

# GRAPHIC DESIGN

## Associate of Applied Science Degree

Graphic design includes the process of combining words and pictures to communicate a message. Graphic designers are visual communication problem solvers.

### Types of jobs available:

- Web designer
- Designer for print publications such as newspapers, magazines and catalogs
- Art director in an advertising agency
- Designer for printers
- Billboard/sign designer
- Package designer

### Special Program Requirements

Graphic Design is only offered on the Milford Campus. A group of 18 students is accepted into the program every 18 months. Students are selected on the basis of an assessment of skill, ability, interest, aptitude, test scores, grades, a workshop portfolio, and personal interview. Applicants must submit a portfolio of eight to 12 original recent works of art at the workshop.

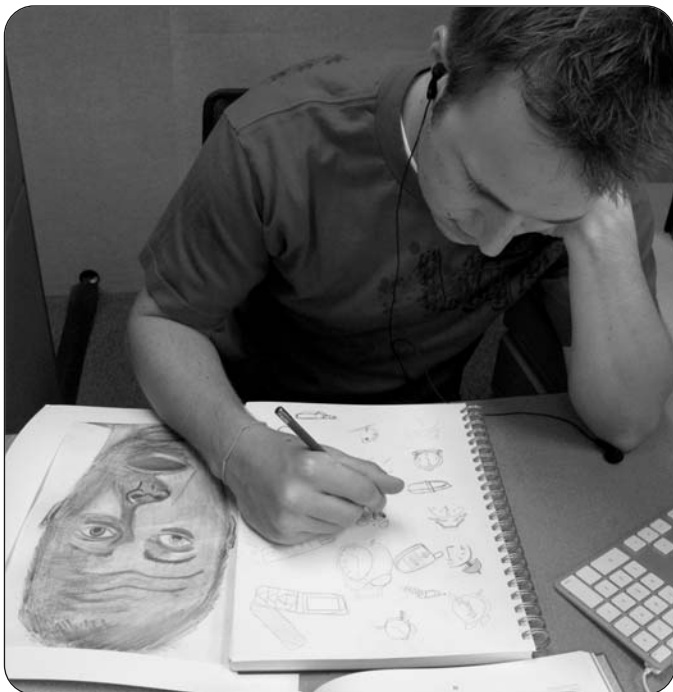
Students learn the technical skills and fundamental conceptual theories and techniques needed to produce compelling visual communication messages. Students work in the graphic design lab, at individual work stations, and use Macintosh computers. Students will become proficient at using all the standard software common to the graphic design industry.

Most design work is executed with a computer. However, the thinking/visualization process is still done by drawing. Students will draw, research, study, and make oral and written presentations. They will work individually and in teams simulating a real-world business environment. Students will apply design skill and knowledge using typography, illustrations, photography, copywriting and other processes to create designs. Finished assignments become part of students' professional portfolios.

Graphic design classes will begin in July 2011 and January 2013.

### For more information contact:

Merrill Peterson, Program Chair  
 402-761-8282, 800-933-7223 ext. 8282, mpeterso@southeast.edu  
 or the College Admissions Office  
 Milford 402-761-8243, 800-933-7223 ext. 8243



## Milford Campus

Credit Hours Required for Graduation:

144.0

### Graphic Design A.A.S. Degree Courses:

COURSE #	COURSE TITLE	CREDIT HRS
EIGT1120	Drawing/Illustration I	6.0
EIGT1122	Introduction to Graphic Design	4.5
EIGT1126	Typography I	4.5
EIGT1136	Computer Graphics I	6.0
EIGT1230	Typography II	4.5
EIGT1234	Computer Graphics II	6.0
EIGT1238	Drawing/Illustration II	4.5
EIGT1240	Publication Design	4.5
EIGT1343	Video Production/Editing	4.5
EIGT1354	Color Theory	4.5
EIGT1356	Photography & Digital Imaging	6.0
EIGT1455	Design Portfolio Development	6.0
EIGT1456	Environmental Design	4.5
EIGT1457	Interactive Design	4.5
EIGT1460	3D Package Design	4.5
EIGT1465	Corporate Identity Design	6.0
EIGT1485	Web Design I	6.0
EIGT2567	Web Design II	6.0
EIGT2568	Digital Marketing	4.5
EIGT2575	Graphic Design Portfolio I	8.0
EIGT2585	Print Reproduction Processes	3.0
EIGT2662	Web Design III	6.0
EIGT2664	Graphic Design Portfolio II	8.0
EIGT2665	Web Design IV	6.0
EIGT2900	Graphic Design Internship	2.0
BSAD2520	Principles of Marketing	4.5
		121.5 hours

### General Education Requirements:

Contact your program advisor to select general education course/s from each category which will meet your program's graduation requirements. See page 4 for complete list.

(One class from each area below).

Oral Communications	4.5
Written Communications	4.5

(Plus three classes from the five areas below; no two classes from the same area).

Mathematics, Science, Social Science, Humanities, and/or Computer Technology	13.5
	22.5 hours

