



## GRAPHIC DESIGN

The Graphic Design Major Program at Drexel prepares students to inform, persuade, educate, and entertain through the creative use of word and image. Graphic design students learn to conceptualize, design, and produce visual communication in a wide variety of media, including books, magazines, posters, ads, packaging, websites, interactive media, information systems, exhibition design, motion graphics and more. Students use this work to develop an expansive portfolio of their work for future employment.

The curriculum provides a balance of traditional and technical artistic studies enhanced by general education coursework in humanities, physical and social sciences. Westphal College's graphic design students develop a sophisticated approach to creative problem solving and hone skills in typography, image generation, corporate identity, information graphics, three dimensional design, and motion graphics. Working in both two and three-dimensional projects, students utilize the latest electronic applications and emerging technologies to stay current with the industry. Drexel graphic design graduates are employed by advertising agencies, design studios, corporate design departments and publishers.

Students wanting specific information about the major are encouraged to stop by the department office in Nesbitt Hall, call the department at 215-895-1649, or visit their website at [www.drexel.edu/westphal/](http://www.drexel.edu/westphal/).

**Employers who have hired Drexel students include:**

The Philadelphia Museum of Art  
 Quirk Books  
 Comcast  
 Razorfish  
 The Academy of Natural Science  
 Sparks Exhibits and Environments  
 Philadelphia Union  
 Greater Philadelphia Chamber of Commerce  
 Cloud Gehshan  
 McGraw Hill

## JOB TITLES

Graphic Designer  
 Assistant Art Director

Web Designer  
 New Media Assistant

Please refer to the SCDC website ([www.drexel.edu/scdc](http://www.drexel.edu/scdc)) for our most recent co-op salary information.

# PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

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

**Art Directors Club**  
[www.adcglobal.org](http://www.adcglobal.org)

**LinkedIn: Graphic Design  
Professional Group**  
[www.linkedin.com](http://www.linkedin.com)

**Industrial Designers Society of America**  
[www.idsa.org](http://www.idsa.org)

**Philly Ad Club**  
[www.phillyadclub.com](http://www.phillyadclub.com)

**Society for Environmental Graphic Design**  
[www.segd.org](http://www.segd.org)

## CAREER RESOURCES

**Graphic Design Career Guide**  
[www.library.drexel.edu/resources/guides/careerguides/?page\\_id=132#graphic](http://www.library.drexel.edu/resources/guides/careerguides/?page_id=132#graphic)

**Steinbright Career Development Center  
Pre-Professional Advising (Prelaw, Prehealth)**  
[www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html](http://www.drexel.edu/scdc/careerservices/pre-professional-advising/index.html)

**Writing Your Resume**  
[www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html](http://www.drexel.edu/scdc/coop/COOP101/materials/writingyourresume.html)

**Interviewing**  
[www.drexel.edu/scdc/coop/COOP101/materials/interviewing.html](http://www.drexel.edu/scdc/coop/COOP101/materials/interviewing.html)

**Workshop Calendar**  
[www.drexel.edu/scdc/events/workshops/coop-workshops.html](http://www.drexel.edu/scdc/events/workshops/coop-workshops.html)

## DREXEL DEPARTMENTS

**Career Services Library  
Careers Collection**  
Hagerty Library  
33<sup>rd</sup> and Market Streets, Room 136  
215-895-6843  
[www.library.drexel.edu/services/refcareers.html](http://www.library.drexel.edu/services/refcareers.html)

**Antoinette Westphal College of  
Media Arts & Design**  
Nesbitt Hall  
33rd and Market Streets  
215-895-2396  
[www.drexel.edu/academics/westphal](http://www.drexel.edu/academics/westphal)