



PERRY
TECHNICAL
INSTITUTE

VCG

**visual communication & graphic
technology**



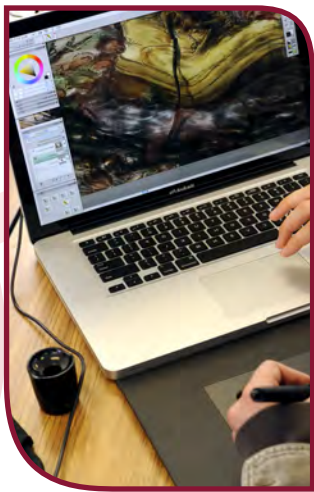
2 year
program

graphics

Graphic designers use the latest technology and software to communicate through visual images using creativity to convey a message to an audience. They select colors, artwork, type and photography for use in digital imaging, desktop publishing, website development, 3-D design, illustration, sign design and pre-press/imposition. Graphic designers use their skills to create such things as marketing materials, packaging, logos, promotional displays and signs.

The field of graphic design is rapidly-changing, fast-paced and challenging and requires that professionals stay current with changing trends. Designers may work individually or in groups and may perform a variety of duties. The demand for designers with strong technical skills is increasing, especially within markets for web-based information and multi-media promotions.

Graphic professionals work in virtually every industry, using their skills to promote products and sell ideas. Salaries vary by geographic region, type of work and degree of responsibility. Graduates typically begin their careers in entry-level positions in advertising agencies, newspapers, magazines, sign companies, in-house marketing departments and free-lance businesses.



2011 W. Washington Ave. • Yakima, WA 98903
(509) 453-0374 • (888) 528-8586 • perrytech.edu

Perry Technical Institute does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability, or age in its programs and activities.