

## **Bachelor of Fine Arts: Communication Design** **With Specialization in:** Graphic Design, Advertising Design, Interactive Design, or Illustration

Communication Design is about visual and print communications. The highly creative and thought provoking work of graduates from the Communication Design department informs and persuades on behalf of clients in a wide range of organizations and professions. The four year BFA curriculum in Communication Design is geared toward building student knowledge through a structured fundamental program and a variety of upper-level courses in Graphic Design, Advertising Design, Illustration and Interactive Design. Employers recommend one or more internships to be successful and competitive when entering this field.

### **Career types associated with Communication Design**

*(Is this a good fit for you? Are you a...)*

- Realistic - "Doer"
- Artistic - "Creator"
- Enterprising - "Persuader"

### **Related skills, values, and qualities**

- Ability to communicate ideas, thoughts, and feelings visually
- Aptitude in spatial relationships and manual dexterity
- Critical observation and critical thinking skills
- Ability to think creatively
- Strong interpersonal and networking skills
- Ability to persuade, present and communicate ideas
- Ability to meet deadlines
- Concentration and self-discipline
- Ability to withstand scrutiny and criticism

### **Courses Communication Design majors typically enjoy**

- Art
- Drawing and Painting
- Photography
- Web Page Design
- Advertising
- Marketing

### **Common interests of Communication Design majors**

- Working part-time or volunteering in an art studio, museum or advertising agency
- Attending art shows, festivals, and art exhibits
- Drawing and painting
- Photography
- Digital imaging
- Creating advertising material for local community organizations and other groups

### **For more information about the major**

Contact Department of Art and Design  
302 Sharadin, 610-683-4530,  
or visit [www.kutztown.edu/CommunicationDesign](http://www.kutztown.edu/CommunicationDesign)

### **KU Majors related to Communication Design**

Art Education, Cinema, Television and Media  
Production, Studio Art, Marketing

# FOUR STEPS TO SUCCESS

## EXPLORE

### 1<sup>ST</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

## DISCOVER

### 2<sup>ND</sup> YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

## EXPERIENCE

### 3<sup>RD</sup> YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employer panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

## IMPLEMENT

### 4<sup>TH</sup> YEAR

- Attend your Senior Kick-off session and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevator pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

Communication Design majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco).

- Advertising Artist
- Aerial Photographer
- Animator
- Art Administrator
- Art Consultant
- Art Director
- Art Educator
- Artist's Agent
- CD/Record Cover Designer
- Creative Director
- Designer
- Display Designer
- Freelance Designer
- Freelance Illustrator
- Fashion Artist/Designer
- Gallery Owner
- Graphic Arts Technician
- Greeting Card Artist
- Illustrator
- Label Designer
- Landscape Architect
- Magazine Designer/Illustrator
- Motion Picture Artist
- Motion Picture Scenic Designer
- Municipal Graphic Designer
- Newspaper Layout Artist
- Photographer
- Product Designer/Illustrator
- Set Designer/Illustrator
- Web Designer

## Common Internship Sites and Employers

Communication Design majors often find internships and employment in the following industries.

- Photo Studios
- Art Studios
- Advertising Agencies
- Webpage Companies
- Graphic Design Studios
- Motion Picture Studios
- Schools/Camps
- Interior Design Firms
- Media Production Companies
- Community Arts Organizations
- Magazines/Newspapers
- Photo Agencies & Studios
- Publishing Firms



Handshake is the primary online resource for preparing and connecting students and alumni with employers.  
[www.kutztown.edu/handshake](http://www.kutztown.edu/handshake)

## Useful Websites for Communication Design Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry/Employment Information

National Endowment for the Arts  
[www.arts.gov](http://www.arts.gov)

NY Foundation for the Arts  
[www.nyfa.org](http://www.nyfa.org)

ResArtis  
[www.resartis.org](http://www.resartis.org)

Art Deadline  
<http://artdeadline.com>

Graphic Arts & Printing Career Guide  
[www.khake.com/page27.html](http://www.khake.com/page27.html)

Recognition in Advertising  
[www.oneclub.org](http://www.oneclub.org)

