BACHELOR OF FINE ARTS: GRAPHIC DESIGN

This document highlights skills and tools that students in this major may develop proficiency in throughout their studies. This list serves only as an overview of skills and tools relevant to the major, and it may not reflect all applicable skills and abilities developed by each individual by the time of graduation.

SKILLS:

- Brand Identities
- Composition
- Digital Color Theory
- Digital Presentations
- Digital Production Processes
- File Preparation/Management
- Font/Color Management
- Identity Systems
- Image Making/Manipulation
- Infographics
- Informative Design
- Interactive Design
- Iterative Design Processes
- GIFs
- Graphic Templates
- Layouts
- Letterform Construction
- Lettering
- Logo Design (Logotypes/Logomarks)
- Mapping
- Mark-making
- Mock-ups
- Motion Graphics
- Narrative Design
- Packaging Design
- Photo Editing
- Photography (Digital/Film)
- Prepress
- Presentation
- Print Production
- Publication Design (Print/Digital)
- Raster/Vector Art
- Research/Analysis
- Spreads
- Style Guides
- Thumbnails
- Type/Image Integration
- Typography
- Video Production

PROGRAM-SPECIFIC SOFTWARE:

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

GENERAL SOFTWARE:

- Google Suite
- Microsoft Office Suite

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CAD

CAREER DEVELOPMENT RESOURCES:

Opportunities for internships, full-time and part-time employment, and work studies are posted on Handshake. All current students and alumni have access to view and apply for these opportunities. New opportunities are posted frequently. Handshake 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 contact Career Development for one-on-one employment assistance.

- Career and degree/major exploration
- Career development: resumes, cover letters, interviewing skills, professionalism, networking, and informational and mock interviews
- Internship preparation, application, and registration
- Job and internship search strategies
- Job and internship listings and networking contacts
- Employer connections and mentorship

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