



# ADVERTISING & GRAPHIC DESIGN

## SALARY AND OUTLOOK

[www.cpcc.edu/careercoach](http://www.cpcc.edu/careercoach)

## WORK ENVIRONMENT\*

- Specialized design service, publishing or advertising, public relations and related service industries
- Some are self-employed

## POSSIBLE JOB TITLES OR EMPLOYERS

[www.cpcc.edu/career/studentsgrads/programs](http://www.cpcc.edu/career/studentsgrads/programs)

## What people in this career field do\*

- Focus on design, advertising, illustration, digital and multimedia preparation of printed and electronic promotional materials
- Use computer software to design page layouts for newspapers, books, brochures and other items that are printed or put online
- Collect the text, graphics and other materials they will need and format them into a finished product

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## Pros and cons of this career field\*

- You use creativity to solve real problems.
- To stay ahead you must always be a learner.
- It is a deadline-driven industry.

## Necessary abilities and qualities\*

- Artistic ability
- Communication, computer and organizational skills
- Detail-oriented
- Creative thinking

## Education/credential requirements for career

- Associate degree in Advertising
- Associate degree in Graphic Design

\* Information courtesy of U.S. Occupational Outlook Handbook.



# CPCC AND YOUR CAREER

## PROGRAM INFORMATION

[www.cpcc.edu/programs](http://www.cpcc.edu/programs)

**Is this a fully online program?** No

**Primary campus for this program:**  
Harper Campus

## SCHOOLS OFFERING 2+2 PROGRAMS FOR BACHELOR'S DEGREE

N/A

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Harper Campus

## Special admissions requirements for program:

- Basic computer competencies

## Sample course requirements:

- Graphic Design (4 semesters)
- Typography (2 semesters)
- Interactive Design (1 semester)

## Related degrees and careers:

- Graphic Arts
- Imaging Technology

Visit Career Coach at [www.cpcc.edu/careercoach](http://www.cpcc.edu/careercoach) for more information.