

GRAPHIC DESIGN AND COMMUNICATIONS

EXPERIENCED INSTRUCTORS • ON-CAMPUS
STACKABLE CERTIFICATES



CAREER opportunities

- Advertising Agencies
- Print Shops
- Company Advertising Departments
- Public Relations Departments
- News Media
- Web Design
- Interior and Textile Design
- Multimedia Development
- Industrial Design
- Retail Merchandising
- Sign Making
- Self-Employment
- Broadcasting Support

HANDS-ON LEARNING. WORKFORCE READY.

Put your creative mind to work with an Associate of Applied Science (AAS) in Graphic Design and Communications from Bismarck State College.

Learn to create art for commercial purposes, such as advertising and marketing, and influence the design of websites and print publications. A wide variety of careers are available as graphic designers can specialize in a number of fields. Many companies are adding more in-house designers to meet demands of an increasingly design-savvy consumer.

This flexible pathway provides learners with the option to round out their existing skills with short-term stackable certificates or start fresh with an Associate of Applied Science degree.

***APPLIED DESIGN TECHNOLOGY CERTIFICATE (16 CREDITS):** Includes classroom and lab instruction in a mac-equipped studio where students will be introduced to digital photography and basic principles of design including how to create their own font type. Each student will be required to complete a portfolio of their work and/or participate in a co-op or internship.

***GRAPHIC DESIGN TECHNOLOGY CERTIFICATE (16 CREDITS):** Includes classroom and lab instruction in a Mac-equipped studio where students will be taught the technical backbone needed to work in Adobe Creative Cloud software.

GRAPHIC DESIGN AND COMMUNICATIONS (ASSOCIATE OF APPLIED SCIENCE)

With an associate degree from BSC, you'll gain skills in layout, typography, print media, print reproduction, web design and digital photography. Coursework covers preparing art for print and online publication in advertisements, branding-identity systems, digital photography, illustration, direct mail, brochure design, desktop publishing, interactive design and computer graphics using industry standard software.

PRESCRIBED TECHNICAL PROGRAM REQUIREMENTS

GDES	103/L	Introduction to Electronic Imaging/Lab	4
GDES	107/L	Design and Desktop Publishing/Lab	4
GDES	117/L	Digital Illustration/Lab	4
GDES	111/L	Electronic Imaging II/Lab	4
GDES	113/L	Design and Layout I/Lab	4
GDES	115/L	Typography/Lab	4
GDES	202/L	Current Imaging II/Lab	4
GDES	207/L	Introduction to Multimedia/Lab	4
GDES	209/L	Design and Layout II/Lab	4
GDES	201/L	Current Imaging I/Lab	4
GDES	204/L	Print Production/Lab	4
GDES	214/L	Portfolio Presentation/Lab	4



INDUSTRY SKILLS



STRONG JOB MARKET



30K - 47K* STARTING SALARY

bismarckstate.edu

*Earning estimates were provided by Lightcast.

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