MOUNT MERCY UNIVERSITY
GRAPHIC DESIGN

YOUR COURSES

CORE REQUIREMENTS

Drawing I

Art & Graphic Design Fundamentals

Photography I

Visual Technology

Graphic Design I

Printmaking I

Sculpture I

Drawing II

Art History I

Art History II

Typography & Design

Graphic Design II: Theory & Concepts

Introduction to Web Site Development

Web & Motion Graphics

Senior Thesis Preparation

Senior Thesis & Exhibit

Select one of the following:

Art Environments

Painting I

Silkscreen

Ceramics I

Photography II

Survey of Mexican Culture Today

OVERVIEW

Mount Mercy University's **graphic design** program gives you the power to focus attention, shape interaction, and change the way people see the world.

You'll be grounded in the fundamentals of print and web-based design. Our graphic design studios offer **hands-on learning** in printmaking, drawing, photography, and video, where you'll master your understanding of **aesthetics** and **typography** using the **Adobe Creative Suite**— Illustrator, Photoshop, InDesign, After Effects, and Premiere Pro—to prepare marketing and print materials, logos, websites, videos, and brand identity style guides.

Instructed by our **creative faculty** who work in the media they teach, Mount Mercy's engaging graphic design curriculum is also intertwined with guest artists, seminars, exhibitions, field trips, and workshops, and provides students with the opportunity to study and practice with **nationally known artists**.

Drawing on Mount Mercy's breadth of undergraduate programs, you may choose to combine studies in graphic design with a second major or minor, honing your business acumen in marketing or communication, or your web programming skills in computer science.

FAST FACTS

- **Creative Talent Scholarships** are available to students with an interest in art & design.

- Mount Mercy students exhibit their creative accomplishments off-campus and participate in **Art Club** activities and other student clubs and campus experiences.

- Mount Mercy is home to the **Janalyn Hanson White Gallery**, allowing students to display their personal work on campus.
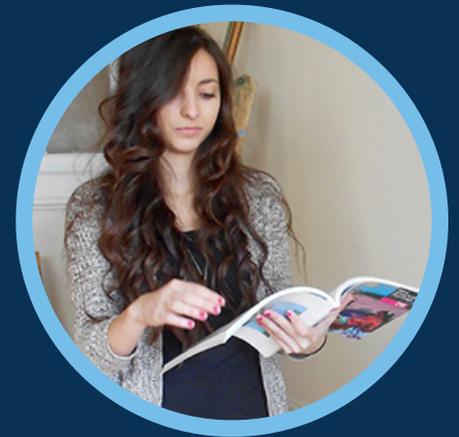
85%
— employment rate —
85% of graphic design, art or art education majors are employed in a career related to their studies— some even before graduation.

80%
— internship rate —
80% of students participate in internships or other career-related experiences before they graduate.

"I've grown as an artist a lot. Most artists tend to procrastinate, and it's really hard to work on your own, but my teachers have helped me get better at what I do. I have better discipline as an artist."

— *Tanya Stoyanova '14*
Major: Graphic Design

WHAT CAN I DO WITH A GRAPHIC DESIGN DEGREE?

Graduates from our graphic design program have found jobs at both national and local companies such as Stamats, Apache Hose, Patient Education Institute, Raffalo Noel Levitz, and Geonetric.

Students who major in graphic design follow a variety of paths, including:

- Graphic Designer
- Type Designer
- Motion Graphic Designer
- User Experience & User Interface Designers
- Interdisciplinary Designers
- Multimedia Designers
- Teachers
- Digital Designers
- Information Designers
- Product Designers
- Environmental Graphics Designers
- Graphic Communication Designers
- Information Architects
- Package Designers
- Exhibition Designers
- Content Strategists
- Animators
- Production Artists
- Art & Creative Directors
- Production & Marketing Coordinators
- Creative Project Managers
- Executive Creative Directors
- Chief Creative Officer
- Directors of Graphic Design
- Interactive Design
- Marketing Directors
- Graduate school preparation for MFA in Visual Communication

INTERNSHIPS

Graphic design internships, while not required by the program, give students an opportunity to **practice skills** and perform **professional work** alongside graphic design professionals in the career. Students typically intern after their junior year.

Past opportunities include Aegon, Apache Hose, Informatics, Rockwell Collins, GoDaddy, and Indian Creek Nature Center, along with many others.

YEAR ONE

FALL TERM		WINTER TERM		SPRING TERM	
COURSE	**CREDITS**	**COURSE**	**CREDITS**	**COURSE**	**CREDITS**
Drawing I	3	Introduction to Art	3	Visual Technology	3
Art & Graphic Design Fundamentals	3			Printmaking I	3
Writing Competency	4			Oral Communication	3
Portal Course	3			Principles of Marketing	3
TOTAL	**13**		**3**		**12**

OTHER REQUIREMENTS

All graphic design majors should elect AR 101 Introduction to Art for their core curriculum fine arts requirement. Though it is not required, the graphic design student should plan to take AR 425 Art Internship. Other recommended courses for graphic design are AR 280 Video on the Computer or BK 208 Principles of Marketing. All graphic design majors must earn a grade of C- and above in all required courses for the major.