

Graphic Design

Courses include but are not limited to:

- Drawing I Studio
- 2-D Design
- Introduction to Photography
- Graphic Design I and II
- Digital Illustrations
- Electronic Page Layout and Prepress
- Digital Imaging
- Advertising

- Certificate of Proficiency
- Technical Certificate
- A.A.S.

Description:

The Graphic Design program prepares students for careers in the second largest industry in the world – print and publishing. Students will learn copy planning and layout, typesetting, production of camera-ready artwork, basic photography, and a variety of software packages. General art/drawing skills are important.

The Graphic Design program is a hybrid area that blends technology with creativity. The design industry is a client-driven industry where the client dictates the end design. Sales and public relations skills are vital in being able to relay your creative talent to the potential client.

Graphic designers create promotional displays, marketing brochures, and visual designs for reports, corporate literature, and distinctive logos for products or businesses. Designers may be responsible for the marketing media and even the overall layout and design of magazines, newspapers, journals and other publications.

During the course of the program, students will begin developing their portfolio. This will be the foundation of creative design which they will continue to build upon when marketing their skills to future potential clients.

After UACCM

Graduates are employed as:

- Graphic design supervisors
- Graphic designers - silkscreen company
- In-house graphic designers
- Web page designers
- Photographers
- Graphic designers - newspapers and magazines

Arkansas - Local Area:

Entry-level Annual Wage: **\$16,090**
Mean Annual Wage: **\$24,720**

Examples of potential employers:

Petit Jean Country Headlight, Monster Graphix, Inc., Illustrated Sportswear, Nicholson Group, Log Cabin Democrat, Russellville Courier, Synergy Marketing Group, Marketing Solutions, Russellville Printing, Image & Strategy, Creative Concepts, The Ad Group, Inc, Presto Printing.