

# GRAPHIC DESIGN, B.DES.

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**Begin Campus:** University Park

**End Campus:** University Park

## Career Paths

Penn State Graphic Design develops a pathway for placement in the nation's top creative firms and companies. The undergraduate B.Design program prepares students for broad opportunities in today's global marketplace. In addition to providing students with a robust foundation in technical skills, key concepts, methods, and knowledge, the program fosters and prepares students' overall creative and intellectual capacity. This degree prepares students for employment in design studios, advertising agencies, publishing, corporate design, and more – creating motion graphics, data visualization, packaging, print products, websites, apps, user experience design, and interactive media. Students may also choose to undertake specialized graduate studies.

## Careers

All graphic design students at Penn State complete at least one summer internship with leading creative agencies worldwide or study abroad. This provides real-world experience and global perspectives to help students build a professional network even before they graduate. Graphic design students enjoy an excellent job placement rate in top agencies and companies. In addition to gaining active faculty and alumni connections nationwide, Penn State graphic design students benefit from an in-house career adviser who can connect them with professional opportunities. Graphic designers are in high demand across industries, and graduates of the Penn State program are active in such diverse fields as branding design, motion design, web design, 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/>)