

Digital Media Design & Production: Graphic Design Concentration

Associate of Applied Science Degree

Program Overview:

The Graphic Design concentration focuses on print media. Students are prepared for careers in graphic design firms and advertising agencies, printing and graphic arts service industries and in-plant or in-house art departments. Students will need to spend approximately \$250-\$300 for basic professional equipment the first semester and \$100-\$150 per semester for consumable supplies.

How Much Can I Earn?

\$21,420 - \$44,840

*wages and salary data provided by the Bureau of Labor Statistics, Tennessee Department of Labor

What Will I Do On The Job?

Graphic designers work with type and images to create the look for communication materials, signage, CD/DVD inserts, books, magazines, posters, catalogs, electronic graphics and other products. Some also design websites. Almost all are expected to have a basic knowledge of web tools (HTML & CSS)

What Skills Will I Use On The Job?

You will utilize organizational, creative and computer skills. As a graphic designer you will apply design theory and art skills while using current versions of page layout and editing software. Flexibility and willingness to take direction are also key.

Possible Job Titles:

Graphic Designer, Graphic Services Specialist, Art Director, Pre-Press Technician, Printing, Graphic Service Sales Rep, Illustrator.

Who Will Hire Me?

Many corporate businesses have marketing and advertising departments which have full-time positions for graphic designers. Advertising, design and marketing studios hire entry-level graphic designers. Other job opportunities can be found in the printing industry, non-profit organizations and freelance work. Chattanooga State graduates work with such organizations as: Marketing Alliance, Color Creek, National Print, IKON, Goldbond, Lodge Manufacturing.

Need More Information?

Jeff Morris, Associate Professor 423-697-4764 Jeff.Morris@chattanoogaastate.edu

Allen Wallace, Associate Professor 423-697-3290 Lewis.Wallace@chattanoogaastate.edu

Career Services & Counseling Center Student Center Room 137 ▪ 423-697-4421