

EXAMPLE FOUR-YEAR PLAN

GRAPHIC DESIGN | 120 CREDITS

MAJOR

CORE

ELECTIVES

FRESHMAN YEAR

FALL Courses		SPRING Courses	
SYM 110 Leadership for Social Justice	3	Science	3
ENG 110 Introduction to College Writing	3	ENG 120 College Research Writing	3
College Level Math	3	SEA 101 Search for Meaning	4
Drawing	3	3-Dimensional Design	3
2-Dimensional Design & Color Theory	3	Adobe Photoshop & Illustrator	3
TOTAL	15 credits	TOTAL	16 credits

SOPHOMORE YEAR

FALL Courses		SPRING Courses	
World Languages	3	History	3
Theology	4	Literature	3
Oral Communications	2	History of Design	3
Adobe InDesign	3	Lettering and Typography	3
Art History	3	Photography	3
		Professional Practices	1
TOTAL	15 credits	TOTAL	16 credits

JUNIOR YEAR

FALL Courses		SPRING Courses	
Behavioral Science	3	Humanistics Option	3
Philosophy	4	Advanced Web Design/Motion Graphics	3
Intro to Web Design/Motion Graphics	3	Ethics and Criticism in Graphic Design	3
Methods in Digital Imaging	3	Elective Course	3
Fundamentals of Illustrations	3	Elective Course	3
TOTAL	16 credits	TOTAL	15 credits

SENIOR YEAR

FALL Courses		SPRING Courses	
Intro to Web Design/Motion Graphics	3	Advanced Web Design/Motion Graphics	3
3-Dimensional Graphic Design	3	Career Seminar	3
Advanced Graphic Design I	4	Advanced Graphic Design II	3
Elective Course	3	Internship in Graphic Design	3
Elective Course	3		
TOTAL	16 credits	TOTAL	12 credits

UPDATED MAY 2020

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



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GRAPHIC DESIGN

SCHOOL OF ARTS & DESIGN



Mount Mary graphic design majors learn a comprehensive set of design skills at Mount Mary. The curriculum is multi-faceted to provide a strong foundation for applicable job skills.

The graphic design program aims to:

- Lead with creative thinking
- Promote collaboration and teamwork
- Develop strong presentation skills and teach professional skills
- Create successful designers by providing a comprehensive understanding of the entire design process
- Teach software and application knowledge in: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Muse, Dreamweaver, HTML and CSS

Graphic design majors learn print and page layout, advertising principles, web-based design and motion graphics. The program provides a comprehensive framework for learning the entire design process. Faculty members utilize field trips to teach students about print production and industry standards.

Graphic design is offered on campus as a major or minor. A post-baccalaureate certificate is offered to students who already have a bachelor's degree.

Internships

Mount Mary requires design students to complete an internship in a setting that is relevant to their chosen emphasis before graduation. This real-world experience provides students with technical knowledge, presentation skills, interpersonal skills and self-confidence – all valuable assets as they pursue a design career. Recent internship site placements include: Buy Seasons, Fashion Angels, Make-a-Wish Foundation of Wisconsin, Ronald McDonald House Charities and Tosa Tonight Concert Series.

Working with Clients in Class

Our program incorporates community partners as clients. Students create design work and pitch their ideas to clients as part of the regular courses to develop their professional skills and build confidence. Our campus mission of social justice education is reflected in our client partnerships. Recent community clients include: Milwaukee County Zoo, Salvation Army and Sojourner Family Peace Center

Relevant Career Fields

- **3-DIMENSIONAL DESIGN:** signage, packaging, display systems, environmental graphics
- **ADVERTISING:** creative services, art direction, production, corporate identity, logo design
- **ART DIRECTION & CREATIVE EDITORS:** for print media, magazines and books
- **ELECTRONIC MEDIA/4-DIMENSIONAL DESIGN:** digital, film, television, video games, computer graphics, motion graphics, websites, interactive media
- **PRINT DESIGN:** type design, brochures, newsletters, ad layout, publishing, illustration, photo editing

PORTFOLIO DEVELOPMENT

Students graduate with a professional portfolio and résumé reflecting their design identity. Students take the career seminar class, which explores diverse employment opportunities and prepares students for the current job market.

FACILITIES AND TECHNOLOGY

Students find that the ability to work closely with faculty throughout their class sessions is the greatest advantage of choosing to study graphic design at Mount Mary. Our department offers recently updated studio environments for technology and studio equipment. There is a student lounge located near the design studios in Notre Dame Hall.

CAMPUS OPPORTUNITIES

CREO is our end-of-the-year showcase that includes senior exhibits for art and graphic design majors.

Many graphic design students opt to participate in the art direction and layout design for the campus student magazine *Arches*.

LEARN MORE ONLINE

For additional information about Mount Mary University's graphic design major, please visit mtmary.edu/academics.

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