



MAKE YOUR MARK SM IN GRAPHIC COMMUNICATIONS

The industry that touches every person, every day, with a demand for every skill and interest.

LOOKING FOR A CAREER PATH?

MAKE YOUR MARK in Graphic Communications

Graphic Communications is the industry that puts words and pictures on phone cards, candy wrappers, web sites, T-shirts, and your favorite publications. It's an industry on the lookout for new talent, with great paying jobs for people with all types of skills. So check out the main attractions. Find a career that feels right for you.

Estimator

Be the Number Cruncher as you calculate the production costs for each project. How much ink? Paper? Press time? Use your math skills and knowledge of the whole process to get the customer top quality at the best price.

Graphic Designer

Be the Visionary. Ideas take shape as you combine words, images, and colors to create your own media masterpieces and bring the customer's concepts to life. Books and billboards, magazines and mugs, web sites and welcome mats – do it all, using your artistic skill and the latest computer technology.

Pre-media/Prepress Imaging Specialist

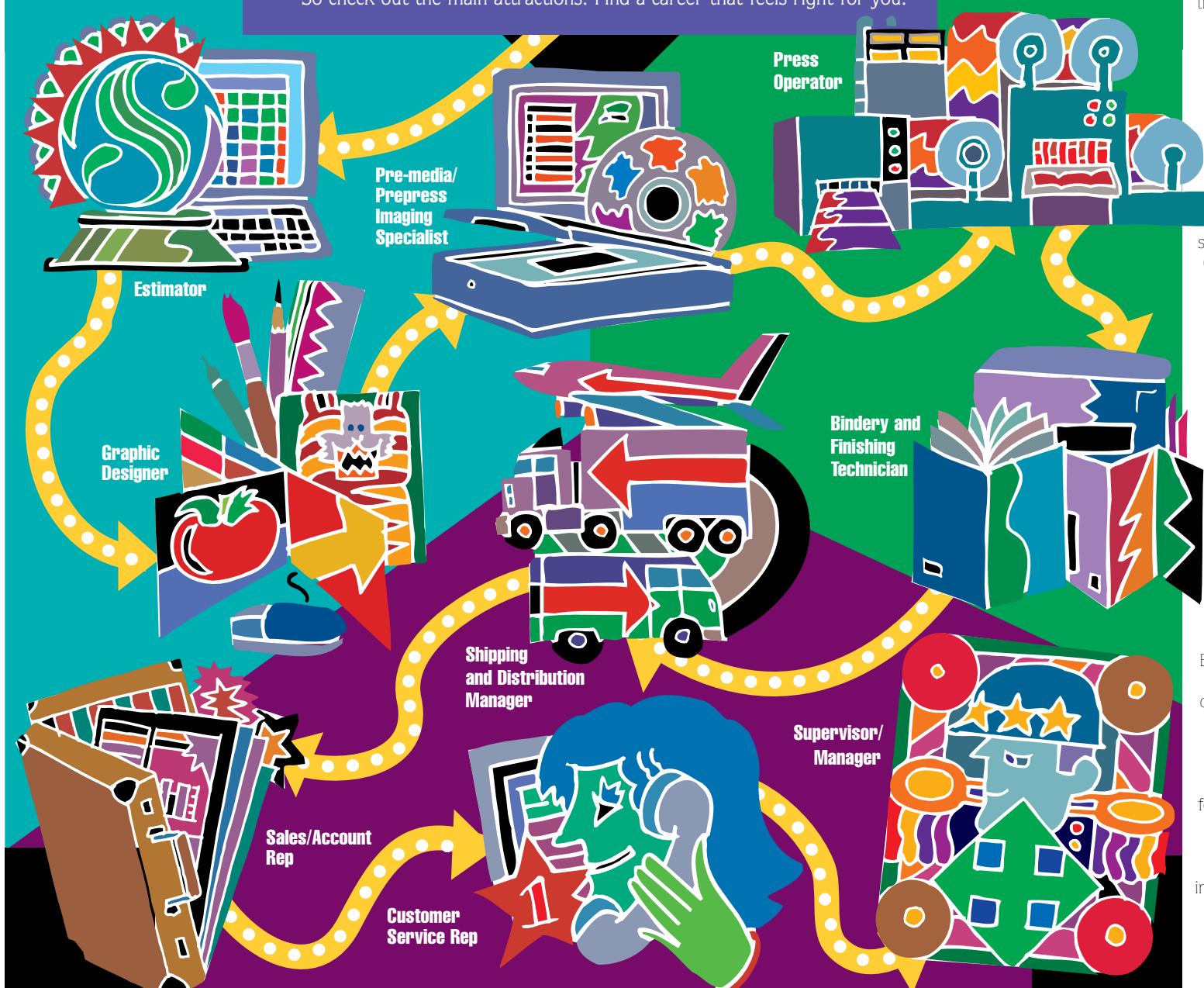
Be the Computer Ace. Use your technology skills to scan images into digital format, create digital artwork and prepare it for publication, check and fix files, assemble pages, and help customers create the products they want.

