

# Graphic Design



## Why Graphic Design?

The Graphic Design program provides students with a comprehensive educational experience that develops creativity, technical expertise and professional industry knowledge. The curriculum integrates theory and practice that fosters each student's ability to create expressive, effective visual communication. As students progress through the coursework, they will gain proficiency in traditional media, computer design skills, critical thinking and analytical skills. The curriculum is supplemented with guest lecturers, service learning projects and experiential learning opportunities. Students will create a well-rounded, professional digital portfolio that showcases a variety of skills and projects and includes a resume, contact information and references.

The program concludes with capstone courses where students apply newly acquired skills, professional job attitudes and explore career opportunities in graphic design.

Completion of projects for the program will require additional time outside of scheduled classes and labs. Students will need to attend open lab sessions and work on projects independently. Students are strongly encouraged to purchase hardware and software for home use after the first year of study.

## Program Modality

Students have the option to complete the degree fully on campus, fully online or using a hybrid of both.

## Program Outcomes

Students who graduate from this program will:

- Demonstrate proficiency with graphic design principles and elements including color and type
- Show the ability to conceptualize design solutions
- Possess a skillset of digital tools used in graphic design software
- Showcase the capability to create in a progressive digital environment
- Exhibit evidence of verbal and visual presentation skills

## Admission Requirements

In addition to college-wide admission requirements, students must have:

- An interview with a member of the full-time faculty prior to admission to the program.
- An Adobe Creative Cloud Subscription.
- A computer/laptop that supports Creative Cloud system requirements.

## Employment Pathways

- Advertising
- Digital Media Specialist
- Editorial Design
- Entry-Level Graphic Design
- Freelance Graphic Design
- Packaging Design
- Social Media Design
- Surface Pattern Design

## Potential Salary\*

There is a wide range of jobs in the graphic design industry. See below for the average annual salary range in NH for a **Graphic Designer**.

| ENTRY LEVEL | MID-RANGE | EXPERIENCED |
|-------------|-----------|-------------|
| \$35,651    | \$49,941  | \$64,043    |

\*New Hampshire Occupational Employment & Wages 2021, published by the NH Economic + Labor Market Information Bureau — Salaries are based on 40 hours of work, not including overtime.

## Transfer Opportunities

- Plymouth State University
  - Keene State College
  - Maine College of Art
- ...and many more!

Graphic Designers visually communicate ideas and messages for commercial or promotional purposes.

# Degree & Certificate Requirements

## Graphic Design Degree

### Degree Program - First Year

| First Year            | Fall Semester   | TH        | LAB       | CR        |
|-----------------------|---|-----------|-----------|-----------|
| GDES110M              | Page Layout and Design  | 2         | 3         | 3         |
| GDES114M              | Graphic Design I  | 2         | 3         | 3         |
| GDES115M              | Digital Imaging   | 2         | 3         | 3         |
| ARTS123M              | Drawing I   | 2         | 3         | 3         |
| ENGL110XM or ENGL110M | College Composition I with Corequisite or College Composition I | 4         | 0         | 4         |
| FYE100M               | MCC Essentials  | 1         | 0         | 1         |
| <b>Total</b>          |   | <b>13</b> | <b>12</b> | <b>17</b> |

| First Year   | Spring Semester                 | TH        | LAB       | CR        |
|--------------|---------------------------------|-----------|-----------|-----------|
| GDES122M     | Color Theory for Graphic Design | 2         | 3         | 3         |
| GDES124M     | Typography                      | 2         | 3         | 3         |
| GDES150M     | Digital Publishing Methods      | 2         | 3         | 3         |
| GDES155M     | Computer Illustration           | 2         | 3         | 3         |
| ENGL113M     | Introduction to Public Speaking | 3         | 0         | 3         |
|              | Social Science Elective         | 3         | 0         | 3         |
| <b>Total</b> |                                 | <b>14</b> | <b>12</b> | <b>18</b> |

### Degree Program - Second Year

| Second Year           | Fall Semester  | TH        | LAB      | CR        |
|-----------------------|--|-----------|----------|-----------|
| GDES210M              | History of Graphic Design                                      | 3         | 0        | 3         |
| GDES211M              | Visual Design  | 2         | 3        | 3         |
| GDES213M              | Graphic Design II  | 2         | 3        | 3         |
| GDES229M              | Professional Practice for Graphic Design                       | 2         | 3        | 3         |
| MATH145M or MATH145XM | Quantitative Reasoning or Quantitative Reasoning - Corequisite | 4         | 0        | 4         |
| <b>Total</b>          |  | <b>13</b> | <b>9</b> | <b>16</b> |

| Second Year               | Spring Semester                                | TH        | LAB      | CR        |
|---------------------------|--|-----------|----------|-----------|
| GDES225M                  | Graphic Design III                             | 2         | 3        | 3         |
| GDES228M                  | Graphic Design Experiential Learning           | 2         | 3        | 3         |
|                           | Science Elective                               | 3         | 0        | 3         |
|                           | Foreign Language/Humanities/Fine Arts Elective | 3         | 0        | 3         |
| <b>Total</b>              |  | <b>12</b> | <b>9</b> | <b>15</b> |
| <b>Total Credits - 63</b> |  |           |          |           |

**NOTE: Students have the option to complete Graphic Design classes fully on campus, fully online or using a hybrid of both!**

## Graphic Design Certificate

Successful graduates of the Graphic Design Certificate will be able to add to their professional portfolio. They will be prepared for continued growth in their career field and for entry-level jobs in advertising agencies, printing companies, publishing firms and companies that maintain in-house graphic design departments. Co/prerequisite requirements for courses listed in the certificate will be handled on a case-by-case basis.

*In addition to college-wide admissions requirements, students in the Graphic Design Certificate program must meet the Graphic Design admissions requirements outlined on the front page of this document and be currently employed in the field of graphic design and need to update professional and technical skills or have already completed a college degree.*

|                           |  | TH | LAB | CR |
|---------------------------|--|----|-----|----|
| GDES110M                  | Page Layout and Design                   | 2  | 3   | 3  |
| GDES114M                  | Graphic Design I                         | 2  | 3   | 3  |
| GDES115M                  | Digital Imaging                          | 2  | 3   | 3  |
| GDES122M                  | Color Theory for Graphic Design          | 2  | 3   | 3  |
| GDES124M                  | Typography                               | 2  | 3   | 3  |
| GDES150M                  | Digital Publishing Methods               | 2  | 3   | 3  |
| GDES155M                  | Computer Illustration                    | 2  | 3   | 3  |
| GDES213M                  | Graphic Design II                        | 2  | 3   | 3  |
| GDES225M                  | Graphic Design III                       | 2  | 3   | 3  |
| GDES228M                  | Graphic Design Experiential Learning     | 2  | 3   | 3  |
| GDES229M                  | Professional Practice for Graphic Design | 2  | 3   | 3  |
| <b>Total Credits - 33</b> |  |    |     |    |

## Questions? Please Contact Us!

**Joanne Jagodowski**  
Art & Design Chair  
Graphic Design Advisor  
(Last names: A–J)  
jjagodowski@ccsnh.edu

**Karen Macedo**  
Graphic Design Advisor  
(Last names: K–Z)  
kmacedo@ccsnh.edu

All courses and degree requirements are subject to change. For the most current information on MCC programs, **visit [mccnh.edu](http://mccnh.edu)**.

Manchester Community College | 1066 Front Street, Manchester, NH 03102 | (603) 206-8000