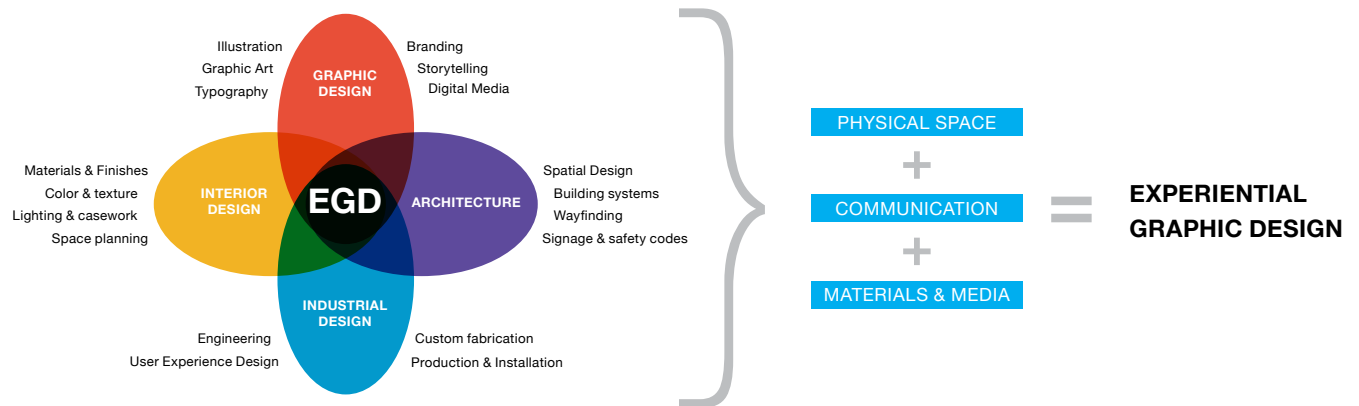




SO YOU WANT TO BE AN EXPERIENTIAL DESIGNER?

What is Experiential Graphic Design?

Experiential graphic design (EGD) combines typography, color, imagery, form, technology, and content to create environments that communicate. Designers in this field plan & design spatial experiences that connect people to place. Examples of EGD include wayfinding systems, architectural graphics, signage, exhibition design, retail design, and themed or branded spaces. Increasingly, EGD involves the use of technology that present dynamic content as a digital or interactive experience. Operating at the intersection of communications and the built environment, the field embraces a wide range of disciplines including graphic design, architectural, interior, landscape, digital, and industrial design. The field of EGD benefits from the multidisciplinary talents of designers to shape spatial experiences for people.





What education do I need?

There are 3 steps to becoming an Experiential Graphic Designer: Education, Internship & Practice.

Most professionals working in the EGD field today have created their own educational path that combines the skills and experiences of more than one field to create the diverse design education they need. Designers can start in Graphic Design, Architecture, Interior Design or Industrial Design and then add on courses in one of the other educational tracks, or gain knowledge through job experience. In fact, what makes this field so interesting is that to be good, you need to have a little experience in all of these fields!

How do I prepare in high school?

Get Ready: Taking high school classes in English, Psychology & Social Studies will help you develop clear communication skills and understand how people experience space. Art classes will teach you to think conceptually and communicate ideas through visuals.

Be Inspired: Check out the SEG D website, and find your local chapter. Follow the work of EGD professionals on Instagram, and pin work you love on Pinterest. Read about user experience design, graphic design & architecture. Shadow local designers, tour design firms, and visit colleges to speak with students.

Study the World: Experiential Graphic Design is all around us. As you visit public spaces ask yourself—what parts are architecture, interior design, or EGD? Signage, wall graphics, interactive exhibits, information displays & themed environments are all examples of Experiential Graphic Design. What are they made of? What do they communicate? How do they make you feel?

Check out:



Society for Experiential Graphic Design:

www.segd.com

<http://segd.org/what-do-you-need-become-experiential-graphic-designer>

How do I select a design school?

Look for Flexibility: Can you combine Graphic Design courses with Architecture, Interior Design or Industrial Design? Does the school also offer classes on Psychology, Sociology, and User Experience that you can add to your course load? Remember that you can do a lot with a graphic design degree!

Look at the Faculty: Students work very closely with faculty in design school. Have they had a successful design careers that you can learn from? Do they bring in visiting professors from the industry to teach or provide critiques? Look for faculty profiles and online portfolios and get a sense of who you'd be learning from.

Look for Internships: On the job experience and training is invaluable in the EGD field. Design school can be broad, but internships help give you more specialized experience. Does the school offer an internship program? What firms do they partner with? Do the projects inspire you?

Visit the school.

Take a campus tour and ask to meet with design faculty. If it's an online school, ask to observe a class. If you can, talk to students or recent alumni. What kinds of projects they are making? Can you picture yourself there? Does it seem like the right fit?

Don't rule out any school.

You won't know the true cost of any school until after you've applied. A school with a higher sticker price may have more scholarships available, and a school that's more affordable doesn't necessarily offer a lesser experience. Remember that especially with EGD, learning about different disciplines of design is critical—two shorter programs in different design specialties may be more valuable to you than one 4 year program.