Press Operator

Take the controls of a technological wonder that can be two stories tall. Use mechanical and computer skills, a quick mind and grasp of detail, and knowledge of printing techniques. Add good team skills to advance to a press-room supervisory position.

Bindery and Finishing Technician

Meet the machines that turn print into products – folding, trimming, stitching, gluing, stuffing, and addressing envelopes. Add a foil stamp or hologram, then pack for delivery. Use your mechanical, computer, and management skills to keep the whole process moving.



Shipping and Distribution Manager

Feel the need for speed? Try moving out millions of magazines in a single day. You're in charge of coordinating the transportation of every finished piece to its final destination, managing timetables, machines, and people.

Sales/Account Rep

Be the Star. You bring in the business, finding customers and showing them how your team can meet their needs. Persuasiveness and people skills, persistence and a strong grasp of the whole Graphic Communications process are the keys to your success.

Customer Service Rep

Be the Hero. You push the project through from start to finish – using your aptitude for detail, knowledge of Graphic Communications processes, and team skills to produce quality work for your customers and your company.

Supervisor/Manager

Be the Boss. You lead the team that gets the job done and work with your customers to make sure it's done right and profitably. Have a talent for multi-tasking? A gift for getting the best out of others? Good business skills? Graphic Communications is an industry for managers and entrepreneurs.

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Graphic Designer

I've always loved figuring out how things get put together, and in graphic design, I get to do that with the latest software. For example, we might take a person who's standing in an office and put him in a field. Add shadows, change colors. Wild things! I'm sort of like the cameraman in a movie, working behind the scenes. Someone else might make up the design, but I'm the one who makes the design work.



Chris Mongillo



Oscar Urrego

Press Operator

I had an office job in the Army, but now I work in the web department, running a press. It's a different life — paper, ink, color, registration — things I never knew about before. When you work for a printer, there's something different every day. And that's why you've got to have good communication on your crew, so you can solve problems and keep things under control. Because everything's got to be perfect — 100 percent!

Pre-media/Prepress Imaging Specialist

I've been interested in photography since I was 10, so after taking graphic arts in high school, I went right into prepress. Nowadays, instead of a camera and darkroom, I work with a scanner and retouch images in the computer. That's where the creativity comes in — a customer will give you an idea of what he wants, but he's relying on you to create the image he needs. That's why you're never done learning new techniques.



Scott Gentile



Angela Tan

Photographed at Quebecor World Northeast Graphics, North Haven, CT.

Customer Service Representative

I started as a secretary at a printing company, until one day they needed someone in layout, right away! So they gave me a chance, and from there I worked my way into customer service. Now I'm juggling 30 jobs at once — and it's a challenge, because you're the key person. You control the job from start to finish and have to make sure everyone knows exactly what the customer expects, from prepress to shipping, so the job's done right.

Find Out More about Careers in Graphic Communications

Visit the **GraphicCommCentral** web site at

<http://teched.vt.edu/gcc>.

- Detailed information on specific jobs and job search options
- Virtual plant tours
- Links to schools with graphic communications programs and scholarship information
- Links to local industry organizations nationwide with job and salary information
- And more!

Join an industry of more than 1.3 million people at more than 80,000 companies, generating more than \$200 billion each year.

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