Why SCC?

The Graphic Design | Media Arts program is a work-driven program focused on hands-on application. In a simulated real-world environment, students work individually and in teams to create design solutions for in-class projects and pro-bono client work. Students graduate from the program interview-ready by having internship experience and a complete and unique physical portfolio and portfolio website showcasing the work they've created.

Program Overview

Graphic Design|Media Arts is a Monday-Friday block-schedule program with general hours of 8 a.m. - 3 p.m. and is located in downtown Lincoln at the SCC Education Square location.

Students learn the technical skills and fundamental conceptual theories and techniques needed to produce compelling visual communication messages. Working through the five-step design process students will research, analyze, conceptualize, design, and implement their work through a variety of mediums utilizing their technical skills in drawing, photography and the Adobe Creative Cloud. Students will become proficient at using all of the standard software common to the graphic design industry.

Students will be able to visually execute their concepts by applying design elements and principles through typography, color, imagery, and layout. Students will receive one-on-one assistance in the GD|MA graphic design labs and participate in weekly critiques to provide and receive feedback from peers and instructors. Students will orally pitch concepts and present completed work throughout the program and will present final portfolios to professionals in the final semester.

Special Program Requirements

Top Career Options
- Graphic Designer
- Production Artist
- Front-end Developer
- Package Designer
- Web Designer

Graduate Earnings
Recent graduates report an average starting wage of $14.70 per hour.

Credit Hours Required for Graduation:
Associate of Applied Science Degree...................................................... 74.0

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2019-20 PROGRAM OF STUDY

Graphic design is a form of visual communication used in marketing and advertising to solve problems. The Graphic Design|Media Arts courses explore the theory and practice of design to help students build portfolios to prepare them for the industry. Graphic design jobs include working as graphic designer for marketing and advertising firms, user interface designers for mobile applications and websites, front-end developers to code HTML-based websites, package designers, publication designers, brand and identity designers, and many more in this ever-growing field.
The Graphic Design | Media Arts program accepts students once per year in the fall (August) semester. The next intake is for Fall 2020. Acceptance to the program is based on a selection process upon review of a Visual Awareness and Communication Assessment and a Portfolio Submission. Accepted students are required to attend a program orientation prior to the start of the first term to register for GD|MA classes.

Students are required to purchase a laptop for in-class and out-of-class assignments, exercise and all course-related activities that meet program specifications prior to the first day of class. Students also are required to purchase a subscription to the Adobe Creative Cloud to access all software used within the program and a membership to AIGA, a national graphic design organization of which GD|MA is affiliated. Please note: All GDMA courses must be passed with a “C” or higher to progress through the program.

### 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
- 1280x1024 display or larger with 32-bit video card
- OpenGL 2.0-capable system

**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
- 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/Supplies for Program

**Tools/supplies for GD|MA are packaged and available for purchase in the the SCC Lincoln Campus Store the first semester.**

- 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) Must be spiral bound
- 1 - Westcott C-thru Metal Zero Centering Ruler (18")
- 1 - Stainless Steel Pica/Inches Ruler (18")
- 1 - Any Brand Tracing Pad 11" x 14" (50 sheets)
- 1 - Prismacolor Graphite Drawing Set
- 1 - General's Sketch & Go Kits, "Charcoal and Carbon Kit"
- 1 - Lynda.com Online Resource (access is free with a city of Lincoln Public Library card)
- 1 - Drawing on the Right Side of the Brain - by Betty Edwards
- 1 - Roll Saral Transfer Paper (graphite)
- 1 - Box 3/4" Binder Clips (12 per box)
- 1 - Straight Scissors 6" & Proportion Finder (Note: Available ONLY at the SCC Campus Store)

**Special Fees**

- AIGA Membership “Contribution” Category ($50 per year) - $100
- AAF Nebraska ADDYs Design Competition - Submission Entry
- AAF Omaha Meet the Pro Registration - $135
- Nebraska Show Design Competition - Submission Entry
- 10-day off-campus internship - Travel Cost

