Core Competencies for the Graphic Design Concentration

It is the goal of the Graphic Design Concentration that graduates demonstrate the following:

1. Knowledge of Materials and Processes and Core Study within the Concentration

Students are able to demonstrate advanced skills, with an understanding of how to utilize the tools, technology, and materials relevant to Graphic Design. Students are able to create visual solutions through the use of composition, typography, color, images, and aesthetics. Students understand the principles and standards of good typography. Students show evidence of independent artistic ideas and an emerging personal direction.

2. Communications Proficiency

Students are able to communicate effectively in both verbal and written form. Students are able to recognize and solve visual communication problems. Students are able to communicate a descriptive and critical articulation of their design intentions.

3. Historical and Contemporary Awareness of the Medium

Students have knowledge of the historical and contemporary practitioners and trends in communication arts. Students have knowledge of the forces of influence that shape visual trends, including the study of the medium, and its technologies as well as the evolving and revolutionary impact they have on culture.

4. Contextual Awareness, Analytical Proficiency

Students are able to research, analyze and evaluate a variety of references and resources. They are able to embody multiple perspectives and develop a worldview informed by multicultural and global perspectives. Students are able to critically evaluate their work and the work of other professionals in an informed and insightful manner.

5. Professional Business Practice

Students have knowledge of professional business practices. They have an understanding of ethics in design practice. They have an understanding of the planning processes, organizational skills, and management of working with teams. Students are able to collaborate within an interdisciplinary setting. Students are able to prepare and present work in a professional manner. Students are able to access resources and tutorials to learn new tools and techniques; to solve problems; to exhibit an understanding of research methods.