

2010
EDITION

Is Graphic Design and Digital Arts the Profession for YOU?

WEBSITE DESIGN

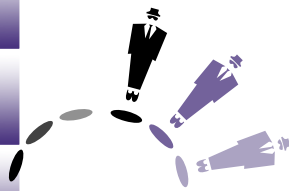
VIDEO GAME DESIGN

INTERACTIVE MEDIA

ILLUSTRATION

ANIMATION

VISUAL EFFECTS



Find out TODAY.

"This is the go to source for anyone considering an education and profession in the diverse field of visual arts."

Ruben Heredia

*Award Winning Assistant Professor of Visual Arts
California State University Chico*

"The creative personality, and the importance of career satisfaction defined."

Foreword by Jeffery S. Kahn, M.D.
Sociology, Psychiatry

Lisa Lucas

With collaborative contributions by

Connie Ballou

College level instructors and award winning design professionals share years of inside experience and the latest data on this rapidly growing field.

INCLUDES APTITUDE
AND INTERESTS
SELF TEST

Is **Graphic Design**
and **Digital Arts**
the
Profession
for **YOU?**
Find out TODAY.



- A comprehensive, easy-to-understand, current overview of the profession.
- Find your probability of success—take the interest and aptitude self-test.
- Authored by college-level graphic design instructors who have over twenty years of experience operating successful graphic design businesses.

Save Time.

A proper design education is a large investment of both time and money.

Save Money.

Understand the fastest and most proficient way to achieve your success.

Know Your earning potential Now.

Make an informed decision about your probability of success in the field of Graphic/Communication Design.

Lisa Lucas

*With collaborative
contributions by*

Connie Ballou



Foreword

Throughout history, the drive to create, to express feeling and emotion not normally accessible to our conscious mind, or compatible with mere linear language, has been a defining element of what makes us human, and a driving force that in some burn with a deep imperative that demands expression. This fact is as true today as it was from time immemorial. The difference being that in earlier times creative expression was woven into the fabric of society and culture so that everyone on some level was a participant. At a time when life was not so specialized and compartmentalized, art, music, dance, or storytelling was a part of life that touched everyone, whether you were a genius or an ordinary fisherman. In more modern societies, as work became more specialized and specific, the majority of the labor force have been divorced from creative expression, as emphasis has been placed on “productivity”, while ignoring that part of us that desires meaning and self expression. It is no wonder that so many are voicing dissatisfaction with their jobs, feeling stifled, minimized, with no energy left at the end of the day to do anything but recuperate from the drudgery performed day in and day out so that bills can be paid and food put on the table.

The beauty of the book you are holding is that two experienced educators in their field have devised a road map whereby one can find the most efficient path to be successful in developing a career that rewards your innermost need to create, to think, to express, and give your own unique individual part of yourself to your work. In this case the field examined is a career in graphic design/visual arts of the twenty-first century. There is a particular makeup and confluence of skills, talent, and patience to be a successful graphic designer. What this book effectively does is show you, the reader, if you are suited to develop or be trained in the special blend of technical skill, creativity, and understanding, so that your work as a graphic designer will stand out, will transcend the more banal mode of communication and reach your audience on more sublime levels, and at the same time to be able to learn to negotiate the world of business and professionalism with the discipline necessary to be successful in today's environment. To cut to the chase, this book will show you if graphic design is the career for you, and if so, how to approach it to best reach your goals.

If only there were such a book for all fields.

Jeffery S. Kahn, M.D.
B.S. Social Psychology, M.D. Psychiatry

ABOUT THE AUTHORS

Lisa Lucas

WITH COLLABORATIVE CONTRIBUTIONS BY *Connie Ballou*

Lisa Lucas and Connie Ballou, self-employed graphic designers/illustrators with clients throughout northern California and the San Francisco Bay Area since 1982 have over 25 years of combined experience as college instructors in all areas of graphic design and visual communications.

Freelance graphic design and layout of over 75 Video Game Books published by Prima Publishing (Random House)

Art Director for the *Advertising Agency of Record*, Northern California **ADDY AWARDS** two terms

- Lifetime California College Teaching Credential in Communications Design
- Developed Graphic Design Program, wrote complete curriculum, requirements, course outlines, syllabi.

COURSES WRITTEN AND TAUGHT BY AUTHORS

- Introduction to Graphic Design
- Graphic Design II
- Illustration I
- Graphic Design III
- Illustration II
- Computer Graphics
- Publication Design
- Typography I
- Corporate Identity
- Typography II
- Advanced Typography
- Production and Prepress Techniques
- Portfolio Preparation
- Internship

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The Authors' experience, knowledge, and comprehensive research will assist you in making the right decision.



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SECTION 1

Introduction

AN OVERVIEW OF THE PROFESSION

INTRODUCTION TO THE VISUAL ARTS PROFESSION

All existing and new media design processes are based on the formal principles of Graphic Design. A college degree or career in any of the disciplines below require essential training in Graphic Design.

- Communication Design
- 3-D Animation
- Digital Design
- Game Design & Development
- Video & Digital Entertainment
- 3-D Special Effects
- Animation & Visual Effects
- Computer Art - New Media
- Digital Arts & Communications
- Environmental Design
- Interactive Design
- Illustration
- Multi-Media Arts
- Publication & Product Design
- Web-Site Design
- Motion Graphics

As college instructors who created and taught a college graphic design program for over 10 years, we had the ability to see within a couple of weeks which students had the combined skills of talent, determination and focus to become successful in this field.

We also had the weighty observation that many of these students were extremely unlikely to make it in the field—*at all*.

We always desired a better screening process from the college that would help take the guess work out for students and likewise save them the time and money of investing semesters in a program that either —

- They were not suited for
 - Was not what they imagined or understood it to be
- OR
- To advise the qualified students on the higher level of college and university programs available to them.