

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:

- Designer for print publications such as newspapers, magazines and catalogs
- Art director in an advertising agency
- Designer for printers
- Billboard/sign designer
- Package designer
- Web 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 January of 2010 and July of 2011.

FOR MORE INFORMATION CONTACT:

Merrill Peterson, Program Chair
402-761-8282, 800-933-7223 x8282, mpeterso@southeast.edu
or the College Admissions Office
Milford 402-761-8243, 800-933-7223 x8243

MILFORD CAMPUS

Credit Hours Required for Graduation: 139.0

GRAPHIC DESIGN AAS 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	6.0
EIGT1240	Publication Design	4.5
EIGT1348	Computer Graphics III	6.0
EIGT1354	Color Theory	6.0
EIGT1356	Photography & Digital Imaging	6.0
EIGT1460	Environmental & Package Design	6.0
EIGT1465	Corporate Identity Design	6.0
EIGT1485	Web Design I	6.0
EIGT2567	Web Design II	6.0
EIGT2575	Graphic Design Portfolio I	7.5
EIGT2585	Print Reproduction Processes	4.5
EIGT2662	Web Design III	6.0
EIGT2664	Graphic Design Portfolio II	8.0
EIGT2800	Graphic Design Internship	2.0
BSAD2520	Principles of Marketing	4.5

116.5 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 65 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	
COMPUTER TECHNOLOGY	13.5

22.5 hours

