Communication Design Career Guide

What is communication design?
- Communication design can play a pivotal role in conveying information. It combines elements of textual and visual communication to create a cohesive message that resonates. By utilizing principles of design, such as layout, typography, color theory, and imagery, communication design ensures that information is not just presented but also comprehensible, engaging, and memorable. A well-executed communication design strategy can significantly enhance how information is perceived and understood. – Elon Comm

- Communication design seeks to attract, inspire, and motivate people to respond to messages and to make favorable impact. This impact oriented toward the objectives 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, including using market research, creativity, problem-solving, and technical skills and knowledge such as color theory, page layout, typography, and creating visual hierarchies. Communication designers translate ideas and information through a variety of media. In order to establish credibility and influence audiences through the communication, communication designers use both traditional tangible skills and the ability to think strategically in design and marketing terms. - 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 to create these messages in static, kinetic, and interactive mediums and deliver them to diverse audiences through visual language, the principles of design, and other methods, theories, and practices. 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

- o Copywriting
- o Creative Direction
- o Creative Services
- o Production
- o Public Relations and Publicity Design
- o Social Media Design
- o Strategy

- **Print Design**
  - o Book and Book Cover Design
  - o Illustration
  - o Lettering, Type and Typeface Design
  - o Magazine Design
  - o Music Packaging Design
  - o Newspaper Design
  - o Photo Editing
  - o Publication Design

- **Digital Design**
  - o Application Design (App Design)
  - o Game Design
  - o Digital Product Design
  - o Experience Design XD
  - o Image making
  - o Interaction Design
  - o Video Game Design
  - o Website Design
  - o User Interface / User Experience UI/UX

- **Motion Graphics**
  - o Animation
  - o Conference Motion Design
  - o Film Title Design
  - o Broadcast Television Graphics
  - o User Interface Design

- **Identity Design**
  - o Branding

- o Corporate Identity Design
- o Logo Design
- o Stationery Design
- o Visual Identity Design

- **3-Dimensional Design**
  - o Exhibition Design
  - o Environmental Design
  - o Packaging and Point of Sale Design
  - o Signage
  - o Signage Systems
  - o Tradeshow Design
  - o Transdisciplinary Design

Employers and Titles of Recent Communication Design Elon Alumni

COMPANY	TITLE	CITY	STATE
The Island School	Digital Content Associate	Rock Sound	Bahamas
Music@Menlo	Production Stage Manager	Atherton	California
Bollare	Digital Public Relations Intern	Los Angeles	California
Multihouse	Junior Creative Associate	Los Angeles	California
Gap Inc.	User Experience Designer	San Francisco	California
Marcus & Millichap	Marketing Coordinator	San Diego	California
Informa Engage	Junior Marketing Designer	Boulder	Colorado
Moore Strategies LLC	Graphic Designer	Stamford	Connecticut
William Pitt Sotheby's International Realty	Regional Marketing Coordinator	Stamford	Connecticut
Marks of Design LLC	Social Media Specialist	Shelton	Connecticut
CET Academic Programs	Graphic Design and Marketing Coordinator	Washington	District of Colombia
EDENS	Graphic Designer	Washington	District of Colombia
Graphic Design Intern	Tampa Bay Buccaneers	Tampa	Florida
Matte Collection	Content Creator	Atlanta	Georgia
Adludio	Junior Designer	Chicago	Illinois
ChappyWrap	Graphic Design Specialist	Portland	Maine
Flywheel Digital	Design Specialist	Baltimore	Maryland
Stanley Black & Decker	Associate Brand Manager	Baltimore	Maryland
Nimblebot	Assistant Account Manager	Cambridge	Massachusetts
Anheuser-Busch	eCommerce Marketing Associate	St. Louis	Missouri
Million Dollar Media	Graphic Designer	Woodbridge	New Jersey
Outcast	Digital Associate	New York	New York

Giant Spoon	Social Content Creator Intern	New York	New York
CLD PR	New York Fashion Week Event Intern	New York	New York
VaynerMedia	Post Creative Strategist Resident	New York	New York
AS Beauty Group	Junior Packaging Designer	New York	New York
STV	Graphic Designer	New York	New York
Boucher + Co	Graphic Design Intern	New York	New York
Early Bird Night Owl	Marketing Coordinator & Designer	Durham	North Carolina
Gelia	Junior Art Director	Raleigh	North Carolina
Elon University	Program Assistant	Elon	North Carolina
Peter Millar	Junior Graphic Designer	Raleigh	North Carolina
Pillar4 Media	Associate UX/UI Designer	Charlotte	North Carolina
The Mars Agency	Associate Designer	Philadelphia	Pennsylvania
Sam Edelman	Marketing Specialist	Pittsburgh	Pennsylvania

Job and Internship Websites

- AIGA – Jobs and internships in design, content writing, copy writing, branding and more
  - o *must be an AIGA member for full access to postings*
- Coroflot – Design jobs (and limited internships posted), plus salary info
- MediaBistro – Jobs and internships in the media industry
- DesignCrowd – Freelance design jobs
- Dribble – Design jobs – full time and freelance/contract
- GamesDirect – Jobs in the gaming industry – full time and contract work
- IxDA – Design jobs
- PRINT Magazine – Design Jobs
- UpWork – Freelance jobs in design, print, copywriting, illustration and more
- Jobs by ROSTR - Job Board for the music industry
- PRSA Job Center – Public Relations, Advertising, and Marketing Jobs and Internships
- FlexJobs – Job Board for remote and hybrid jobs, includes jobs in graphic design

Extracurriculars at Elon

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

- AIGA Elon

Professional Associations
- AIGA – American Institute for Graphic Arts
- Graphic Arts Guild
- Interaction Design Association

Diversity, Equity, and Inclusion
- AIGA DEI Resources
- The Native Graphic Design Project
- Queer Design Club
- African American Graphic Designers
- Where are the Black Designers?
- Latinxs Who Design