What can I do with a major in Graphic Arts and Printing Technology?

Lewis-Clark State College offers Bachelor of Applied Science and Associate of Applied Science degrees, and Certificates in Graphic Arts and Printing Technology through the Business Technology and Service Division. You can learn more about the Business Technology and Service Division and the Graphic Arts and Printing Technology programs by visiting the LCSC catalog.

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**General Information:**

- For advertising management positions, courses should include marketing, consumer behavior and market research.
- Promoting experienced staff fills most advertising positions. Be willing to start in an entry-level position in order to get your foot in the door.
- Be willing to relocate to larger markets such as New York, Chicago or Los Angeles for more job opportunities.
- Obtain experience through a summer job, part-time job or internship.
- Save work along the course of your studies and employment to be used for a portfolio. It is better to have too much to choose from instead of too little.
- You may need additional areas of expertise for newspaper or television, such as printing and photography.
- Overall, individuals in the advertising area need to be excellent communicators, good listeners, team players, professional, hardworking, creative, flexible and enthusiastic.
What can I do with a major in Graphic Arts and Printing Technology?

ACCOUNT MANAGEMENT
Sales
Development
Marketing
Administration

EMPLOYERS
Advertising agencies
Corporate advertising departments
Specialty advertising firms
Consulting firms
Marketing firms
Self employed/Freelance

STRATEGIES
Gain sales experience. Work in sales at campus newspaper or radio station. Develop organizational and communication skills. Learn to think strategically.

CREATIVE SERVICES
Art
Copywriting
Print Production
Publishing
Technical Writing

EMPLOYERS
Advertising agencies
Consulting firms
Publishers including: Trade books, Paperback, Educational materials, Technical, scientific and medical texts
Internet sites

STRATEGIES
Develop and strengthen art skills. This is the creative side of advertising. Compile a portfolio of writing, graphics and ideas. Gain knowledge of production and printing. Work with college or regional magazines and campus publications. Take technical writing courses for technical areas of interest. Learn how to sell your ideas. Get experience in the field, even if unpaid.
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**MEDIA**
Advertising Sales  
Planning/Buying  
Public Relations/Promotion  
Research  
Design, Art and Production  
Direct Marketing - Direct marketers advertise directly to the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax.

**EMPLOYERS**
Advertising agencies  
Business corporations  
Publishers  
Television  
Radio  
Newspapers  
Magazines  
Government agencies  
Internet marketers

**STRATEGIES**
Secure internships. Get practical experience through part-time or summer positions. Develop creativity and learn to take initiative. Join campus or local newspaper or radio advertising staff. Create a portfolio.

**RESEARCH**
Statistics  
Focus Group Moderation  
Interviewing  
Project Management  
Supervision

**EMPLOYERS**
Advertising firms  
Corporate advertising departments  
Specialty advertising firms  
Research laboratories  
Consulting firms

**STRATEGIES**
A Master’s or Ph.D. may be required for advanced statistical analysis. Need experience with statistics, data interpretation, and writing. Complete a co-op program or internship at a market research firm. It is critical to be computer literate and somewhat mathematically adept since research tends to involve “number crunching.”

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**PUBLIC RELATIONS**
- Special Events
- Media Relations
- Risk and Crisis Communication
- Health Communication
- Fundraising

**EMPLOYERS**
- Public relations firms
- Corporate in-house public relations departments
- Trade associations
- Government agencies
- Colleges and universities
- Non-profit organizations
- Labor unions
- Hospitals

**STRATEGIES**
- Get practical experience, even if unpaid. Perfect public speaking ability. Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork, integrity, good judgment, and intelligence. Develop creativity and initiative. Secure internships, even if unpaid.

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