The Solution.

 Graphic designers design the world we all live in, the world we experience—logos to books, magazines to billboards, TV to the internet. Every package and product, every ad, every sign, every web page, every DVD and game was designed by someone schooled in the tools and techniques of graphic design. That person could be you.

• Graphic Design / The Graphic Design degree will teach you how to design for print and the web—you will learn the specialized computer skills and develop the professional sense of design you need to create logos, magazine layouts, brochures, web pages and sites, or any of the limitless design tasks graphic artists are called upon to invent. Every word, every photo, every illustration you have ever seen was designed by a graphic artist. We can show you how.

• Multimedia / The future of communication is digital—through the web, CD, DVD, video, and whatever comes next. We need designers capable of shaping that information and delivering it to the world. That is what the Multimedia specialization will prepare you to do. You will learn to focus your highly trained understanding of design and produce technologically sophisticated video and multimedia work. Why not do both? Be as well-rounded as you can be!

Facilities & Equipment:
Graphic Design has 3 state of the art Mac labs, video production and sound recording facilities, and current Adobe Creative Suite software in all our labs. We use Final Cut Studio and Premiere for video editing.

Supplies/Cost:
• We have a dozen color and black and white printers for students to use.
• We supply the inks, you supply your own ink jet paper.
• We have loaner video cameras and support (light kits, microphones, sound recording equipment, video tripods, etc.).
• You must have digital storage to back up your files. (A thumb drive is fine. An external hard drive is good, too.)
• Presentation materials: matboard, CDs, DVDs.
• You can use our computers and software in the labs. You do not need to have your own. Many students, of course, do. Either Mac or PC.
• Textbooks are required for most of our classes. These will cost around $20 to $50 each.
• Overall supply costs for the Graphic Design classes are pretty low. Maybe $20–$30 per class.

To thrive in this field, you must be well-rounded.
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We offer Graphic Design, plus a specialization:
• Graphic Design / The Graphic Design degree will teach you how to design for print and the web—you will learn the specialized computer skills and develop the professional sense of design you need to create logos, magazine layouts, brochures, web pages and sites, or any of the limitless design tasks graphic artists are called upon to invent. Every word, every photo, every illustration you have ever seen was designed by a graphic artist. We can show you how.

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Clarity.
Nothing is more important for communication.
Communication—nothing is more critical for our health, happiness, and continued existence on Earth.

How can we make that happen? What can we, as humans, do to ensure that what we mean to say is what someone else hears and understands? How can we make complex things understandable?

That is at the heart of graphic design. We organize and present information as clearly, as directly, as purely as we possibly can to make the rest of the world hear, read and see exactly what we meant. That isn’t just a noble aspiration—it is necessary.

For our cave ancestors, it was, “don’t eat those berries,” and “look out for that bear.” For us, it is “danger ahead,” or “do not take with alcohol.”

Most of our daily communication is not life or death. Most conversation is about the weather. And a great deal of what graphic artists do is sell products and entertain. But even in the prosaic and mundane things of everyday life, clarity of expression, organization of thoughts, and directness of ideas will make our lives better, our decisions more informed, and our interaction with others less confused by mistakes, mistrust and mistrust.

Clear communication matters. It is what we do. It is our mission.

GRAPHIC DESIGN
ASSOCIATE OF APPLIED SCIENCE DEGREE
[WITH AN ALTERNATIVE SPECIALIZATION IN MULTIMEDIA]