



**GROW YOUR
PROFESSIONAL
DESIGN CAREER
WITH THE**

**AIGA
PROFESSIONAL
DESIGN
CERTIFICATION**

WHY EARN AN AIGA PROFESSIONAL DESIGN CERTIFICATE?

The AIGA Professional Design Certification represents a commitment to the design profession and lifelong learning. Thoughtful design is a driver of organizational success—designers of all levels must understand key design principles and practices. Our certificate can aid design professionals who are committed to expanding their careers and enhancing their professional design knowledge.

WHAT WILL I LEARN?

Completing our online design certificate prepares you to:

- Summarize different leadership styles and recognize best practices for leading and managing teams
- Understand the role of finance, business strategy, and strategic planning for business leaders and entrepreneurs in the design field
- Define key concepts relevant to effective design practices.
- Describe basic UX principles and how to apply them.
- Examine methods for promoting creativity and innovation in teams and organizations
- Recognize key project management principles and how to apply them to design projects
- Identify key elements of copyright law and define fair use
- Explain the major legal protections for intellectual property rights
- Describe ADA and Section 508 compliance
- Name common characteristics of ethical leadership
- Apply accessibility principles to design concepts

For more information and a complete list of courses, visit:

CAREER PATHS

According to the U.S. Bureau of Labor Statistics (BLS), employment of web developers and digital designers is projected to grow 8% between 2023 and 2033, faster than the average for all occupations. About 16,500 openings are projected each year, on average, over the decade. Common design career paths or growth opportunities include:

Graphic Designer

Graphic designers creatively communicate ideas and messages through visual content that captivates the audience. Graphic designers work on various project mediums, such as websites, brochures, advertisements, and magazines.

UX Designer

UX designers, sometimes referred to as experience designers, are responsible for designing products that are accessible and easily navigable. UX designers consider user feedback when designing a product and optimize the experience for all devices.

Web Designer

Web designers carefully create the layout of a website through visually appealing elements, including icons, logos, and scroll bars. Web designers are responsible for meeting design standards and expectations while ensuring a smooth user experience.

Brand Manager

Brand managers are responsible for a company's brand, including its visual appearance and identity. They ensure that the brand is consistent across all platforms, including print, broadcast and online.

The Certificate in AIGA Professional Design is available 100% online.

The courses included in this certificate carry:

IACET CEUs | ATD CI Credits

For more information and a complete list of courses, visit: