

Graphic Design

Associate of Applied Science Degree

NOTE: This program is in moratorium and will not be accepting new students.

As a Graphic Design student, you'll be using the industry standard software to discover tips and techniques for creating digital images, illustrations, and layouts. In addition, you'll be addressing fundamental concepts in brainstorming, color, typography, and composition.

Outcomes

Graduates are prepared to:

- Create appropriate typographic solutions for a variety of applications and situations.
- Decide the correct medium (printed materials, packages, manufacturing and fabrication techniques, environments, websites, kiosks, or virtual environments) based on use and overall intended effect on the viewer.
- Utilize aesthetics (principles of organization, composition, color, hierarchy, balance, contrast, emphasis, depth, rhythm, use of symbolism, and overall level of craft in execution) to create an emotional impact.
- Maintain a structured approach to creative process development (research, observation, analysis, prototyping, testing, and evaluation) while remaining flexible and adapting to changing circumstances and parameters and giving rigorous and unfailing attention to detail.
- Work with diverse teams (clients, audiences, content providers, researchers, and administrative personnel) in an intense collaborative environment.
- Persuade clients, creative directors, sponsors, and colleagues to go along with a plan, and deliver the results of the plan on time.
- Ask precise questions, convert research into design strategy, and successfully evaluate and discuss their own design efforts and the efforts of others.

Estimated Cost

Estimated Resident Program Cost*

Tuition and Fees	\$6,380
Application Fee	\$30
Lab Fees	\$55
Books/Supplies	\$1,959
Total	\$8,424

* **Fall 2017 MUS Student Health Insurance Premiums will be changing. Please check the Health Insurance website (<http://students.gfcmsu.edu/insurance.html>) and/or Student Central for confirmed premium rates. Students will be charged an additional fee of \$21 per credit for online/hybrid courses.**

Program Requirements

Many students need preliminary math and writing courses before enrolling in the program requirements. These courses may increase the total number

of program credits. Students should review their math and writing placement before planning out their full program schedules.

GFC MSU Additional Graduation Requirement

Course	Title	Credits	Grade/Sem
COLS 103	Becoming a Successful Student +	1	_____

Course	Title	Credits	Grade/Sem
First Year			
Fall			
ARTZ 105	Visual Language-Drawing +	3	_____
BGEN 105	Introduction to Business +	3	_____
CAPP 131	Basic MS Office +	3	_____
GDSN 101	Design Topics & Principles *+	3	_____
WRIT 122	Intro to Business Writing **+	3	_____
Credits		15	

Spring			
ARTZ 101	Art Fundamentals +	3	_____
BMKT 240	Advertising *+	3	_____
COMX 115	Intro to Interpersonal Communc +	3	_____
GDSN 130	Typography +	3	_____
MART 231	Interactive Web I *+	4	_____
Credits		16	

Second Year			
Fall			
BMKT 225	Marketing *+	3	_____
GDSN 248	Digital Illustration II *+	3	_____
GDSN 249	Digital Imaging II *+	3	_____
MART 232	Interactive Web II *+	3	_____
M 108	Business Mathematics **+	4	_____
Credits		16	

Spring			
GDSN 200	Intro to Desktop Publishing *+	3	_____
GDSN 221	Publishing and Pre-Press *+	3	_____
ITS 299	Capstone: Internship *+	3	_____
PHOT 154	Exploring Digital Photography *+	4	_____
Elective Option		3	_____
Credits		16	

Total Credits		63	
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Suggested Electives

Course	Title	Credits	Grade/Sem
CAPP 158	MS Access *+	3	_____
MART 233	Interactive Web III *+	3	_____

TOTAL PROGRAM CREDITS – 63

* Indicates prerequisites needed.

** Placement in course(s) is determined by placement assessment.

+ A grade of C- or above is required for graduation.