

DESIGN | TECHNOLOGY | MEDIA

CAREER RESOURCES

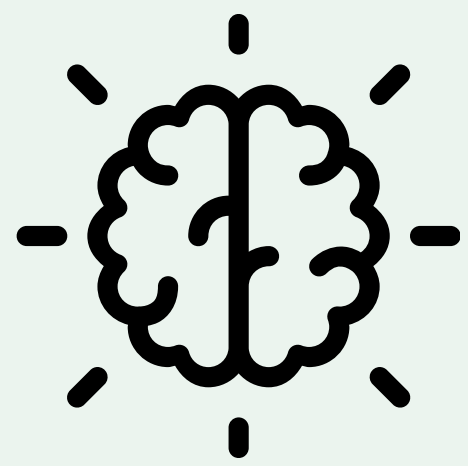
Career Community Summary

This career community focuses on using skills anchored in visual design, interactivity, technology, user experience, film, and fashion design. Professionals in these fields focus on the design of visual tools that affect and engage consumers on a daily basis, as well as the creation of original art and apparel. Consider the apps we use daily on our phones, the branding we see, and how we interact overall with media and technology as we move throughout the day. These are all spaces in which this career community can play a role.

This community often is comprised of nimble organizations, working with various software and products, and requires a creative and innovative mindset. Areas of interest range widely from graphic design, social media, and web development, to the fashion and apparel industry, art direction, and film production.

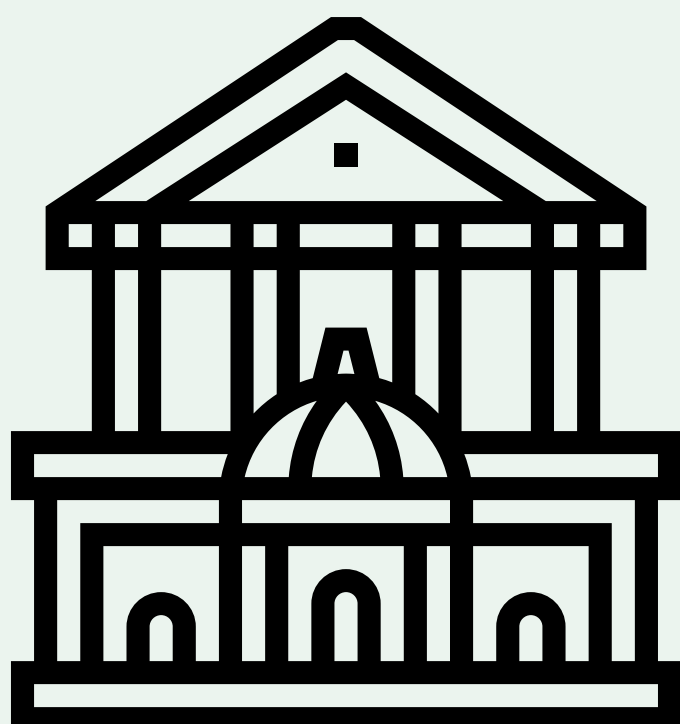
Skills Needed

- Technical artistic skills
- Creativity
- Competitive drive
- Ability to think outside the box
- Relationship building
- Critical thinking
- Ability to take critique
- Synthesize complex information into easy to understand concepts and visually appealing pieces
- Strong verbal and written communication skills



Sample Job Search Terms

- Graphic design
- Developer
- User experience & interface
- Accessibility
- Social media
- Web & digital design
- Podcasting
- Film/video/documentary
- Art direction
- Fashion & apparel design
- Audio & sound design
- Data analytics & research
- Media relations
- Visual merchandising
- Copywriting
- Radio/TV
- Digital branding strategy
- Voice-to-text
- Speech recognition technology



Work Locations

- Advertising agencies
- Broadcast stations
- Boutique marketing & PR firms
- Large and small corporations
- Technology companies
- App companies
- Television studios
- University IT departments
- University communications
- Start ups

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CAREER RESOURCES

Get Involved on Campus

- Red Cedar Log
- Red Cedar Review
- The State News
- Marketing & communications roles in departments across campus
- WKAR
- Impact Radio Station
- iOS Design Lab
- Design for America
- AIGA
- VIM Magazine
- ing Magazine
- Design positions for MSU clubs
- University Activities Board
- Brand Ambassador positions
- Campus fashion shows



Professional Organizations

- AIGA
- Association of Web Design Professionals
- Web Design Association
- Association of Sewing & Design Professionals
- Council of Fashion Designers of America
- National Association of Broadcasters
- User Experience Professionals Association
- Design Core Detroit

Research, Info, & Job Search Sites

- Allied Media
- Mediabistro.com
- Creative Mornings meetings
- National Retail Federation
- Society of Illustrators
- The Creative Loft
- Careersinfilm.com
- Communicationsjobs.net

Tips

- Highlight relevant class projects on your resume when applying to internships, especially if you don't yet have professional experience outside the classroom.
- Think about what brands you love or what interests you have. Add those companies or organizations working in those areas as direct targets for your internship/job search.
- Most employers for full-time jobs will expect that you have a highly developed and well articulated portfolio that accompanies your application. Build excellent interpersonal and communication skills for negotiating with vendors. Prepare to work under pressure and exhibit good judgment and decisiveness.
- Develop organizational skills and attention to detail to monitor inventory and compare products, prices, and markets.