

2018-2019

SOUTHEAST
COMMUNITY
COLLEGE
NEBRASKA

GRAPHIC DESIGN | MEDIA ARTS

Associate of
Applied Science
Degree

EDUCATION SQUARE

www.southeast.edu/GraphicDesignMediaArts



If you have an artistic mind and enjoy creating designs on the computer, this is the field for you. Graphic designers meet with clients and help create a visually-appealing message to a specific audience. There are many fields for graphic design jobs, including art and design, advertising, marketing, and print and interactive design.

What is Graphic Design?

Graphic design is the combination of type and imagery to communicate a message. These visual elements are arranged in such a way to convey its intended message to a specific audience. Graphic designers are problem solvers who create design solutions to specific design dilemmas with the ultimate goal of informing the viewer and influencing behavior.

Types of jobs available

- Graphic Designer
- Production Artist
- Art/Creative Director
- Web Designer
- Layout/Publication designer
- UI/UX Design
- Promotional Design
- Package Design

Graduate Earnings

Recent graduates report an average starting wage of \$15.90 per hour.

For more information contact:

Elizabeth Vornbrock, Program Chair
402-323-3481, 800-642-4075 ext. 3481
EVornbrock@southeast.edu

or the College Admissions Office
Lincoln 402-437-2600, 800-642-4075 ext. 2600

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Special Program Requirements

Graphic Design|Media Arts is a Monday-Friday block-scheduled program with general hours of 8 a.m. to 4 p.m. and is located at SCC's Education Square location in downtown Lincoln. Graphic Design | Media Arts is accepting applications for the Fall 2019 intake from May 1, 2018-March 1, 2019.

Acceptance to the program is based on a selection process upon review of a Visual Awareness and Communication Assessment and a portfolio submission. New students are required to participate in an orientation session prior to being allowed to register for program coursework.

Review the advising sheet for all application requirements. Application materials for the Fall 2019 intake must be submitted to the Admissions Office no later than March 1, 2019.

Because of the unique block-schedule approach, GD|MA courses cannot be taken individually or without acceptance into the program full-time.



After acceptance into the program, students will need to wait for their start date to begin taking GD|MA courses. Students can complete their general education courses while waiting for acceptance to the program, during their time within the GD|MA program, or after they have completed the GD|MA core courses. We encourage students to complete their general education courses before or after completing the GD|MA core courses to allow them ample time to focus on their core course work. However, students do have time in the afternoon and evening to take general education courses after their GD|MA block. Students can complete general education courses at any SCC location or online for their convenience.



General Education Requirements:

Contact your program advisor to select general education courses from each category, which will meet your program's graduation requirements. See the General Education pages online for a complete list.

(One class from each area below).

Oral Communications	4.5
Written Communications	4.5
(Plus three classes from the four areas below; no two classes from the same area).	

Critical Thinking & Problem Solving, Global Awareness and Citizenship, Analytical, Quantitative, and Scientific Reasoning, and Career and Life Skills 13.5
22.5 hours

Graphic Design | Media Arts A.A.S. Degree Courses:

Course #	Course title	Credit hrs
Core Requirements		
GDMA1120	Drawing/Illustration I	6.0
GDMA1122	Introduction to Graphic Design	4.5
GDMA1126	Typography I	4.5
GDMA1136	Computer Graphics I	6.0
GDMA1230	Typography II	4.5
GDMA1234	Computer Graphics II	6.0
GDMA1240	Publication Design	4.5
GDMA1356	Photography & Digital Imaging	6.0
GDMA1455	Design Portfolio Development	6.0
GDMA1457	Interactive Design	4.5
GDMA1460	3-D Package Design	4.5
GDMA1465	Corporate Identity Design	6.0
GDMA1485	Web Design I	6.0
GDMA2567	Web Design II	6.0
GDMA2662	Web Design III	6.0
GDMA2665	Web Design IV	6.0
GDMA2575	Graphic Design Portfolio I	7.5
GDMA2595	Professional Design Practices	3.0
GDMA2664	Graphic Design Portfolio II	8.0
GDMA2900	Graphic Design Internship	<u>2.0</u>
		107.5 hours

Laptop Requirement

Students are required to purchase an industry standard laptop for the Graphic Design | Media Arts program. Students may purchase either a PC or a Mac, but they must meet the following specifications in order to run the software required for this program:

