

Design Your Own Future

Graphic artists combine creativity and technology

With the technology age in full swing, those in computer and graphic design are in high demand.

Although a bachelor's degree is not required for graphic design, two-thirds of graphic designers go to college, gaining experience in the field by majoring in product design, art or art history.

Danny Miller, a graphic designer for the *Lexington Herald-Leader*, majored in journalism. Through an internship he discovered he wanted to pursue graphic design.

Most employers who hire graphic designers look for those who have talent and business understanding.

"The basic requirements are to possess a good eye and talent for design, to know the right software, and

to work well with others," says Danny. "I think they also want people who are do-it-yourselfers, people who don't need a lot of training to get going, people who can hit the ground running."

A graphic designer should be able to work in a variety of media. Danny works on projects for magazines, newspaper ads, flyers, brochures, billboards and signs, which are all for print. He also designs Web sites and creates flash animations and ads that appear on the *Herald-Leader's* Web site.

"Knowing the software is as important for a graphic



Products that require the skills of a graphic designer

- Marketing materials, such as logos, brochures, and letterhead
- Still and animated advertisements for use in print and broadcast media
- Logos for businesses and products
- Illustrations for use in catalogs, magazines, books, and technical documents
- Signs
- Web sites
- Software interfaces and user tools
- Clothing and textile design
- Product packaging
- Multimedia products such as games and educational programs

designer as having a college degree," says Danny, who took a couple of classes to learn the programs but says he learned mainly by hands-on creating.

Danny uses Adobe Acrobat, InDesign, and Photoshop on a daily basis. He also uses Adobe Illustrator, Macromedia, Dreamweaver, Flash, and QuarkXPress.

Graphic design is an exciting and interesting career that uses creativity and imagination everyday.

"I can't really draw on my own very well," says Danny "I'm not a painter or sculptor, but somehow I connect with design software and my Mac." ■