



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 publication design. SCC can help get you on a graphic design career path.

What is Graphic Design?

Graphic design, put very simply, 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 \$13.70 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 the SCC Education Square location in downtown Lincoln. The Graphic Design|Media Arts program accepts students one time per year in the Fall (October) Quarter.

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.



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
GDMA1354	Color Theory	4.5
GDMA1356	Photography & Digital Imaging	6.0
GDMA1455	Design Portfolio Development	6.0
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	2.0
BSAD2520	Principles of Marketing	4.5
		107.5 hours

GDMA Electives

Choose any of the following for total of 13.5 hours

Web/Interactive

GDMA1343	Video Production/Editing	4.5
GDMA1457	Interactive Design	4.5
GDMA2568	Digital Marketing	4.5

Publication Print

GDMA1238	Drawing/Illustration II	4.5
GDMA1456	Environmental Design	4.5
GDMA1460	3-D Package Design	4.5
		13.5 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 online for a 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, and/or Computer Technology	13.5
22.5 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.

Estimated Expenses

To determine overall costs, students should plan a budget that includes room, meals, clothing, laundry, medical care, recreation and entertainment, transportation, insurance, etc.

Nebraska Resident tuition rate is \$65.50 per credit hour. Out-of-state tuition rate is \$79.50 per credit hour.

Student fee is \$2 per credit hour. Graduation fee is \$25.

Housing is available at Beatrice and Milford campuses only. Quarterly tuition, books and fees are dependent upon classes taken.

FIRST QUARTER		FOURTH QUARTER	
Tuition and Fees	\$1,418	Tuition and Fees	\$1,418
Books and Tutorials	250	Books	25
Activities	150	Activities	40
Supplies	250	Supplies	50
Laptop	2,500	Adobe Subscription	50
Adobe Subscription	50	Total	\$1,583
Total	\$4,618		
SECOND QUARTER		FIFTH QUARTER	
Tuition and Fees	\$1,418	Tuition and Fees	\$1,215
Books and Tutorials	100	Books	40
Supplies	550	Activities	50
Adobe Subscription	50	Supplies	50
Total	\$2,118	Adobe Subscription	50
		Total	\$1,405
THIRD QUARTER		SIXTH QUARTER	
Tuition and Fees	\$1,418	Tuition and Fees	\$1,283
Books	40	Activities	40
Activities	120	Supplies	50
Supplies	50	Adobe Subscription	50
Adobe Subscription	50	Total	\$1,423
Total	\$1,678	Total Estimate For Program	\$12,825

Basic Tools for Program

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

They Include:

- 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

Miscellaneous Supplies

- 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 - Sanford 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)

Graphic Design Activities

- Omaha Advertising Federation Meet the Pros Registration \$140 with 2 days, 1 night - Meals & Room \$60
- Field Trips, Entry Fees & Food \$40
- AIGA Membership "Contribution" Category \$100 (\$50 per year)
- Design Competition Submission Fees \$80

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

Supplies: (Per Quarter)

- 1st Quarter (supply kit) \$250
- 2nd Quarter (camera and supplies) \$550
- 3rd Quarter \$50
- 4th Quarter (software and supplies) \$50
- 5th Quarter (portfolio) \$50
- 6th Quarter \$100

