

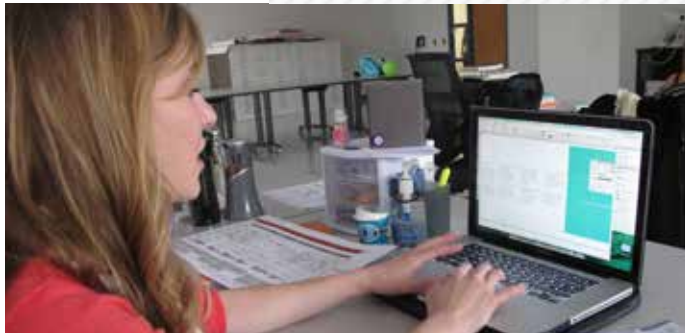


# GRAPHIC DESIGN | MEDIA ARTS

Associate of Applied Science Degree

EDUCATION SQUARE

[www.southeast.edu/GraphicDesignMediaArts](http://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:

Program Chair  
402-323-3478, 800-642-4075 ext. 3478

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



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# Graphic Design | Media Arts

## A.A.S. Degree Courses:

Course #	Course title	Credit hrs
<b>Core Requirements</b>		
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	

### 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 \$61.50 per credit hour. Out-of-state tuition rate is \$75.50 per credit hour.

Student fee is \$1.50 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	\$1,607	Tuition and Fees	\$1,323
Books and Tutorials	250	Books	25
Activities	150	Activities	40
Supplies	250	Supplies	50
Laptop	2,500	Adobe Subscription	50
Adobe Subscription	50	<b>Total</b>	<b>\$1,488</b>
<b>Total</b>	<b>\$4,807</b>		
SECOND QUARTER		FIFTH QUARTER	
Tuition and Fees	\$1,607	Tuition and Fees	\$1,418
Books and Tutorials	100	Books	40
Supplies	550	Activities	50
Adobe Subscription	50	Supplies	50
<b>Total</b>	<b>\$2,307</b>	Adobe Subscription	50
		<b>Total</b>	<b>\$1,608</b>
THIRD QUARTER		SIXTH QUARTER	
Tuition and Fees	\$1,607	Tuition and Fees	\$1,481
Books	40	Activities	40
Activities	120	Supplies	50
Supplies	50	Adobe Subscription	50
Adobe Subscription	50	<b>Total</b>	<b>\$1,621</b>
<b>Total</b>	<b>\$1,867</b>	<b>Total Estimate For Program</b>	<b>\$13,698</b>

## Basic Tools for Program

Supplies for GD|MA are packaged by the SCC Lincoln Campus Bookstore 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
- 2 days, 1 night - Meals & Room (February 2014) \$60
- Field Trips \$40
- Entry Fees & Food
- AIGA Membership \$100
- "Contribution" Category (\$50/year)
- Design Competition \$80
- Submission Fees

### 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



### 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.