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

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:

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course title</th>
<th>Credit hrs</th>
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<tbody>
<tr>
<td>GDMA1120</td>
<td>Drawing/Illustration I</td>
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<tr>
<td>GDMA1122</td>
<td>Introduction to Graphic Design</td>
<td>4.5</td>
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<td>GDMA1126</td>
<td>Typography I</td>
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<td>GDMA1136</td>
<td>Computer Graphics I</td>
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<td>GDMA1230</td>
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<td>GDMA1240</td>
<td>Publication Design</td>
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<td>GDMA1356</td>
<td>Photography &amp; Digital Imaging</td>
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<td>GDMA1455</td>
<td>Design Portfolio Development</td>
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<td>GDMA1457</td>
<td>Interactive Design</td>
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<td>GDMA1460</td>
<td>3-D Package Design</td>
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<td>GDMA1465</td>
<td>Corporate Identity Design</td>
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<td>GDMA1485</td>
<td>Web Design I</td>
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<td>GDMA2567</td>
<td>Web Design II</td>
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<td>GDMA2662</td>
<td>Web Design III</td>
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<td>GDMA2665</td>
<td>Web Design IV</td>
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<td>GDMA2575</td>
<td>Graphic Design Portfolio I</td>
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<td>GDMA2595</td>
<td>Professional Design Practices</td>
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<td>GDMA2664</td>
<td>Graphic Design Portfolio II</td>
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<tr>
<td>GDMA2900</td>
<td>Graphic Design Internship</td>
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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:

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
- 1440x900 display or larger with 32-bit video card
- 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.

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
- 1280x1080 display or larger with 32-bit video card
- Open GL 2.0-capable system

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 Generals 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

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.

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<tr>
<th>Category</th>
<th>Cost</th>
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<td>Tuition and Fees</td>
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<td>Activities</td>
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<td>Portfolio</td>
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<td>Adobe Subscription</td>
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Additional activity expenses:
- Quarter & Semester 1 AIGA Membership “Contribution” Category ($50 per year) $100
- Quarter 2 AAF Omaha Meet the Pro Registration $135
- Semester 1 AIGA Nebraska Show Design Competition $45
- Semester 2 AAF Nebraska ADDYs Design Competition $90
- Semester 2 10-day off-campus internship Travel Costs

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)