

# GRAPHIC DESIGN/VISUAL COMMUNICATIONS

## Program Description

The purpose of the Graphic Design/Visual Communications program is to prepare students for the job market after graduation in two years with an Associate of Applied Science degree.

Graphic design courses include a blend of design theory with software skills as students create visual solutions for print and multimedia applications, such as video, animation, and web design for a variety of target audiences. The program also integrates graphic design skills with business skills. Information from these two areas prepares students for design work in the business world. Students participate in an internship and complete the program with the development of their own personal brand and portfolio.

Another important focus of the program is to encourage students to take responsibility for their own learning. Technology and software programs are constantly changing. Individuals who choose graphic design as a career need to develop a desire and attitude for lifelong learning to remain up-to-date with technology and continuously changing design trends.

## Program Objectives

- Perform tasks required for entry level employment in the graphic design industry.
- Demonstrate skill in concept development and visual problem solving for print and multimedia design.
- Properly prepare documents and images for the printing press or use on the web.
- Use effective communication skills necessary for a career in graphic design.
- Determine and use appropriate software for individual design situations.
- Apply business fundamentals learned to employment in a graphic design setting.
- Develop a personal brand identity with print and digital portfolios to assist in finding employment in visual communications after graduation.

## Transfer Opportunities

Transfer options are also available for students who want to continue their education and obtain a 4-year degree.

The Associate of Arts degree with certificates in Print Design and Multimedia is transferrable to the University of Nebraska - Omaha. Students will be able to transfer these courses to UNO to earn a Bachelor of Arts degree. The complete transfer guide can be found here ([https://www.unomaha.edu/registrar/\\_documents/AB/mpcc-aa-with-electives-in-graphic-design-to-uno.pdf](https://www.unomaha.edu/registrar/_documents/AB/mpcc-aa-with-electives-in-graphic-design-to-uno.pdf)).

The Associate of Applied Science Degree in Graphic Design/Visual Communications is transferable to Bellevue University. Students who earn an AAS Degree are able to transfer their degree to Bellevue to earn a bachelor's degree in Graphic Design, Marketing, or Business.

## Career Opportunities

The Associate of Applied Science Degree in Graphic Design/Visual Communications is intended for students seeking employment immediately following graduation. Career opportunities exist for print, multimedia and web design in advertising and design agencies as well as in-house positions with retailers, manufacturers and organizations. Graduates may seek employment with companies that have already been established or they may take advantage of opportunities provided by advances in technology to operate their own business.

Employment opportunities with this degree may include the following:

- Advertising
- Animation
- Branding
- Editorial Design
- Environmental Design
- Illustration
- Infographics
- Interactive Design
- Marketing
- Mobile Design
- Package Design
- Promotional Design
- Typographic Design
- Video Production
- Visual Communications
- Web Design

## Associate of Applied Science Degree

- Graphic Design/Visual Communications, AAS (<https://catalog.mpcc.edu/course-catalog/programs/graphic-design-visual-communications/graphic-design-visual-communications-aas/>)

## Associate of Arts, Transfer Option

- Graphic Design/Visual Communications Transfer Degree (<https://catalog.mpcc.edu/course-catalog/programs/graphic-design-visual-communications/graphic-design-visual-communications-transferoption/>)

## Diploma

- Graphic Design/Visual Communications Diploma (<https://catalog.mpcc.edu/course-catalog/programs/graphic-design-visual-communications/graphic-design-visual-communications-diploma/>)

## Certificates

- Print Design Certificate (<https://catalog.mpcc.edu/course-catalog/programs/graphic-design-visual-communications/print-design-certificate/>)
- Multimedia Design Certificate (<https://catalog.mpcc.edu/course-catalog/programs/graphic-design-visual-communications/multimedia-design-certificate/>)