



COLLEGE OF ARTS AND SCIENCES

# graphic design

# AS BA

The UNH College of Arts and Sciences programs in the Visual Arts include a Bachelor's Degree and an Associate's Degree in Graphic Design. Our program teaches that creating visual art is the serious process of interpreting the world in ways that have meaning, value, and purpose. Graphic design is the discipline of developing creative visual solutions to the challenges posed by information design and visual communication in a variety of aspects of today's society. Our program welcomes all students interested in design and the arts; and we believe that all students should have the opportunity to discover, develop, and pursue their creative talents.

## UNIQUE FEATURES

- UNH design programs immerse students in a challenging creative environment. State-of-the-art digital design technology and computer art are fully integrated into the curriculum.
- Programs are structured based on the individual student, with thoughtful supervision at every stage of development.
- Dual-platform Apple and PC computer learning environment enables production of print/publishing, new media (CDs, DVDs), video, and website design.

## CAREER PLACEMENT

Career paths for Graphic Design majors include:

*printing/publishing, newspapers, advertising agencies, design studios, government, education, multimedia facilities, production houses, special effects, animation, entertainment companies.*

The Visual Arts department participates in the cooperative education program, which enables students to combine their education with a practical internship. Graphic Design interns serve at corporate design facilities and local printing firms. The Visual Arts faculty works diligently to match each student to an internship appropriate to his or her skills and career goals. Alumni are employed at leading design studios, advertising agencies, and publishing companies.

## GRADUATE SCHOOL

The BA in Graphic Design fully prepares students for graduate study in art and art-related fields.

# BA, Graphic Design

Graphic design, the art of visual communication through words and pictures, is an expanding discipline. Posters, publications, identity systems, graphs, diagrams, information design, signage, and exhibits are components of the visual environment in which we live.

The graphic designer's duty is to bring clarity and visual aesthetics to communication through an understanding of theory, design practice, and technology.

The introductory courses in the graphic design program concentrate on basic design vocabulary, composition, color perception, drawing, introduction to the use of computers as a design tool, and photography. The junior and senior year curriculum focuses on typographic studies, illustration, critical analysis, problem-solving methodology, advanced computer projects, and complex applied design projects, preparing the students for graphic design positions in design studios, corporations, and agencies, as well as for graduate studies in the field.

## Required Courses

In addition to the university core curriculum, the following courses are required to earn a BA in Graphic Design:

AT 122	<i>Graphic Design Production</i>
AT 203-204	<i>Graphic Design I and II</i>
AT 209	<i>Photography I</i>
AT 221-222	<i>Typography I and II</i>
AT 309	<i>Photographic Design</i>
AT 315	<i>Printmaking</i>
AT 322	<i>Illustration</i>
AT 401-402	<i>Studio Seminar I and II</i>
AT 403-412	<i>Selected Topics (one course)</i>
AT 599	<i>Independent Study (Graphic Design)</i>
MK 307	<i>Advertising and Promotion</i>

*Plus a course in computer design and a senior project*

*Plus five electives*

# AS, Graphic Design

## Required Courses

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AT 203	<i>Graphic Design I</i>
AT 209	<i>Photography I</i>
AT 221-222	<i>Typography I and II</i>
AT 309	<i>Photographic Design</i>

*Plus the university's associate's degree core*

## FACULTY & RESOURCES

- The Visual Arts faculty are industry professionals with practical skills in a variety of areas. They are recipients of awards for their work, have participated in group and solo exhibitions, and are active members in professional associations.
- The diverse backgrounds and experiences of our faculty include fine and applied arts, corporate design, book illustration, and advertising.

## AWARDS & RECOGNITION

The Graphic Design program networks with professionals from the College Art Association (CAA), the American Institute of Graphic Arts (AIGA), the Broadcast Designer's Association (BDA), the Association of Computer Machinery (ACM/Siggraph), and the Connecticut Art Director's Club (CADC).

## WHY STUDY AT UNH?

- The creative design and digital media profession is undergoing tremendous growth with the convergence of media technologies.
- Information design is an exciting, rewarding, and fun career. Students will discover and learn to fully implement the new technologies that will shape and drive their future careers and impact our visual culture.
- Our faculty and resources offer excellent opportunities for graphic design students to acquire skills and experience applicable to careers in the field upon graduation.
- Our program attracts a diverse group that includes recent high school graduates, international students, and people making career and life-goal changes.