### Job/Internship Search Boards

Working Not Working  
<https://workingnotworking.com>

Greater Phila Cultural Alliance  
[www.philaculture.org/jobbank](http://www.philaculture.org/jobbank)

Internships  
[www.internships.com](http://www.internships.com)

Aquent Talent Agency  
[www.aquent.com](http://www.aquent.com)

Communication Arts  
[www.creativehotlist.com](http://www.creativehotlist.com)

LinkedIn Jobs  
[www.linkedin.com/jobs](http://www.linkedin.com/jobs)

### Professional Associations

College Art Association  
[www.collegeart.org](http://www.collegeart.org)

Southern Graphics Council  
<http://sgcinternational.org>

Nat'l Assoc. of Independent Artists  
<http://naia-artists.org>

Society of American Graphic Artists  
[www.sagaprints.com](http://www.sagaprints.com)

American Association of Advertising Agencies  
[www.aaaa.org](http://www.aaaa.org)

American Institute of Graphic Arts  
[www.aiga.org](http://www.aiga.org)

### Related Area Employers

ArtsQuest  
Crayola  
DaBrian Marketing Group  
Gretna Theatre  
Hershey Company  
L&H Companies  
Larson Design Group  
Listrak  
Liquid Interactive  
QVC  
Sorrelli Jewelry  
Suzy Rae Design

# Building Your Resume for a Career in Communication Design

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

## Cara Communication DeSign

cocomm000@live.kutztown.edu, 555-555-5555, caracomm.weebly.com

### QUALIFICATIONS

- Ability to incorporate creative ideas into promotional designs
- Strong interpersonal and communication skills
- Experience working independently and in a team environment
- Proficient in Adobe Photoshop, Adobe InDesign, Macromedia Dreamweaver & Microsoft Office

### EDUCATION

B.F.A. Kutztown University of Pennsylvania Kutztown, PA  
Major: Communication Design Specialization: Advertising Design May 20xx  
Minor: Advertising  
GPA: 3.74  
Dean's List Fall 20xx-Spring 20xx

Related Courses: 2D & 3D Design, Advanced Typography, Visual Translation, Advertising Design

### EXTERNSHIP & INTERNSHIP EXPERIENCE

Berks Counseling Center (BCC) Reading, PA  
Graphic Design Intern Spring 20xx  
• Assisted in development of BCC's brand image through group meetings and print material reviews  
• Designed annual reports, flyers, booklets & logos to reflect and reinforce BCC image and brand  
• Create and monitor content of organizational social media accounts including Facebook & Twitter  
Graphic Design Extern Feb 20xx  
• Observed design development of BCC agency handouts  
• Witnessed graphic design approval process via rough layout critique and final submission

### RELATED DESIGN EXPERIENCE

The Women's Center, Kutztown University Kutztown, PA  
Student Designer Fall 20xx-Present  
• Develop and create original designs for Women's Center promotional pieces including monthly event calendars  
• Consult with supervisor to discuss and implement critiques and design changes  
• Train co-designer in production of promotional pieces using Dreamweaver and InDesign

Alumni Engagement Office, Kutztown University Kutztown, PA  
Logo Designer April 20xx  
• Developed and designed original logo for Homecoming  
• Selected as winner of campus-wide 20xx Homecoming Design Contest

Design-A-Thon, Kutztown University Kutztown, PA  
Student Design Volunteer March 20xx  
• Designed and produced a brochure for One Wish Foundation during 24-hour pro bono design marathon  
• Worked within a student team to interview non-profit representative and conceptualize desired theme  
• Presented original brochure design to client at event conclusion

### CAMPUS INVOLVEMENT

Member, Contemporary Craft Club, Kutztown University Fall 20xx-Present  
Recipient, Career Success Certificate, Kutztown University Career Development Center Spring 20xx  
Recipient, Career Exploration Certificate, Kutztown University Career Development Center Fall 20xx

### WORK EXPERIENCE

Kutztown Tavern Kutztown, PA  
Server/Host Aug 20xx-Present  
• Ensure customer satisfaction, communicate effectively with wait staff and management

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through clinical practice.

Utilize summer breaks to acquire valuable experience via volunteer or employment opportunities related to your major.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.