Program Overview

The Graphic Design major provides a foundation of knowledge and skills for careers involving graphic design and visual communication. Through completion of the degree, you will:

• Develop critical and analytical thinking skills.
• Apply creative solutions to complex problems.
• Gain a working knowledge of communication concepts, processes, and visualization techniques.
• Appreciate the role of graphic design history and criticism as a framework for practice.
• Master current materials, tools, and technologies for graphic design.
• Understand the underlying principles and practices in image design, typography, symbol systems, information and promotional design, multimedia, and Web design.
• Recognize the designer’s responsibility to client, audience, and society.
• Practice effective and innovative communication in the field of graphic design.

Career Fields

A Graphic Design degree prepares you to work in the following areas:

• Newspaper and Magazine Layout/Design
• Advertising
• Public Relations
• Production and Design
• Illustration
• Electronic Media
• Marketing
• Web Design

Required Courses

ART 107 Two-Dimensional Design
ART 207 Drawing
ART 234 Intro to Digital Photography
ART 235 Color Theory and Application
ART 356 Illustration
ART 358 Art, Issues, and Controversies
BUS 324 Promotions Management
CMS 351 Persuasion
GRD 228 Typography
GRD 237 Multi-Dimensional Design
GRD 241 Graphic Design and Layout
GRD 252 History of Graphic Design
GRD 258 Intro to Computer Graphics
GRD 315 Graphic Design I
GRD 316 Graphic Design II
GRD 320 Digital Drawing & Graphic Creation
GRD 415 Graphic Design III
GRD 416 Graphic Design IV
GRD 420 Advanced Graphic Design Projects
GRD 496 Senior Seminar in Graphic Design

For students interested in careers in designing software, digital applications, Web applications, and games, the following minor can be added:

ISM 101 Software Development I
ISM 102 Software Development II
ISM 253 Information Technology Architecture
ISM 325 Software Engineering I
IST 246 Data Structures and Algorithms
IST 355 Web Application Design & Development
IST 327 Mobile Application Design & Development

About the Lincoln Campus

At Doane College, you will join an institution where exceptional faculty, staff, students and alumni challenge themselves to achieve success and provide the best education for all students. The Doane College Lincoln campus is geared toward working adults, focusing on applied learning and practical experience that you can utilize in your work setting.

Contact Us

If you are up for the challenge and would like to learn more about the Doane College Lincoln campus, contact us for more information.

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