Mac Specifications

- Multicore Intel processor with 64-bit support
- Mac OS X v10.9, v10.10, or v10.11
- 4 GB of RAM (8 GB recommended)
- Minimum of 100 GB hard disk space
- 1440x900 display or larger with 32-bit video card
- 7200-RPM hard drive
- OpenGL 2.0-capable system

PC Specifications

- Intel Core 2 or AMD Athlon 64 processor (2 Ghz or faster)
- Microsoft Windows 7 with Service Pack 1, Windows 8.1, or Windows 10
- At least 13-inch display
- 4 GB of RAM (8 GB recommended)
- Minimum of 100 GB hard disk space
- 1280x1080 display or larger with 32-bit video card
- 7200-RPM hard drive
- OpenGL 2.0-capable system

* Please note: Many GD|MA instructors are trained and work exclusively on Mac Computers. Due to this, instructors may not be able to assist with PC/Windows troubleshooting.

Basic Tools for Program

Supplies for GD|MA are packaged by the SCC Lincoln Campus Store for purchasing in the first quarter.

- 1 Small Tackle Box Container
- 1 - Higgins or Speedball India ink, 1 oz.
- 1 - Drawing Pen Points - Speedball Number 5 Set
- 1 - Strathmore 400 Bristol Pads smooth 14" x 17" (15 sheets) do not substitute
- 1 - Any Brand Tracing Pad 11" x 14" (50 sheets)
- 2 - Sketch Pads: 9" x 12", 65# paper (80-100 sheets) Must be spiral bound
- 1 - Prismacolor Graphite Drawing Set
- 1 - General's Sketch & Go Kits, "Charcoal and Carbon Kit"
- 1 - Loew-Cornell Blending Stumps, 3/8" package of 2
- 1 - Stathmore 300 Series Drawing Pads 14" x 17", wire bound
- 1 - Canson Field Sketchbook, 9" x 12", 80 sheets
- 1 - Westcott C-thru Metal Zero Centering Ruler (18")
- 1 - Stainless Steel Pica/Inches Ruler (18")
- 1 - 230 3M Drafting Tape Roll #432911
- 1 - Kneaded Eraser
- 1 - Sandford Magic Rub Eraser (white)
- 1 - Plastic Protractor
- 1 - Snap-Off Blade Knife (with lock and replacement blades) Note: X-Acto brand will not work
- 1 - Small Triangle 6"
- 1 - Draftmaster duster
- 1 - Box 3/4" Binder Clips (12 per box)
- 1 - Straight Scissors 8"
- 1 - Roll Saral Transfer Paper (graphite)
- 1 - Samsill View Binder (2")
- 1 each - Betty Edwards Angel Finder & Proportion Finder (Note: Available ONLY at the SCC Bookstore)

First Quarter Books

- [Graphic Design Solutions](#) - by Robin Landa
- [Typography Workbook](#) - A guide to using type in graphic design by Timothy Samara
- [Drawing on the Right Side of the Brain](#) - by Betty Edwards
- Lynda.com Online Resource (access is free with a city of Lincoln Public Library card)

Estimated Expenses

Nebraska Resident tuition/fee rate is \$69.50 per credit hour. Out-of-state tuition/fee rate is \$83.50 per credit hour. Graduation fee is \$25.

Housing is available at Beatrice and Milford campuses only. Tuition, books and fees are dependent upon classes taken each quarter.

Students should plan a budget that includes room, meals, clothing, laundry, medical care, recreation and entertainment, transportation, insurance, etc.

Term 1	Term 5
Tuition and Fees	Tuition and Fees
Books and Tutorials	Activities
Activities	Portfolio
Supplies	Adobe Subscription
Laptop	Total
Adobe Subscription	Program Total
Total	\$11,868
\$4,796	Additional activity expenses:
Term 2	Quarter & Semester 1
Tuition and Fees	ALGA Membership "Contribution"
Books and Tutorials	Category (\$50 per year)
Activities	Quarter 2
Camera	AAF Omaha Meet the Pro
Adobe Subscription	Registration
Total	Semester 1
\$2,642	ALGA Nebraska Show Design
Term 3	Competition
Tuition and Fees	Semester 2
Books and Tutorials	AAF Nebraska ADDYs Design
Supplies	Competition
Adobe Subscription	Semester 2
Total	10-day off-campus internship Travel Cost
\$1,749	
Term 4	
Tuition and Fees	
Books and Tutorials	
Activities	
Supplies	
Adobe Subscription	
Total	
\$1,008	