Communication Design Career Guide

What is communication design?
- The design of media and communication messages is important in a visual world. These messages may involve the design of print publications, advertisements, and websites or mobile media. – Elon COM
- Communication design is the quest to tell better stories. Whether we're designing a series of posters for a gallery walk or helping a client write a manifesto, comms designers strive to conjure the greatest emotional impact. – IDEO
- Communication design seeks to attract, inspire, create desires and motivate people to respond to messages, with a view to making a favorable impact. This impact can be to the bottom line of the commissioning body, which can be either to build a brand or move sales. It can also range from changing behaviors, to promoting a message, to disseminating information. The process of communication design involves strategic business thinking, using market research, creativity, problem-solving, and technical skills and knowledge such as color theory, page layout, typography and creating visual hierarchies. Communications designers translate ideas and information through a variety of media. Their particular talents lie not only in the traditional skills of the hand, but also in their ability to think strategically in design and marketing terms, in order to establish credibility and influence audiences through the communication. – Wikipedia

Classes and Curriculum Information
View Classes and Curriculum info [here](#).

The design of media and communication messages is essential in a visual world. A major in communication design prepares students in the professional design of static, moving and interactive mediated messages for diverse users and audiences by using the language, methods and practices of intentional and ethical design to communicate a product or brand. Students learn to identify and solve design problems and master the principles and practices used in the design of communication messages. These messages may involve design for print publications, advertising, website and mobile media.

Types of roles
- Agency
  - Layout
  - Art Direction
  - Branding
  - Campaign Design
  - Communication
  - Copywriting
  - Creative Direction
  - Creative Services
  - Production
  - Public Relations and Publicity Design
  - Social Media Design
  - Strategy

- Print Design
  - Book and Book Cover Design
  - Illustration
  - Lettering, Type and Typeface Design
  - Magazine Design
  - Music Packaging Design
  - Newspaper Design
  - Photo Editing
  - Publication Design
- Digital Design
  - Application Design (App Design)
  - Game Design
  - Digital Product Design
  - Experience Design XD
  - Image making
  - Interaction Design
  - Video Game Design
  - Website Design
  - User Interface / User Experience UI/UX
- Motion Graphics
  - Animation
  - Conference Motion Design
  - Film Title Design
  - Broadcast Television Graphics
  - User Interface Design
- Identity Design
  - Branding
  - Corporate Identity Design
  - Logo Design
  - Stationery Design
  - Visual Identity Design
- 3-Dimensional Design
  - Exhibition Design
  - Environmental Design
  - Packaging and Point of Sale Design
  - Signage
  - Signage Systems
  - Tradeshow Design
  - Transdisciplinary Design

Employers and Titles of COM Design Elon Alumni

COMPANY	TITLE	CITY	STATE
LOOK	Junior Graphic Designer	San Francisco	California
Bollare	Digital Public Relations Intern	Los Angeles	California
Sacramento Business Journal	Lead Designer	Sacramento	California
Wander + Ivy	Marketing Associate	Denver	Colorado
Mothership Strategies	Graphic Designer	Washington	District of Columbia
Blue House	Graphic Designer	Washington	District of Columbia
Washington Capitals	Digital Media Intern	Washington	District of Columbia
Stream Realty Partners	Graphic Designer	Washington	District of Columbia
Iris Worldwide	Design Intern	Chicago	Illinois
VSA Partners	Creative Design Intern	Chicago	Illinois
Summer at Sandy Spring	Communication and Design Coordinator	Sandy Spring	Maryland
Rue La La	Junior Designer	Boston	Massachusetts
The Las Vegas Review Journal	Photo Intern	Las Vegas	Nevada
Christina Casillo	Photographer	New York	New York
Horizon Media	Junior Social Media Designer	New York	New York
L'Oréal	Social Media	New York	New York
Faherty Brand	Junior Graphic Designer	New York	New York
Jordan	Graphic Artist and Lead Designer	Syracuse	New York
21GRAMS	Junior Art Director	New York	New York
Visual Advice	Studio Director	New York City	New York
L'Oréal	Junior Marketing Associate	New York	New York
Interparfums	Graphic Designer	New York	New York
CreativeDrive	Production Artist	New York	New York
Christian Louboutin	Wholesale Market Assistant	New York	New York
Kindermusik International	Content Management Specialist	Greensboro	North Carolina
CM Designs	Freelance Graphic Designer	Jacksonville	North Carolina
AbleTo	Graphic Designer and Social Media Specialist	Durham	North Carolina
Training Industry, Inc.	Graphic Designer	Raleigh	North Carolina
Atypic	Junior Visual Designer	Charlotte	North Carolina
The Natural Dog	Graphic Designer	Burlington	North Carolina
3 Birds Marketing LLC	Junior Graphic Designer	Chapel Hill	North Carolina
Anne Neilson Fine Art	Assistant Gallery Director	Charlotte	North Carolina
Brand Journalists	Graphic Designer	Nashville	Tennessee
D Magazine	Research/Editorial Intern	Dallas	Texas
The Hollis Co.	Graphic Designer	Austin	Texas
Commonwealth Computer Research, Inc.	UI Designer/Front-End Engineer	Charlottesville	Virginia

Job and Internship Websites

- [Advertising Crossing](#) – Jobs and internships in advertising
- [AIGA](#) – Jobs and internships in design, content writing, copy writing, branding and more
- [Build in LA](#) – REMOTE and Los Angeles, CA based jobs
- [Coroflot](#) – Design jobs and internships
- [DesignCrowd](#) – Freelance print design jobs
- [Designmodo](#) - Remote and full-time jobs for web designers and developers
- [Dribble](#) – Design jobs and internships
- [GamesDirect](#) – Jobs and internships in the gaming industry
- [interns.design](#) – Design jobs and internships
- [IxDA](#) – Designs and content writing jobs and internships
- [Mashable](#) – Design and content writing jobs and internships
- [MotionGrapher](#) – Jobs and internships
- [PRINT Magazine](#) – Jobs and internships in design, content writing, branding and more
- https://triuxpa.org/jobs - UX and design jobs
- [UpWork](#) – Freelance jobs in design, print, copywriting, illustration and more

Extra Curriculars at Elon

- [Live Oak Communications](#)
- [Elon News Network](#)
- [Phi.Psi.Cli](#) (Elon's yearbook)
- [Limelight Records](#)
- [Colonnades Literary & Art Journal](#)
- [Elon American Advertising Federation](#)
- [Elon Public Relations Student Society of America](#)

Professional Associations

- [AIGA](#)
- [Graphic Arts Guild](#)
- [Interaction Design Association](#)

Diversity, Equity, and Inclusion

- [AIGA DEI Resources](#)
- [Shillington BIPOC Design Resources](#)