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

DESIGN CHANGES EVERYTHING
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.

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
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• Newspapers
• Advertising Agencies
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