Explore the Digital World

New media plays an immense role in our daily lives. From websites to mobile devices, video, social media and more—creative, innovative graphic design in the digital world is critical to the creation of a compelling final online product. Graphic design in today’s digital landscape means learning everything from complex software products to the application of basic time-tested graphic design principles. This associate degree program is designed to help you gain the creative, conceptual and technical skills needed to obtain entry-level employment in a variety of visual communication, graphic design and advertising workplace settings and beyond.

If you are drawn to the graphic arts with a passion, but crave the cutting edge environment in the digital new media world, then the Graphic Communications, New Media option degree program will get you where you want to go—an exciting career in the graphic communications field.

ABOUT THE PROGRAM
The Graphic Communications program prepares students for a variety of jobs and professions requiring significant levels of creative, conceptual and technical skills. Graphic designers comprise the largest segment of the graphic communications profession, with the majority of entry-level jobs found in this area.

Completion of the program requires two full academic years. Students are able to enter the program on a part-time basis, and evening classes are offered throughout the academic year. In addition, STLCC has transfer and course articulation agreements with many local and regional four-year colleges and universities.

Students at STLCC develop their skills in state-of-the-art facilities, using the latest industry standard software programs such as Adobe InDesign, Photoshop and Illustrator.

They learn from instructors who are professionals in their respective fields of expertise. Students may become involved in student chapters of professional organizations, including The American Institute of Graphic Arts (AIGA).

In addition, students participate in portfolio reviews and service learning and community-based projects that provide real-world experiences and challenges. The program is accredited by the National Association of Schools of Art and Design (NASAD).

OPPORTUNITIES IN THIS FIELD
Employment of graphic designers is projected to increase by 13 percent from 2010 to 2020, about as fast as the average for all occupations. High job turnover should result in numerous openings. However, competition for senior graphic designer positions will be very strong. The fastest growth will occur in computer systems-based design services, as well as specialized design services, advertising and public relations. About 30 percent of all graphic designers are self-employed.

Areas of employment include graphic design, animation, web design, presentation graphics, illustration, photography, publication design and graphic production.

Job opportunities are available in art studios, advertising and design agencies, printing, publishing, and internet firms, television stations, retail stores, corporations, institutions and nonprofit organizations.

Graduates of the Graphic Communications program are able to find entry-level jobs and internships in the St. Louis area and throughout the region.

SALARY INFORMATION
Graphic Communications salaries vary with specialty, type of employer, years of experience and professional reputation. According to the U.S. Department of Labor Statistics and the AIGA, the median annual wage of graphic designers was $43,500 in May 2010, and 25 percent of successful veteran designers have an income over $100,000.

The AIGA researches and annually publishes a national salary summary that helps to describe the current condition of the marketplace for people in the field of Graphic Communications. This survey, available at: http://designsalaries.org, annually demonstrates the strength of the field and its future opportunities.

FEES
Please visit www.stlcc.edu/fees for the most current information. Additional fees apply to some courses. Fees are subject to change.

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YOU CAN EARN THIS DEGREE AT: Floissant Valley Forest Park Meramec
You may take general education classes toward this degree at any of our campuses or education centers.

St. Louis Community College
EXPANDING MINDS • CHANGING LIVES
Associate in Applied Science Degree

CURRICULUM

Course Number Course Description Credit Hours

General Education
___ ENG:101 College Composition I 3
___ ENG:102 College Composition II (or)
___ ENG:103 Report Writing (or)
___ MCM:217 Publications Writing (or)
___ COM:101 Oral Communication I (or)
___ XXX:xxx Approved Writing Intensive Course 3
___ XXX:xxx Missouri State Requirement 3
___ XXX:xxx Social Science Requirement 3
___ XXX:xxx Science/Mathematics Requirement 6
Total General Education Credit Hours 18

Physical Education Activity
2

Area of Concentration
___ ART:107 Design I 2
___ ART:108 Design II 2
___ ART:109 Drawing I 3
___ ART:111 Figure Drawing I 3
___ ART:131 Computer Art Studio 3
___ ART:133 Graphic Design I 3
___ ART:134 Graphic Design II 3
___ ART:138 Drawing for Graphics I 2
___ ART:245 Portfolio Design and Professional Practices
Total Area of Concentration Credit Hours 23

New Media Option
___ ART:275 Photo Imaging I: Photoshop 3
___ ART:AT Photography Elective 3
___ AT:135 Communication and Design for the WWW 3
___ XXX:xxx Approved Electives 18-20
Total New Media Option Credit Hours 27-29

Total Credit Hours for Program: 72

www.stlcc.edu/programs/graphic_communications

St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination.

For information or concerns relating to discrimination matters at a particular location, you may contact the Section 504/Title II Coordinator, Donna Dare, at 314-539-5285 for matters relating to disabilities, or the Title IX Coordinator, Pam McIntyre, at 636-422-2250 for matters relating to sex discrimination.

100348 May, 2014