



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

As a major in Mount Mercy's **graphic design** program, you'll be grounded in the fundamentals of print and web-based design.

In our graphic design Mac computer lab you'll master your **understanding of aesthetics and typography** using software such as 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. Graphic design students also work in art studios to develop **foundational skills** in areas such as drawing, printmaking, and photography.

Instructed by our **creative faculty** who work in the media they teach, Mount Mercy's engaging graphic design curriculum exposes students to guest design professionals and exhibitions. Faculty facilitate **field trips** to graphic design companies, so students talk with and view professionals at work.

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

- **Art & Design Talent Scholarships** are available to students for up to \$3,000, renewable each year.
- Mount Mercy students exhibit their creative accomplishments on- and off-campus, participate in **Art Club** activities, and help produce and edit **BLDN magazine** with the new graphic design club BLDN.
- Mount Mercy is home to the **Janalyn Hanson White Gallery**, allowing students to display their personal work on campus
- Graphic design is also **available as a minor** within the art & design minor

\$48,700

— median annual wage —

The median annual wage for graphic designers was \$48,700 in May 2017.

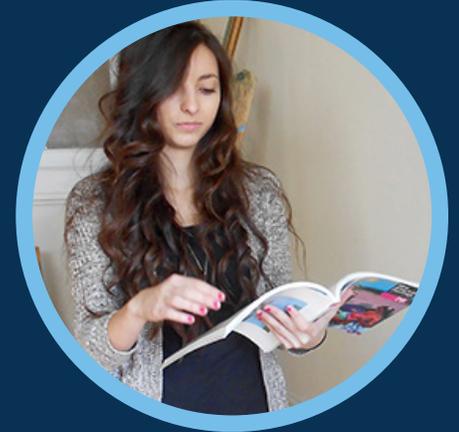
—U.S. Bureau of Labor Statistics

1 in 5

— freelance —

In 2016, about 1 in 5 graphic designers worked freelance.

—U.S. Bureau of Labor Statistics



"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**
Graphic Designer
The Page Group

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
- Digital Experience Designer
- Multimedia Designer
- Teacher
- Information Designer
- Product Designer
- Wayfinding
- Information Architect
- Package Designer
- Exhibition Designer
- Content Strategist
- Animator
- Production Artist
- Creative Director & Manager
- Production & Marketing Coordinator
- Marketing Director
- Graduate school preparation for MFA in Visual Communication



INTERNSHIPS

Graphic design internships are strongly recommended and give students an opportunity to perform professional work alongside graphic design professionals in the career.

Students typically intern during their junior year or the summer before junior and senior year.

Past internship sites include include Aegon, Apache Hose, Informatics, collins aerospace, GoDaddy, Indian Creek Nature Center, and MMU's Marketing & Communications office.

YEAR ONE

FALL TERM		WINTER TERM		SPRING TERM	
COURSE	CREDITS	COURSE	CREDITS	COURSE	CREDITS
Drawing I.....	3	Introduction to Art.....	3	Art & Graphic Design Fundamentals.....	3
Visual Technology.....	3			Painting I.....	3
Writing Competency.....	4			Oral Communication.....	3
Portal Course.....	3			Principles of Marketing.....	3
				Domain.....	3
TOTAL	13		3		15

OTHER REQUIREMENTS

All graphic design majors are strongly recommended to 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.



CONTACT US | Admissions Office

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