

From web graphic animator to instructional designer, the path to tomorrow's hot career opportunities in web graphic design begins at DeVry.

Today, there is a critical shortage of people with the graphic talent and technical capabilities needed to successfully create and develop effective web sites. According to the Bureau of Labor Statistics, demand for web graphic designers will increase dramatically to keep pace with Internet growth.

- The number of people who log on to the Internet has exploded to nearly 1.1 billion – up from 50 million in 1997.¹
- Access through mobile phones is expected to increase the number of Internet users to more than 5 billion!¹
- In November, 2006, there were over 100 million active web sites – up from 18,000 in 1995.²
- In 2006, Americans spent over \$100 billion at online stores – up 26% from the previous year. And that number doesn't include travel-related purchases.³
- It is predicted that e-commerce sales will reach \$225 billion by 2011.³

Get what it takes to become an expert in the field.

That means gaining the right combination of knowledge and practical skills including the ability to:

- Apply basic graphic and design principles to web media.
- Produce graphic communications and training solutions as well as create animations.
- Communicate effectively both orally and in writing.
- Work in collaboration with other media specialists, technologists, content writers and clients.

Career opportunities for web graphic designers are abundant and at all levels for those with the right training.

Digital Graphics Editors modify and develop digital art assets, including drawings, renderings and photographs.

Web Graphic Designers create graphics for the web.

Instructional Designers develop education, training, information and other materials for interactive learning on the web.

Media Communications Consultants work with public relations companies, advertising agencies or corporate communications departments to develop graphic communications.

Web Graphic Animators use software to develop 2D animations for web-based delivery.

Information Designers clarify and organize content used in a wide variety of graphic communications.

Web Page Designers design web pages and graphic elements to communicate an effective message for clients.

1 www.zdnet.com "Mobile to fuel internet growth, Google evangelist says"

2 www.cnn.com "Web reaches new milestone: 100 million sites."

3 <http://digital-lifestyles.info> "US Internet Sales Pass \$100 billion"

Web Graphic Design

Start your career with an education that lays the groundwork for success.

The right education can help turn your talents into a career with a future. As new technologies emerge, an associate degree is becoming more important than ever. To advance, many web graphic designers go on to earn bachelor's degrees in business, computer science, technology or communications.

Start your career with a solid foundation of knowledge and on-the-job experience that allows you to:

- Communicate effectively with both technical and non-technical staff.
- Prioritize work and manage multiple projects.
- Continually update your skills and broaden your knowledge and experience.

DeVry is as focused on your career as you are.

We're focused on your long-term success in web graphic design. Our program integrates technical coursework and general education to help you build the broad knowledge base needed to enter and advance in the career of your dreams.

Associate Degree Program

Web Graphic Design – 5 Semesters

This program prepares you to enter the growing web graphic design field through targeted coursework in graphic and design principles, communications and training skills.

- Fundamentals of visual design, advanced design and rapid visualization, digital imaging, web design, information design, web animation, and instructional design for multimedia.

Learn more at www.devry.edu/programs/web_graphic_design/about.jsp

DeVry's Career Advantage.

Classes are small; hands on. Get the individual attention you want and learn the critical skills you need in a hands-on environment that is uniquely student-focused.

Accelerated schedule: 4 years in 3. Onsite/online flexibility. Taking classes onsite or online offers the flexibility you need to fit your busy schedule. Our year-round schedule lets you graduate sooner.

Real-world faculty: real-world curriculum. Gain knowledge from successful professionals who use curriculum responsive to industry needs and who will provide you with relevant insights.

Education that's affordable. Invest in your future. We'll help you apply for the funds needed to make college more affordable.

Employment results: 90%*. Earn a degree that is recognized by leading employers to get the interviews you need to start your career.

Reputable accreditation/degrees employers value. Earn an associate, bachelor's or master's degree from a university that's accredited like other top schools to get started on the path to a successful career.

Resources

Make an educated decision about your career. You'll find valuable information at:

www.aiga.org

American Institute of Graphic Arts

www.adcglobal.org

Art Director's Club

www.americandesignawards.com

American Design Awards

www.gag.org

The Graphic Artists Guild

www.dmi.org

Design Management Institute

www.creativebusiness.com

Creative Business

www.colorassociation.com

The Color Association of the United States

www.snd.org

Society for News Design

www.bls.gov

Bureau of Labor Statistics

www.salary.com

Salary Information

Web sites current at time of publication.

*Since 1975, 90.1% of DeVry graduates system-wide in the active job market held positions in their fields of study within 6 months of graduation.

DeVry University is accredited by The Higher Learning Commission of the North Central Association, www.ncahlc.org.

DeVry University operates as DeVry College of New York in New York and DeVry Institute of Technology in Calgary, Alberta.

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