Graphic Communications is the study of technology needed to produce the millions of imaged products that are used in all aspects of our lives. Examples of these products are magazines, books, newspapers, and packaging, as well as digital media such as Web sites, e-books, and e-catalogs.

The graphic communications industry is one of the 10 largest industries in the United States. It includes more than 50,000 individual businesses distributed throughout all 50 states. Close to one million people are employed in this industry and the Chicago area is one of the most dynamic graphics centers in the country, employing thousands of graphic communications workers. Graduates from this program are in high demand.

The graphic communications industry is high-tech and rapidly changing. It requires a highly educated workforce for employment in a great variety of positions.

**Typical Entry-Level Professional Positions**

- Production Coordinator
- Web Administrator
- Package Structural Designer
- Accounts Manager
- Customer Service Representative
- Project Manager
- Sales Representative
- Cost Estimator

Entry level salaries vary among urban, suburban, and rural positions; however, the typical starting salary is between $35,000 and $50,000, with opportunities for rapid advancement.

For more information on the Graphic Communications Degree program at Illinois State University contact the program coordinator

Dr. Dan Wilson  
e-mail: dgwilso@ilstu.edu  
phone: (309) 438-2737

For coursework advising contact

Cathy McKay  
e-mail: camckay@ilstu.edu  
phone: (309) 438-2665

For admissions information at Illinois State University contact the Office of Admissions at

phone: (309) 438-2181  
or  
phone: (800) 366-2478

or visit the Illinois State University Graphic Communications website

www.tec.ilstu.edu/graphic_communications

• An equal opportunity/affirmative action university encouraging diversity
The Graphic Communications facility is located in the lower level of the Nelson Smith Building (NSB). All of the equipment necessary to carry out print and digital media production, from concept to finished product, is housed in the Graphic Communications facility.

Software used in graphic media production such as Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Extensis Suitcase, Enfocus Pitstop Pro, X-rite iOne, and Kodak Preps, are used in the digital media lab.

Print production equipment includes an Epson 7800 wide format inkjet printer, a Xerox Docucolor, an HP Indigo digital press, a five-color Comco Cadet flexographic press, and a two-color Ryobi litho press. A variety of finishing equipment is also housed in the facility. These include computerized paper cutters, folders, stitching equipment, and adhesive binding equipment.

A full computer networking lab and computer-assisted design lab is housed in the Department of Technology.

International Graphic Arts Education Association (IGAEA-ISU) The Illinois State University student chapter of IGAEA provides students with a wide range of career-building opportunities. In addition to connecting socially and professionally with other students who are serious about their major, students can attend field trips, manage live production projects, and network with current professionals.

Students involved in IGAEA-ISU gain experience managing real production jobs. T-shirt printing, can coolies, and imaged golf balls are custom designed and produced for campus organizations by IGAEA-ISU’s production team.

Learn more about the graphic communication profession:
- Graphic Comm Central (http://www.graphiccommcentral.org)
- Printing Industries of America (www.printing.org)
- Institute of Packaging Professionals (www.iopp.org)
- Flexographic Technical Association (www.flexography.org)
- Idealliance (www.idealliance.org)
- Chicago Advertising Federation (www.chicagoadfed.org)