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
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<tbody>
<tr>
<td>GDMA1120</td>
<td>Drawing/Illustration I</td>
<td>2.5</td>
</tr>
<tr>
<td>GDMA1122</td>
<td>Introduction to Graphic Design</td>
<td>2.5</td>
</tr>
<tr>
<td>GDMA1126</td>
<td>Typography I</td>
<td>2.5</td>
</tr>
<tr>
<td>GDMA1136</td>
<td>Computer Graphics I</td>
<td>3.0</td>
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<tr>
<td>GDMA1230</td>
<td>Typography II</td>
<td>2.5</td>
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<tr>
<td>GDMA1234</td>
<td>Computer Graphics II</td>
<td>3.0</td>
</tr>
<tr>
<td>GDMA1240</td>
<td>Publication Design</td>
<td>2.5</td>
</tr>
<tr>
<td>GDMA1356</td>
<td>Photography &amp; Digital Imaging</td>
<td>3.0</td>
</tr>
<tr>
<td>GDMA1405</td>
<td>Design Portfolio Development</td>
<td>3.5</td>
</tr>
<tr>
<td>GDMA1457</td>
<td>Interactive Design</td>
<td>2.0</td>
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<tr>
<td>GDMA1465</td>
<td>Corporate Identity Design</td>
<td>3.5</td>
</tr>
<tr>
<td>GDMA1485</td>
<td>Web Design I</td>
<td>4.0</td>
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<tr>
<td>GDMA2567</td>
<td>Web Design II</td>
<td>3.5</td>
</tr>
<tr>
<td>GDMA2662</td>
<td>Web Design III</td>
<td>3.5</td>
</tr>
<tr>
<td>GDMA2665</td>
<td>Web Design IV</td>
<td>3.5</td>
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<td>GDMA2575</td>
<td>Graphic Design Portfolio I</td>
<td>4.0</td>
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<tr>
<td>GDMA2595</td>
<td>Professional Design Practices</td>
<td>2.0</td>
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<tr>
<td>GDMA2664</td>
<td>Graphic Design Portfolio II</td>
<td>4.5</td>
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<tr>
<td>GDMA2900</td>
<td>Graphic Design Internship</td>
<td>1.5</td>
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</tbody>
</table>

59.0 hours

### 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 for a complete list.

- (One class from each area below for a total of 6 credit hrs.)
- GELO #1: Oral Communications 3.0
- GELO #2: Written Communications 3.0
- GELO #3: Critical Thinking & Problem Solving 3.0
- GELO #4: Global Awareness and Citizenship 3.0
- GELO #5: Analytical, Quantitative, and Scientific Reasoning 3.0
- GELO #6: Career and Life Skills 3.0

### Core Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>ARTS1010</td>
<td>Intro to Visual Arts</td>
</tr>
<tr>
<td>ECON1200</td>
<td>Personal Finance</td>
</tr>
<tr>
<td>ECON2120</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>HUMS1100</td>
<td>Introduction to Humanities</td>
</tr>
<tr>
<td>PHIL1010</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PHIL1060</td>
<td>Applied Ethics</td>
</tr>
<tr>
<td>PSYC1250</td>
<td>Interpersonal Relations</td>
</tr>
<tr>
<td>PSYC1610</td>
<td>Introduction to Psychology</td>
</tr>
<tr>
<td>SOC11010</td>
<td>Introduction to Sociology</td>
</tr>
</tbody>
</table>

15.0 hours

**Tools/supplies for Program**

- 1 - Painting Brush Kit
- 1 - 1440x900 display or larger with 32-bit video card
- 1 - 14" x 17" (15 sheets) Must be spiral bound
- 1 - Lynda.com Online Resource (access is free with a city of Lincoln Public Library card)
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### First Semester Books

- Graphic Design: The New Basics - by Ellen Lupton
- Thinking with Type - by Ellen Lupton
- 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)

### Submission Entries

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