

GRAPHIC DESIGN

The Graphic Design Major Program at Drexel prepares students to inform, persuade, educate, and entertain through the creative use of word and image. Graphic design students learn to conceptualize, design, and produce visual communication in a wide variety of media, including books, magazines, posters, ads, packaging, websites, interactive media, information systems, exhibition design, motion graphics and more. Students use this work to develop an expansive portfolio of their work for future employment.

The curriculum provides a balance of traditional and technical artistic studies enhanced by general education coursework in humanities, physical and social sciences. Westphal College's graphic design students develop a sophisticated approach to creative problem solving and hone skills in typography, image generation, corporate identity, information graphics, three dimensional design, and motion graphics. Working in both two and three-dimensional projects, students utilize the latest electronic applications and emerging technologies to stay current with the industry. Drexel graphic design graduates are employed by advertising agencies, design studios, corporate design departments and publishers.

In a job search within the Graphic Design industry, whether for co-op or full time employment, a student's designed resume and portfolio will be of paramount importance, and therefore excellence in project work within the department is vital.

Students wanting specific information about the major are encouraged to stop by the department office in the URBN Center, 3501 Market Street, or visit their website at drexel.edu/westphal.

Employers Who Have Hired Drexel Students Include:
Aweber Communications Digitas Health Razorfish Electronic Ink ex;it Happy Cog Hasbro MRM-McCann The Exhibit Source

JOB TITLES

Graphic Designer
Assistant Art Director

Web Designer
New Media Assistant

Please refer to drexel.edu/scdc for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

American Institute of Graphic Arts
aiga.org

Art Directors Club
adcglobal.org

LinkedIn: Graphic Design Professional Group
linkedin.com

Industrial Designers Society of America
idsa.org

Philly Ad Club
phillyadclub.com

Society for Environmental Graphic Design
segd.org

CAREER RESOURCES

Resume, Interviewing and Job Search Best Practices
drexel.edu/scdc/professional-pointers

Workshop Calendar
drexel.edu/scdc/calendars-events/workshops

DREXEL DEPARTMENTS

**Antoinette Westphal
College of Media Arts & Design**
URBN Center, 3501 Market Street
215.895.2396
drexel.edu/westphal/academics

**Career Services Library
Careers Collection**
Hagerty Library
33rd and Market Streets, Room 136
www.library.drexel.edu/guides/careers

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youtube.com/drexelscdc | LinkedIn Group – Drexel Career Connections

STEINBRIGHT CAREER DEVELOPMENT CENTER