

BACHELOR OF FINE ARTS: GRAPHIC DESIGN

These are skills and software that Graphic Design majors may encounter and gain proficiency in during their studies. Skills and software listed may not apply to all students.

SKILLS:

- App Interfaces
- Branding
- Color Management
- Composition
- Design Layout
- Digital Color Theory
- Image Making
- Image Manipulation
- Informative Design
- Interactive Design
- Letterform Construction
- Lettering
- Logo Design
- Mapping
- Marketing
- Photography
- Print Production
- Publication Design (Print and Digital)
- Social Media Platform
- Type and Image Integration
- Typography
- Video Production
- UX/UI

PROGRAM-SPECIFIC SOFTWARE:

- Acrobat Pro
- Bridge
- InDesign
- Illustrator
- Lightroom
- Photoshop

GENERAL SOFTWARE:

- Google Suite
- Linux
- Mac OS X
- Microsoft Office Suite
- Windows OS

CAREER DEVELOPMENT RESOURCES:

Opportunities for internships, employment, work studies, and freelancing are posted on mcadcareerdevelopment.com. All current students and alumni have access to view and apply for these opportunities. New opportunities are posted frequently. The Career Development site also offers links to internship and employment resources, career development resources, and the option to submit your resume for critique and review. Students and/or alumni are welcome to register with Career Development for one-on-one employment assistance.

- Career and degree/major exploration
- Career development: resumes, cover letters, interview skills, professionalism, networking, and informational interviews
- Internship preparation, application, and registration
- Job and internship search strategies
- Job and internship listings and networking contacts
- Employer and alumni connections and mentorship
- Visit us at <https://mcad.edu/facilities-and-services/career-development>

Becky Bates
Director of Career Development
bbates268@mcad.edu
612.874.3721

Sam Wencil
Career Development Advisor
swencil@mcad.edu
612.874.3840