

# GRAPHIC DESIGN

## FEATURED OCCUPATION

### IS THIS FOR ME?

Are you creative and like working with colors?

Are you detail-oriented?

Do you like to design and build things?



### ART DIRECTOR

Art Directors oversee the creative, visual style, and production process for developing websites, games, apps, film, magazines, marketing campaigns, and product packaging. They often will coordinate across different art departments to make sure everyone is working in unison.



## WHAT IS IT?

Graphic design can help you take your creative talent, combine it with skills and technology, and turn you in to an in-demand multimedia or graphic designer. Multimedia design involves computers, animation, photography, video, and printing to create all sorts of things from posters and magazines, to websites and online video games, to photos and videos.

## WHAT WILL I DO?

Graphic designers typically work for an entertainment, video game, or advertising agency, or “in-house” at a traditional business, or even free-lance working on their own. Animators create visuals for computer programs or games. If you work in a marketing department you might design artwork and campaigns for presentations or marketing materials. Graphic designers will be fluent in computer skills such as Adobe or HTML to help create online content and websites.

## IN DEMAND OCCUPATIONS IN AROUND SANTA CLARA COUNTY

| Education Needed  | Occupation                         | Average Salary | Job Growth Projected Over Next 10 Years | Job Openings Projected Over Next 10 Years |
|-------------------|------------------------------------|----------------|-----------------------------------------|-------------------------------------------|
| Associate Degree  | Web Developer                      | \$162,144      | 12%                                     | 1,230                                     |
|                   | Web and Digital Interface Designer | \$178,895      | 9%                                      | 3,800                                     |
| Bachelor's Degree | Graphic Designer                   | \$99,168       | 5%                                      | 1,460                                     |
|                   | Film and Video Editor              | \$105,091      | 13%                                     | 320                                       |
|                   | Art Director                       | \$154,479      | 4%                                      | 1,360                                     |
|                   | Multimedia Artist and Animator     | \$155,365      | -3%                                     | 930                                       |

Source - State of California Employment Development Department, 2025

## OFFERED AT THIS MVLA SCHOOL:



## CONNECTS TO PROGRAMS AT:

- De Anza College (AA)
- Foothill College (AA)
- Porterville College (AA)
- San Jose State
- Art Center of College and Design
- New York University
- Univ. of the Pacific

## LEADS TO THESE JOBS:

- 2D & 3D Animator
- Creative Director
- Desktop Publisher
- Digital Media Designer
- Filmmaker
- Graphic Designer
- Marketing Specialist
- Photographer
- Social Media Specialist

## NEXT STEPS

**IF YOU ARE INTERESTED IN PURSUING A CAREER IN GRAPHIC DESIGN** talk to your high school counselor or teachers about what classes to take.