



## Arts and Design Division

# Graphic Design

Graphic designers analyze and create visual solutions to communication problems. They decide the most effective way of getting a message across in print, electronic and film media by using a variety of elements such as color, type, illustration, photography, motion graphics and various print and layout techniques.

Designers have a powerful impact on society and are challenged to use technology in creative and beneficial ways. The rapidly expanding communication industry, coupled with new technologies, affords many opportunities for graphic design students.

Mount Mary College's Graphic Design major provides students with a solid design foundation, offering a diverse curriculum built upon a liberal arts philosophy that broadens the students' understanding of the graphic arts and visual communications. A minor in graphic design also is offered and is frequently paired with majors in fine arts, fashion, interior design, and public relations/communications.

The graphic design curriculum positions students for a lifetime of personal growth coupled with professional success by offering classes emphasizing social and cultural awareness, critical thinking, project analysis, technical proficiency and creative problem solving. Courses are offered during the day and in the evening for student convenience and a certificate program is offered to students who already possess a bachelor's degree.

In keeping with the teaching philosophy of our Graphic Design program, classes are focused on the elements of art, design, and an in-depth core. As students progress the focus is on the industry and client-based projects. A strongly developed portfolio and personal leadership skills create the formula for success in graphic design.

Each year graphic design students participate in a variety of college and community projects that allow them to further develop their design talents:

- **Habitat for Humanity** – creating a variety of printed pieces for local and national publicity
- **Milwaukee Women's Center** – designing all elements for this organization's annual fund-raiser
- **Mount Mary's Study Abroad Calendar** – coordinating student photography and layout of this annual showpiece of the International Studies program
- **Mount Mary's Spring Fashion Show** – collaborating with fashion design students and faculty to create an integrated vision for the show



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### Portfolio Development

As part of the curriculum, students build a professional portfolio and resumé reflecting their classroom and client-based projects. Design faculty members review student portfolios yearly. All students are required to take the portfolio class, which also explores diverse employment opportunities in the design field and the current job market.

### Did You Know?

Throughout their coursework, Mount Mary College design students are introduced to real-world experiences. Actual clients from the Milwaukee community provide project opportunities that challenge students to design creatively within the limitations of fixed budgets, specific materials and tight deadlines.

### Courses

- Adobe Photoshop and Illustrator
- History of Design
- Drawing
- Digital Design
- Illustration Technique
- Photography
- Color Theory
- Printmaking
- Portfolio and Presentation

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# Graphic Design

## Tapping into Technology

The curriculum includes core classes such as elements and history of design, color theory, drawing, typography, and two-dimensional design. Technology-based courses develop expertise in the use of digital media, motion graphics, video, and Web design. The program's well-equipped computer labs incorporate the software and hardware that reflect the industry standards for digital graphic design, illustration and visual communication.

## Internships

Mount Mary requires design students to complete an internship before graduation in a setting that is relevant to their chosen emphasis. This real-world experience enhances students' technical knowledge, presentation skills, interpersonal skills, and self-confidence – all valuable assets as they pursue a design career.

## Career Fields

- **Print Design:** type design, brochures, newsletters, ad layout, publishing, illustration, photo editing
- **3-D Design:** signage, packaging, display systems, environmental graphics
- **Electronic Media/4-D Design:** digital, film, television, video games, computer graphics, motion graphics, websites, interactive media
- **Advertising:** creative services, art direction, production, corporate identity, logo design

## Employment Outlook

According to the Bureau of Labor Statistics, employment of graphic designers is expected to grow 10 percent, about as fast as average for all occupations from 2006 to 2016, as the demand for graphic design continues to increase from advertisers, publishers, and computer design firms. Some of this increase is expected to stem from the expansion of the video entertainment market, including television, movies, video, and made-for-Internet outlets.

Graphic designers having a broad liberal arts education and experience in marketing and business management will be best suited for positions developing communication strategies.

A bachelor's degree is required for most entry-level positions; individuals with a bachelor's degree and knowledge of computer design software, particularly those with website design and motion graphics experience, will have the best opportunities.



## More on the Web

Visit [www.mtmary.edu/div\\_art.htm](http://www.mtmary.edu/div_art.htm) for additional information about the Arts and Design Division at Mount Mary College and its academic programs and formats including:

- Adaptive Education in Art (graduate, evening and certificate)
- Art (certificate, minor, day)
- Art Education (certificate and day)
- Art Therapy (graduate, evening, minor, day)
- Fashion (certificate and day)
- Graphic Design (evening, certificate, minor, day)
- Interior Design (day)
- Music (minor)

## About Mount Mary College

Discover what the more than 1,900 current Mount Mary graduate and undergraduate students already know. Mount Mary offers an engaging and transformational education. Here students explore and expand their hopes and dreams. We invite you to be one of them.

Mount Mary's residential campus is home to a diverse student body. Be a part of our gorgeous suburban campus, just 20 minutes from downtown Milwaukee.

For over 90 years Mount Mary College has been educating women in the Catholic tradition – we are committed to your success. Nearly 100% of our full-time undergraduate students receive a scholarship. Mount Mary is dedicated to making a college education affordable for you.

See how Mount Mary's strong academics, small class sizes, safe and vibrant campus, and student organizations and leadership opportunities will help you achieve your personal and career goals. Contact the Admission Office at 800-321-6265 or [mmc-admiss@mtmary.edu](mailto:mmc-admiss@mtmary.edu).

