

GRAPHIC DESIGN CAREER GUIDE



Build a Career Around Your Creativity

Founded in 1973, Nossi College of Art & Design is Tennessee's only art & design college.

Located in Nashville, at the epicenter of creativity and culture, Nossi focuses on developing aspiring creatives into professionals who get paid.

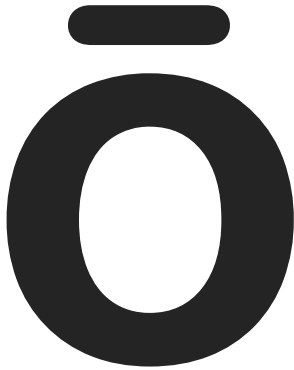
Paid to work. Paid to create. Paid to thrive.

Our instructors are creative pros that bring decades of real-world experience to our classrooms. They'll give you the tools, the training, and the inspiration you need to go out and pursue your wildest dreams.

We don't simply crank out artists. We turn students into creative problem solvers who are ready to take on the world.

"Beyond the fundamentals, it is imperative that graphic design students be encouraged to have fun, take risks, collaborate, and experiment, as each of these are key ingredients in assuring their personal potential is met."

Mark Mabry, MFA, Ed.D - Graphic Design Chair



Nossi offers degrees in:

Graphic Design

Illustration Technologies

Photography

Videography & Filmmaking

Culinary Arts

The Nossi Advantage:

- Award-Winning All Access Program* - Work alongside Nashville businesses and nonprofits to develop an inspiring portfolio with real world work.
- Student Services support team connects and plugs you into all the opportunities available to students on and off-campus.
- Career services and professional development assistance for job placement, learning to freelance, interning options, networking possibilities, and access to a **LIFETIME** of alumni benefits after graduation.
- Together Program - Nossi graduates should never feel left behind due to technology changes, emerging trends, or software upgrades. Retake any program course as a refresher workshop, for **NO COST**.
- Fixed Tuition - Your tuition **NEVER** increases as long as you are continuously enrolled in your original degree program.
- Financial aid and scholarships available to those who qualify.
- Transfer assistance available for community college, in-state, and out-of-state students.
- Campus built in 2010 exclusively for artists like you! Visit **Nossi.edu** to see it all.

Graphic Design Professionals' Salary Potential

Robert Half Talent Solutions is a North American staffing and recruiting firm filling creative positions across the United States and in Canada. They actively search for the exact kind of creative professionals Nossi's program graduates every semester—talented, prepared, and highly-educated who are ready to rock the graphic design industry.

Interested in viewing average salaries across the United States to see what you can be working on as a beginning, intermediate, advanced, or expert graphic designer? Click the below link to see the Robert Half Talent Solutions 2023 Salary Guide.* (Percentile numbers are based on a combination of experience and skills for a designer).

Like every career field,
the more experience and
skills you have, the more
money you can make.

[View Salary Guide](#)

Potential Career Opportunities (all experience levels)

Graphic Designer

Production Assistant

UI Designer

Website Designer

Environmental Designer

Digital Asset Manager

Page Layout Artist

Account Manager

Digital Project Manager

Production Manager

Package Designer

Motion Designer

Marketing Manager

Multimedia Designer

Traffic Manager

Desktop Publisher

Art Director

Brand/Product Manager

Creative Director

Production Coordinator

3D Modeler

UX Designer

Social Media Manager

Project Manager

Traffic Coordinator

Visual Designer

Account Director

Digital Marketing Manager

Creative Services Manager

Production Artist

Career Guide - This is how your career could progress over the next 14 years!

A creative career is within your reach. You can do it!

Timeline	What you'll be doing.	What your job will be.	Your Experience Level.
Day 1 with Nossi College of Art & Design	You will begin to learn about your future creative career while your friends still wonder what their next life step will be.	Get excited about learning. Enjoy the process and take a lot of notes.	You are on your way! Start meeting new people and you can find your first creative job before you know it!
Sophomore & Junior Years	You'll have a firm foundation in graphic design and will begin working on projects for your portfolio.	Build your toolbox of design skills and continue expanding your network.	You're about halfway done with the program. Congrats & keep up the hard work! Start researching your internship options.
Senior Year	Learn advanced graphic & web design skills. Get real-world experiences with Nossi All Access and Career Services. Get excited about graduation!	Complete your brag-worthy portfolio. Make industry connections. Be the envy of your friends or former coworkers.	At this point you should actively look for an internship, freelance options, or a part-time job in your field. Career Services is here to help!
CONGRATULATIONS NOSSI GRADUATE!			
1 year	CONGRATS, Graduate! If you land a job right away and work hard, you'll probably be ready for your first raise and/or promotion by end of the first year. Need more experience first? Consider looking for relevant paid internships.	You're doing real work now! Don't get a big head, though. You still have a lot to learn along the way. Keep taking those notes!	When you graduate, you have several years of college experience, so you will be fit for entry-level positions until you develop more roles, experiences, and onsite job skills.
3-5 years	With 3-5 years' experience you have on-the-job training after working on company projects. You may consider a new job or gain more influence in your current company.	Continue to build on your experiences. Sketch. Create. Execute. Publish.	Now is where your options really start to build. A designer with 3-5 years of experience is valuable for any creative team.
10 years	Your options get even better now. If you stay in the corporate world, you might be looking at a management position. Or maybe you've used the networking skills you learned at Nossi to start a freelance career?	Keep using what you've learned to contribute in significant ways to projects that matter to you.	If you keep working hard, you will be an important asset to your team. You are an experienced professional and your salary should reflect that.
14 years	By now, industry trends have changed, and that's ok! Your skills as an expert in your field will position you perfectly for jobs as a director or manager of a creative team. Or you can just keep creating excellent designs. Maybe become your own boss?	Steer. Guide. Mentor. Build teams. You made it here because you're great at what you do. Now, part of your job is to enjoy the life you've made for yourself. Consider mentoring a recent college grad!	With 14+ years, you have earned a high-level of relevant skills and experiences. Maybe focus on one skillset to become an expert in your field? Value your expertise and ask for that raise!

