

GRAPHIC DESIGN COMMUNICATIONS

A Bachelor of Arts degree in Graphic Design Communications from RWU blends communication theory with technical training in graphic arts skills. Through courses in typography, art direction, and brand identity combined with real-world internship experience, you'll learn the best professional practices to prepare you for a career in the in-demand field of Graphic Design.

STUDENT EXPERIENCE

Learn and Do More at RWU

With a focus on experiential learning at RWU, Graphic Design Communications majors:

- Create websites for local organizations through Community Partnerships Center (CPC) class projects.
- Work as Graphic Designers for on-campus offices such as Student Programs and Leadership and The Design Center.
- Intern with local firms and agencies.
- Join the Graphic Design Club and RWU's chapter of the American Institute of Graphic Arts (AIGA).



- + **Are you creative with an artistic eye?**
- + **Have you wondered why the color blue makes you feel calm, while yellow makes you feel alert?**
- + **Would you like to work with clients to help them build their brands?**

CAREER OUTLOOK

RWU **Graphic Design** alumni are working as...

- Product designer at Hearst Digital Media
- Web graphic designer at Telebrands Corp.
- Freelance graphic designer at Creative Circle
- Senior graphic designer for RWU's Marketing
- Digital/strategy specialist at (add)ventures

ALUMNI SPOTLIGHT

“ I get to build every brand from the ground up, from packaging to retail displays to website design to social media. ”

Leah Saccoccio '12
Graphic Design
Senior designer at
Anheuser Busch

Facility

Courses are taught in the state-of-the-art Graphic Design Communications Lab, where you have access to the latest technology.

Faculty

Graphic Design Communications professors are experts who have extensive experience working with clients. They share their skills and experiences with you through coursework, experiential learning, and mentorship.

CURRICULUM

Structure

As a Graphic Design Communications major, nine of your 12 required courses are hands-on studio courses that help you build a strong portfolio. You will also take a course on the history of Graphic Design and a two-course sequence in one of the following areas: Anthropology, Communication, Computer Information Systems, or Marketing.

Get a Great Internship

The Graphic Design Communications program includes a guaranteed internship. Our students have interned with organizations including:

- Alex and Ani
- iRobot
- Get In Shape for Women
- Business Journals, Inc.
- Fuzion Design
- Maximum Media
- SiriusDecisions
- American Thoracic Society
- Walt Disney World
- Staples
- Sailing World Magazine
- Scratch Marketing + Media

Senior Graphic Design Exhibition

To culminate your program and complete the major, you will gain professional experience presenting your work in the Senior Graphic Design Exhibition as part of the Portfolio course (DSGN 450).



**OVER 80% OF
RWU STUDENTS
GRADUATE WITH
MORE THAN JUST
A SINGLE MAJOR**

Design your experience with your passion and have a unique career advantage with a minor or double major. Many students combine **Graphic Design** with:

- Marketing
- Web Development
- Psychology
- Visual Art
- Architecture
- Creative Writing
- Film Studies

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