



## Associate of Applied Science Degree

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



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A0726 - GDMA (08/19)

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.

## 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.



2019-2020 Tuition/Fee Rate Per Credit Hour	
Nebraska Resident	\$108
Out-of-state tuition/fee rate	\$129
Estimated Expenses	
Tuition/Fees	\$7,992
Books	420
Special Fees	775
Tools/Supplies	3,994
<b>Total:</b>	<b>\$13,181</b>

### 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

(Plus three classes from the four areas below for a total of 9 cr hrs; no two classes from the same area).

GELO #3: Critical Thinking & Problem Solving	3.0
ANTH1120 General Anthropology	
ARTS1010 Intro to Visual Arts	
ECON1200 Personal Finance	
ECON2120 Microeconomics	
HUMS1100 Introduction to Humanities	
PHIL1010 Introduction to Philosophy	
PHIL1060 Applied Ethics	
PSYC1250 Interpersonal Relations	
PSYC1810 Introduction to Psychology	
SOCI1010 Introduction to Sociology	

GELO #4: Global Awareness and Citizenship	3.0
ANTH1120 General Anthropology	
ARTS1010 Intro to Visual Arts	
HUMS1100 Introduction to Humanities	
SOCI1010 Introduction to Sociology	
SOCI1020 Diversity in Society	

GELO #5: Analytical, Quantitative, and Scientific Reasoning	3.0
ECON2120 Microeconomics	

GELO #6: Career and Life Skills	3.0
BSAD1010 Microsoft Applications I	
ECON1200 Personal Finance	
PSYC1250 Interpersonal Relations	

15.0 hours

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

#### Core Requirements

GDMA1120 Drawing/Illustration I	2.5
GDMA1122 Introduction to Graphic Design	2.5
GDMA1126 Typography I	2.5
GDMA1136 Computer Graphics I	3.0
GDMA1230 Typography II	2.5
GDMA1234 Computer Graphics II	3.0
GDMA1240 Publication Design	2.5
GDMA1356 Photography & Digital Imaging	3.0
GDMA1455 Design Portfolio Development	3.5
GDMA1457 Interactive Design	2.0
GDMA1460 3-D Package Design	2.0
GDMA1465 Corporate Identity Design	3.5
GDMA1485 Web Design I	4.0
GDMA2567 Web Design II	3.5
GDMA2662 Web Design III	3.5
GDMA2665 Web Design IV	3.5
GDMA2575 Graphic Design Portfolio I	4.0
GDMA2595 Professional Design Practices	2.0
GDMA2664 Graphic Design Portfolio II	4.5
GDMA2900 Graphic Design Internship	1.5

59.0 hours



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:

#### 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/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) 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 - Box 3/4" Binder Clips (12 per box)
- 1 - Straight Scissors 8"
- 1 - Roll Saral Transfer Paper (graphite)
- 1 each - Betty Edwards Angel Finder & Proportion Finder (Note: Available ONLY at the SCC Campus Store)

### 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)

### Special Fees

#### Semester 1

AIGA Membership "Contribution" Category (\$50 per year) - \$100

#### Semester 2

AAF Omaha Meet the Pro Registration - \$135

#### Summer Session

AIGA Nebraska Show Design Competition - Submission Entry

#### Semester 3

AAF Nebraska ADDYs Design Competition - Submission Entry

#### Semester 4

10-day off-campus internship - Travel Cost