

GRAPHIC DESIGN.

BY KELSEY FAUSKO

WHO AM I?

- graduate of a graphic design program
- freelance designer

EDUCATION

- 2-5 year programs at universities
- BFA vs BA
- industrial design, graphic design different programs

EDUCATION

TOP UNIVERSITIES:

Rhode Island School of Design
Providence, RI

Pratt Institute
Brooklyn, NY

Yale University
New Haven, CT

ArtCenter College of Design
Pasadena, CA

Maryland Institute College of Art
Baltimore, MD

California Institute of the Arts
Valencia, Santa Clarita CA

Cranbrook Academy of Art
Bloomfield Hills, MI

California Institute of the Arts

SKILLS

vary based on job description

general skills

- adobe suite
- typography
- print publications (catalog, magazine, etc.)
- digital publications (website, social media, etc.)
- UX/UI, coding
- photography/videography
- motion graphics
- color schemes (pantones)
- prototyping/sketching/wireframes

JOBS

- graphic design jobs are readily available
- experience is required
- UX/UI is up and coming (highly recommend)
- salary ranges
 - avg around country 56,000
 - beginner more likely 40-50,000
 - freelancers based on hourly wages, \$25/hr min to start
 - UX avg 84,000

PATHWAYS

High School:

- play with Adobe Suite
- video, blog, sketch, just have fun
- take any visual/graphic/art classes offered

Recommended Courses:

- graphic design intro
- visual communications intro
- typography intro
- art history
- screen printing intro

PROCESS

SKETCH

WIREFRAME

PROTOTYPE

CREATE

OPTIMIZE FORMAT

SEND/PRINT TO OR FOR CLIENT

THANK YOU.