

GRAPHIC DESIGN, B.DES.

Begin Campus: University Park

End Campus: University Park

Career Paths

Penn State Graphic Design (PS-GD) develops a pathway for placement in the nation's top creative firms. The undergraduate B.Design program will prepare you for broad opportunities in today's global marketplace. In addition to providing you with a robust foundation in technical skills, key concepts, methods, and tools, the PS-GD program will foster and hone your overall creative and intellectual capacity. Our degree prepares students for employment in design studios, advertising agencies, publishing, corporate design, and more, creating broadcast graphics, packaging and print products, websites, mobile apps, and interactive media. You also can choose to undertake specialized graduate studies.

Careers

All Penn State Graphic Design (PS-GD) students complete at least one summer internship with leading creative agencies around the country. This provides real-world experience and helps you build a professional network even before you graduate. PS-GD students enjoy a nearly 100 percent placement in top agencies. In addition to gaining active faculty and alumni connections nationwide, as a PS-GD student you benefit from an in-house career adviser who can connect you with professional opportunities. Graphic designers are in high demand across industries, and PS-GD graduates are active in such diverse fields as film production, web design, advertising, publishing, and environmental design.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE GRAPHIC DESIGN PROGRAM (<https://stuckeman.psu.edu/jobs/>)

Opportunities for Graduate Studies

While graduates of Graphic Design programs may opt to pursue Master of Fine Arts (MFA) programs in specialized topics or focus areas, professional practice opportunities are readily available to Bachelor of Design graduates.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://sova.psu.edu/?q=concentration-area/graphic-design>)

Professional Resources

- American Institute of Graphic Arts (AIGA) (<http://www.aiga.org>)
- Graphis New Talent Annual (<http://www.graphis.com>)
- College Art Association (CAA) (<http://www.collegeart.org/>)