEASTERN  
LOUISIANA UNIVERSITY

TULANE  
UNIVERSITY

NOVAC

### HOW MUCH WILL I BE PAID PER HOUR?

**\$10.69**

Entry Level

**\$21.50**

Typical

**\$46.89**

Experienced

**YouthForce**  
NOLA

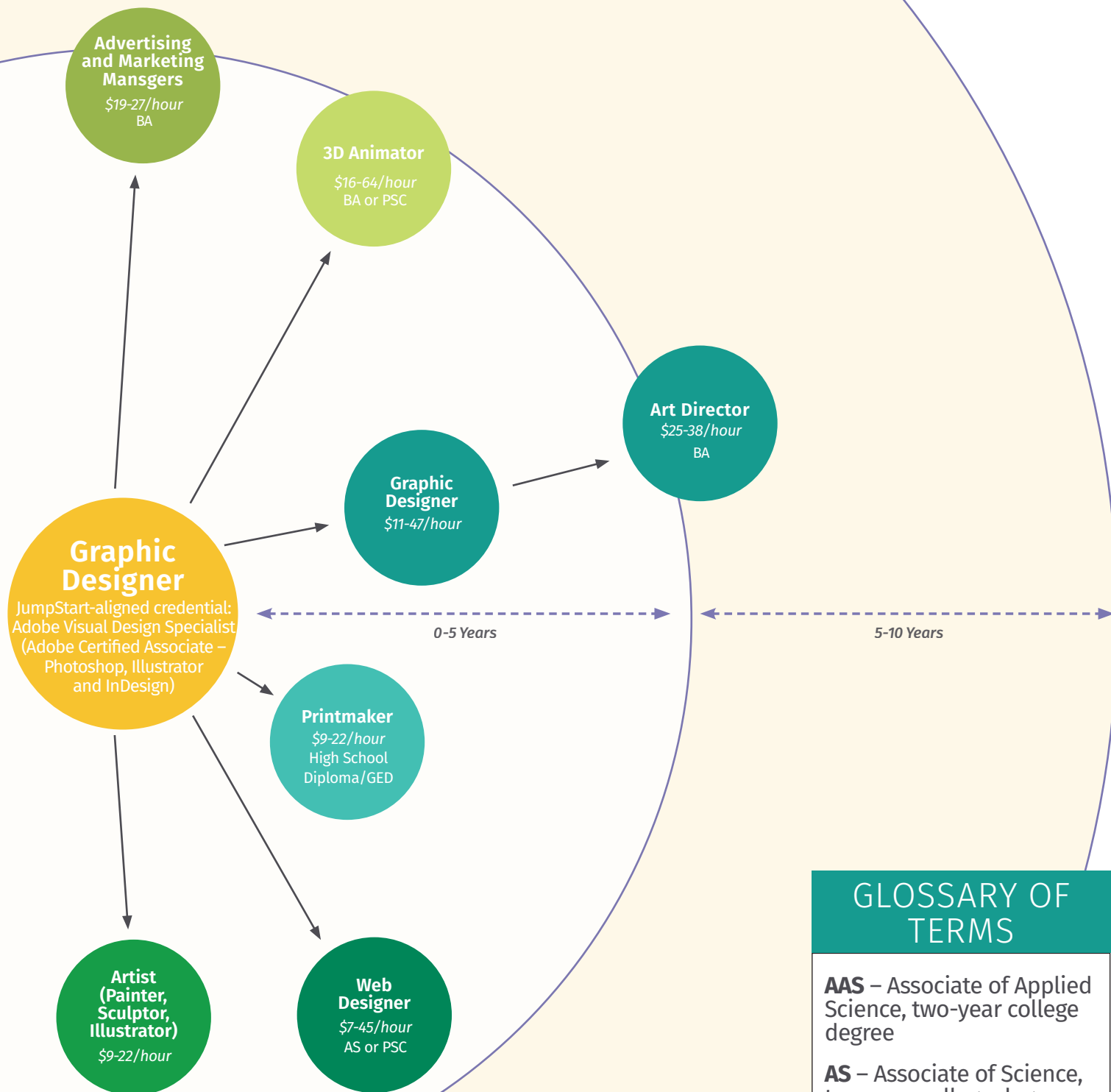


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# CAREER GROWTH DIGITAL MEDIA/IT

## Graphic Designer



### GLOSSARY OF TERMS

**AAS** – Associate of Applied Science, two-year college degree

**AS** – Associate of Science, two-year college degree

**BS** – Bachelor of Arts, four-year college degree