

GRAPHIC DESIGN AND COMMUNICATIONS

Overview

Degrees Offered: AAS

Limited Enrollment: Yes

Program Begins: Fall

Delivery Method: On Campus

Phone: 701-224-2429

Email: bsc.cet@bismarckstate.edu

Description

The Graphic Design and Communications program is structured to give students a background in several areas of the graphic design field. Study includes classroom and lab instruction in a Mac-equipped computer studio, where students develop skills in layout, typography, print media, print production, web design, and digital photography. Coursework includes preparing art for print and online publication in advertisements, branding-identity systems, digital photography, illustration, direct mail, brochure design, desktop publishing, interactive design, and computer graphics using industry standard software. Admission occurs in the Fall. Students are encouraged to apply early as openings are limited.

Each student is required to prepare a portfolio of his or her best work for presentation to potential employers and art directors.

Preparation

A high school or employment background related to any communications field is helpful, such as journalism/photo journalism, advertising/marketing, visual art, graphic art, writing, yearbook design, computer graphics, or desktop publishing. Students interested in this field should be creative and imaginative, have a sense of color and form, be able to work under pressure, meet deadlines, and work independently or as part of a team. Artistic ability is a plus. Graduates should expect to be retrained on the job to handle new or upgraded software and equipment.

Requirements

Students who complete the curriculum requirements earn an Associate in Applied Science degree.

Special Costs

Students are required to provide their own digital camera that meets the department standards, within the first week of classes. The typical camera costs \$500-\$700.

Career Opportunities

A wide variety of careers are available depending on individual talent, experience, and ability or desire to relocate. Graphic designers work in advertising agencies, public relations departments, news media, and web design departments. Other related fields include interior and textile design, multimedia development, industrial design, retail merchandising, sign making, and web design. Self-employment is another option.

Degree Plans

- Graphic Design and Communications Associate in Applied Science

Program Learning Outcomes

Upon graduation, Graphic Design and Communication students will demonstrate:

- Creative Process – Students should be able to understand/utilize the creative process to execute a design solution.
- Production Skills – Students must demonstrate an understanding of the technical production skills required of an entry-level graphic designer.
- Typography – Students must demonstrate an understanding of type as an element of design, including selection, manipulation and creation.
- Design Software Proficiency – Students must demonstrate proficient knowledge of the Adobe Creative Suite applications most familiar to designers in the industry.
- Digital Photography – Students must learn to operate and utilize their DSLR cameras and show an understanding of studio lighting techniques.
- Technical Knowledge – Second-year students will demonstrate their technical knowledge of Advertising Arts on a proctored examination in the final semester of the program.
- Portfolio – Students must select, edit and present a portfolio of their best work that demonstrates technical and creative proficiency.