

# Career Planning Strategies

## FRESHMAN

<b>Inquiry and Awareness</b>	<ul style="list-style-type: none"> <li>Enroll in courses with help of academic advisors.</li> <li>Enroll in COUN 191.</li> <li>Enroll in University 100.</li> <li>Visit Career Development Center explore major and/or career interests.</li> </ul>	<ul style="list-style-type: none"> <li>Schedule an appointment with career counselor.</li> <li>Attend Job Fair.</li> <li>Attend a CDC workshop on deciding on a major.</li> <li>Register in BeachLINK.</li> </ul>	<ul style="list-style-type: none"> <li>Become familiar with CSULB Catalog and Schedule of Classes.</li> <li>Visit the CDC website for information on services and special events.</li> </ul>
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<b>SUMMER</b>	<ul style="list-style-type: none"> <li>Obtain employment and develop skills.</li> </ul>	<ul style="list-style-type: none"> <li>Attend CDC workshops.</li> <li>Develop a resume.</li> <li>Upload resume on BeachLINK.</li> </ul>	<ul style="list-style-type: none"> <li>Visit the Career Resource Library in the CDC.</li> </ul>
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## SOPHOMORE

<b>Assess: Interests, Skills and Values.</b>	<ul style="list-style-type: none"> <li>Meet with department and academic advisor.</li> <li>Discuss education and career interests with career counselor, peers, faculty and family.</li> </ul>	<ul style="list-style-type: none"> <li>Attend internship and job fairs.</li> <li>Talk to people in various careers.</li> </ul>	<ul style="list-style-type: none"> <li>Join organizations in your interest area(s).</li> <li>Schedule an appointment with a career counselor to discuss interests and other assessments.</li> </ul>
<b>Explore Career Interests</b>	<ul style="list-style-type: none"> <li>Explore internship possibilities; visit CDC.</li> </ul>	<ul style="list-style-type: none"> <li>Access BeachLINK.</li> </ul>	

<b>SUMMER</b>	<ul style="list-style-type: none"> <li>Obtain employment and develop skills.</li> </ul>	<ul style="list-style-type: none"> <li>Meet with career counselor to discuss career options.</li> </ul>	<ul style="list-style-type: none"> <li>Use the Career Resource Library to research career options.</li> </ul>
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## JUNIOR

<b>Targeting Career Decisions</b>	<ul style="list-style-type: none"> <li>Take classes in your major.</li> <li>Attend internship and job fairs.</li> <li>Attend workshop on resumes, interviewing, and job search.</li> <li>Obtain career-related experience.</li> <li>Enroll in COUN 360I.</li> </ul>	<ul style="list-style-type: none"> <li>Narrow career options through further research.</li> <li>Assess interests, skills and values.</li> <li>Is graduate school in your future?</li> <li>Attend workshops on applying to graduate school.</li> <li>Access BeachLINK.</li> </ul>	<ul style="list-style-type: none"> <li>Attend graduate and professional school fair.</li> <li>Take electives in other areas to enhance your qualifications.</li> <li>Build a network (contacts).</li> <li>Develop/update a resume.</li> <li>Visit CDC website.</li> </ul>
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<b>SUMMER</b>	<ul style="list-style-type: none"> <li>Obtain a summer internship/related experience.</li> <li>Compile inventory of interests, skills and qualifications.</li> </ul>	<ul style="list-style-type: none"> <li>Meet with career counselor.</li> </ul>	<ul style="list-style-type: none"> <li>Attend workshop on resumes, interviews, and job search techniques.</li> <li>Revise resume.</li> </ul>
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## SENIOR

<b>Job Search Campaign</b>	<ul style="list-style-type: none"> <li>Complete the course requirements in your major.</li> <li>Continue networking.</li> <li>Identify and utilize multiple resources.</li> </ul>	<ul style="list-style-type: none"> <li>Attend Job Fair.</li> <li>Attend workshop on resumes, interviews, and job search techniques.</li> <li>Update resume.</li> <li>Access BeachLINK.</li> </ul>	<ul style="list-style-type: none"> <li>Participate in On-Campus Recruitment.</li> <li>Attend employer information sessions.</li> </ul>
<b>Graduate School</b>	<ul style="list-style-type: none"> <li>Identify graduate programs.</li> <li>Review application process.</li> </ul>	<ul style="list-style-type: none"> <li>Take entrance exams.</li> <li>Research financing graduate school.</li> </ul>	<ul style="list-style-type: none"> <li>Attend graduate and professional school fairs.</li> </ul>

**To develop an individualized career plan, schedule an appointment with a career counselor.**

Call **(562) 985-4151** or visit **Brotman Hall, Room 250** to schedule an appointment.

<http://careers.csulb.edu>

# Design



## Major/Career Profile

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### General Description

The field of design involves the application of aesthetics to business and industrial settings. Major areas of design include graphic design, interior design, display/exhibition design, and industrial design. Graphic designers use print, film, video, and computer media to visually communicate information. Interior designers create environments in various facilities such as offices, restaurants, community centers, and schools. Display/exhibit designers create presentations to grab the eye of the public. Industrial designers bridge the gap between art and technology by designing industrial equipment, appliances, vehicles, and special effects in film.

Designers must use words to present information or ideas clearly; to visualize finished designs, objects in pictorial or graphic material, and two-dimensional representations of objects; to make visual comparisons and to see slight differences in shapes and shades; and to distinguish colors. They need average ability to use numbers, coordinate eyes and hands or fingers rapidly and accurately; above average finger dexterity; and ability to reach and see. Designers must be able to tolerate criticism, to cope with their ideas being rejected, to be flexible and responsive to the wishes of clients, to make decisions based on experience, to judge the quality of things, to perform work that requires creativity and style, and to work under stress of deadlines. Neatness is important.

### Career Options

Graphic Designer, Industrial Designer, Interior Architectural Designer, Display/Exhibit Designer, Furniture Designer, Car Designer, Model Maker, Package Designer, Technical Illustrator, Stage Set Designer, Teacher, Consultant, Commercial Artist, Photographer, Film/TV/Radio Production Technician, Architectural Illustrator, Public Relations Specialist, and Product Designer. Some of these careers require additional education or experience. Various entry-level trainee positions in business and industry are available for graduates regardless of academic discipline.

### Typical Employers

Advertising/public relations firms, architectural interior design firms, colleges and universities, public and private schools, automotive industry, market research firms, self employment, engineering firms, machinery and product manufacturers, publishing houses, merchandising/retail industry, large corporations, design studios, and self employment.

### Salary and Employment Outlook

Salaries will vary by size and type of employer, geographic location, course work and related experience. Entry-level salaries can range from \$16,000 to \$36,000 depending on area of design. The demand for designers fluctuates with the economy. Competition for entry-level jobs is usually keen. Opportunities are expected to increase for designers of medical and computer equipment and display exhibits.

### For further information, contact:

**Career Development Center**  
Brotman Hall, Room 250  
(562)985-4151  
[careers.csulb.edu](http://careers.csulb.edu)

**Chairperson or Undergraduate Advisor**  
College of the Arts  
Design Department  
Design, Rm. 101  
(562) 985-5089

**Industrial Designers Society of America**  
1142 E. Walker Road  
Great Falls, VA 22066