



College to Career Connection

Graphic and Multimedia Design

What is Graphic and Multimedia Design?

The Graphic Design degree develops students' creative and technical skills by providing hands-on training in current technologies. Multimedia is a rapidly growing industry combining video, sound, animation and graphics with digital technology into an interactive environment. The primary goal of the Graphic and Multimedia Design degree with emphasis in multimedia is to provide students with a foundation of knowledge and technical abilities required of a multimedia position. Elective courses provide preparedness to specific industry requirements. College of the Canyons offers:

[COC - Multimedia and Graphic Design Associate in Arts](#) - will not transfer to a 4 year university

[COC - Graphic and Multimedia Design Certificate of Achievement](#) - will not transfer to a 4 year university

Potential Industries/Employers

- Publishers including: magazines, periodicals, books
- Design Firms
- Computer systems design firm
- Video game designers firm
- Software firms
- Internet media companies
- Advertising Agencies
- Motion picture production firms
- Television stations
- Self-employed (freelance)

Possible Job Titles

- Graphic Designer
- Illustrator
- Animator
- Multimedia Specialist
- Technical Illustrator
- Art Director
- Drafter
- Film and Video Editor

- Web Designer
- Game Designer
- Motion Graphics
- Industrial Product Designer
- Graphic Artist
- Prepress Technician
- Logo Designer
- Concept Artist

How this Major Helps You Move Forward:

Skills Advancement

While College of the Canyons does not endorse all of these opportunities, we aim to provide access:

- [Volunteer](#)
- [Internships](#)
- [COC Career Center](#)
- [COC Clubs](#)
- [Lynda.com Courses](#)
- [Student Design Competitions](#)

CSU/UC Major Preparation (BA/BS):

- [CSUCI: Art, B.A. Art Studio Emphasis](#)
- [CSUFULL: Art B.A. with Art History Concentration](#)
- [CPSLO: Art and Design B.F.A](#)
- [CSULB: Art B.A.](#)
- ... and more!

Additional information can be found at:

- [What Can I do With this Major](#)
- [COC Graphic and Multimedia Design Department](#)
- [Assist: Student Transfer Information System](#)
- [Occupational Outlook Handbook](#)
- [O*NET OnLine: Job and Career Exploration](#)
- [Linkedin Alumni Tool](#)
- [Candid Career: Video Interviews with Professionals](#)

Associations

Association is a group of people who come together for a common purpose. You can find helpful information about jobs and careers.

- [American Institute of Graphic Arts](#)
- [Society for Experiential Graphic Design](#)
- [The Society of Illustrators](#)
- [Industrial Designers Society of America](#)
- [American Institute of Graphic Arts \(AIGA\)- Los Angeles Design Education Facebook Group](#)

This is a general information. It is not an exhaustive, comprehensive list. For specific information on majors and careers please connect with your professors and visit the counseling center at <https://www.canyons.edu/student-services/counseling> | 3/26/21