



## Potential Careers in Graphic Design and Marketing?

### Entry-level

- Desktop Publisher
- Graphic Designer
- Illustrator
- Layout Artist
- Marketing Communications Specialist
- Photographer's Assistant
- Photo Retoucher
- Presentation Specialist
- Print Production Coordinator
- Production Assistant
- Proofreader
- Traffic Coordinator

### With experience

- Animator
- Art Director
- Book Designer
- Creative Director
- Freelancer
- Marketing Communications Manager
- Media Buyer
- Multimedia Designer
- Photographer
- Prepress Supervisor
- Print Project Manager
- Promotions Manager
- Public Relations Director
- Typographer
- Web Designer
- Teacher

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**NORTH·SHORE**  
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# Careers in Digital Graphic Design



Photo: K. Burns

**DESIGN CHANGES EVERYTHING**

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Photo: M. Liggiero

## What's Digital Graphic Design?

Graphic Design is the creative arrangement of type and visual elements, along with specifications for paper, colors and printing processes. When combined, these convey a visual message.

Marketing Communications is the coordination of promotional elements to deliver a clear, consistent and compelling message using advertising, sales promotion and public relations.

At NSCC, we focus on how technology, design and marketing are used together to make print easier, more creative and professional.

*-designs created by  
NSCC DGD students*



## What skills must you have?

- Fundamentals of Graphic Design
- Creativity in concept and implementation
- Mastery of the digital tools necessary to create award-winning designs
- Marketing advertising concept development
- Work independently and on a team
- Ability to remain focused and manage details
- Set and meet deadlines
- Professional problem-solving processes
- Good communications skills, written and oral
- Provide customer service at all times
- Maintain an impressive, professional portfolio

## Examples of placements for past interns and graduates?

- Mullen, Inc.
- MagiComm
- Gloucester Daily Times
- Prentice Hall
- KishGraphics
- Peabody Essex Museum
- Goodway Graphics
- Staples
  - Marketing Communication depts.
  - Photography Studios
  - Publishing companies
  - Newspapers
  - Advertising Agencies
  - Non-profit agencies
    - Printing companies
    - Freelance

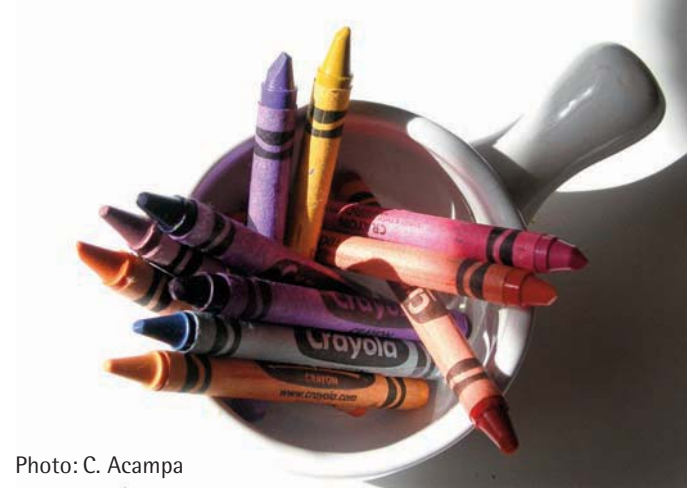


Photo: C. Acampa

## Web Staffing Resources

<a href="http://www.aquent.com">www.aquent.com</a>	Aquent Staffing Services
<a href="http://www.dice.com">www.dice.com</a>	DICE High Tech related jobs
<a href="http://www.emediastaffing.com">www.emediastaffing.com</a>	eMedia Staffing
<a href="http://www.freelancers.com">www.freelancers.com</a>	Creative Freelancers
<a href="http://www.findcreative.com">www.findcreative.com</a>	FindCreative.com
<a href="http://www.gag.org">www.gag.org</a>	Graphic Artist Guild
<a href="http://www.allfreelancework.com">www.allfreelancework.com</a>	All Freelance Work
<a href="http://www.creativecentral.com">www.creativecentral.com</a>	Creative Central
<a href="http://www.creativegroup.com">www.creativegroup.com</a>	The Creative Group
<a href="http://www.psgstaffing.com">www.psgstaffing.com</a>	Professional Staffing Group
<a href="http://www.semperllc.com">www.semperllc.com</a>	Semper International

## Industry and Salary Resources

<a href="http://www.aiga.org">www.aiga.org</a>	American Institute of Graphic Arts
<a href="http://www.acinet.org">www.acinet.org</a>	Americas Career Info Net
<a href="http://salary.monster.com">http://salary.monster.com</a>	Monster.com
<a href="http://www.salary.com">www.salary.com</a>	Salary.com

## Need more information?

Visit our Placement Office. Talk to professors & staff.

For answers to specific Digital Graphic Design program questions, contact Program Coordinator, Sandy Fuhs at 978-762-4000, ext. 6246 or email: [sfuhs@northshore.edu](mailto:sfuhs@northshore.edu).