Build your career with relevant courses.

Build your foundation while learning about the business and marketing side of the creative industry.

The usual duration of the Bachelor of Graphic Arts (BGA) program in Graphic Design is 11 semesters, 44 months. Graduates of the program complete 133 credit hours. Graduates of the program earn a Bachelor of Graphic Arts in Graphic Design preparing them for entry-level work in the graphic and web design fields.

BGA

Bachelor of Graphic Arts in Graphic Design

133 hours*

Courses of Major

DC 102	DESIGN COMPOSITION
BD 101	BASIC DRAWING
CT 105	COLOR THEORY
TY 110	TYPOGRAPHY
AI 140	ADOBE ILLUSTRATOR
PS 142	ADOBE PHOTOSHOP
ID 160	ADOBE INDESIGN
GD 115	GRAPHIC DESIGN: FUNDAMENTALS
PA 205	PRODUCTION ART
ID 280	INTERACTIVE DESIGN
GD 120	GRAPHIC DESIGN: LINEAR DESIGN
WD 185	WEB LANGUAGE I
WD 195	WEB LANGUAGE II
WD 290	WEB LANGUAGE III
GD 220	LAYOUT DESIGN
GD 230	GRAPHIC DESIGN: ADVERTISING
UI 240	USER INTERFACE DESIGN
PD 380	PUBLICATION DESIGN
GD 340	GRAPHIC DESIGN: MEDIA
UX 140	USER EXPERIENCE DESIGN
MG 250	MOTION GRAPHICS
GD 405	CORPORATE IDENTITY
TY 216	ADVANCED TYPOGRAPHY
MG 360	ADVANCED MOTION GRAPHICS
PG 410	PACKAGING DESIGN
CW 210	PRINCIPLES OF COPYWRITING & EDITING
IL 380	EXPLORING 3D
BM 375	BUSINESS MARKETING FOR CREATIVES
GD 460	ADVERTISING ART DIRECTION
GD 420	CAPSTONE
GD 490	ENVIRONMENTAL GRAPHIC DESIGN
IS 440	INDEPENDENT STUDY (Optional)
BU 450	PORTFOLIO & PROMOTION

General Education Courses

SS 104	SUCCESS STRATEGIES
AH 302	AMERICAN HISTORY
PS 108	PSYCHOLOGY
MA 300	CONTEMPORARY MATH
AH 212	ART HISTORY / APPRECIATION
WC 301	HISTORY OF WESTERN CIVILIZATION
ES 300	EARTH SCIENCES: THE HUMAN ENVIRONMENT
LT 211	LITERATURE
EN 270	ENGLISH
EN 280	ENGLISH: WRITTEN & ORAL COMMUNICATION

Curriculum Highlights

WEB LANGUAGE I & II

Go beyond HTML and CSS by learning more advanced code in relation to the above languages. By the end of these courses, students will be able to fully develop a responsive site from a prototype, integrate it into a content management system, and author it to the web.

MOTION GRAPHICS

Demand for Motion Graphics is at an all-time high because it is used in marketing, communication, and content production. This course will exposure students to conventional animation graphics, fundamentals, and basic concepts in editing, tracking, manipulation, and masking, to name a few.

PACKAGE DESIGN

Package design will introduce students to the importance of packaging in the marketplace and in brand awareness. Final pieces will be photographed or digitally rendered so they are portfolio ready.

You've waited long enough.

Ready to make a change?

Schedule Your Campus Tour

Apply to Nossi

nōssi[®]
COLLEGE *of*
ART & DESIGN
nashville | nossi.edu

Sources:

* Robert Half Talent Solutions 2023 Marketing and Creative Salary Guide

* Award-Winning All Access Program. Nossi College of Art & Design received the Excellence in Student Activities award from our accrediting body - the ACCSC in the Fall of 2017

* Due to changes in industry standards and technology, Nossi College of Art & Design curriculum can be updated and modified. Please see the digital catalog on **Nossi.edu** for the most up-to-date information about courses.