

MASTER OF ARTS: GRAPHIC AND WEB DESIGN

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

SKILLS:

- Analytics
- Brand Identities/Standards
- Bug/Error Handling
- Canvas
- Competitor Benchmarking
- Customer Experience Mapping
- Document Object Model Implementation/Manipulation
- File Preparation/Management
- Front End Web Development
- Graphic/Visual Design
- HTML/CSS
- HTTP
- Ideation/Conceptualization
- Infographics
- Interaction Design
- Javascript
- Logo Design
- Motion Design
- Page Layout Design
- Photo Editing
- Prepress/Print Production
- Prototyping/Mock-Ups
- Publication Design
- Requirement Gathering
- Search Engine Optimization
- Source Code Management
- Stakeholder Interviews
- Storyboarding
- Style Guides
- Typography
- Usability/Accessibility Testing
- User-Centered Design Processes
- UX/UI Design (Web/Mobile Apps)
- Web Programming
- Web Standards
- Website Optimization
- Wireframing
- WordPress

PROGRAM SPECIFIC SOFTWARE:

- After Effects
- Illustrator
- InDesign
- Lightroom
- Photoshop
- Premiere Pro

GENERAL SOFTWARE:

- Dropbox
- Google Suite
- Microsoft Office Suite

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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