### GRAPHIC COMMUNICATIONS

**Program Description:** UW-Stout's Bachelor of Science degree in Graphic Communications (formerly Cross-Media Graphics Management) provides a hands-on experience producing and managing omni-channel graphics projects in exciting team-oriented workflows. Students that are problem solvers and enjoy working with others will find a career waiting in the industries associated with graphics, printing, advertising and cross-media marketing.

**Learning Environment:** Lab-based

**General Coursework Description:** Extensive graphics, print, and emerging communications technologies; business/management; marketing

**Admission Requirements:** No portfolio admission requirement or mid-program review

**Curriculum Emphasis:** Process facilitation; broader technical workflow; manufacturability, analytics; estimation; strategic problem-solving, applied project management

**Adobe Creative Suite:** High Use


**Job titles:** Account Executive, Project Manager, Business Data Analyst, Color Process Coordinator, Sales Representative, Digital Marketer, Electronic Prepress Operator, Estimator, Graphic Coordinator, Print Production Specialist, Process Control Analyst, Production Planner, Quality Specialist, Cross-Media Specialist, Premedia Supervisor.

MORE INFORMATION

www.uwstout.edu/programs/bscmgm

### GRAPHIC DESIGN & INTERACTIVE MEDIA

**Program Description:** UW-Stout's Bachelor of Fine Arts in Graphic Design and Interactive Media offers a vibrant culture, hands-on labs and facilities, and a progressive curriculum that prepares you for a career as a professional graphic or interactive media designer. You'll study with faculty who are practicing designers with diverse experience and high standards.

**Learning Environment:** Studio-based

**General Coursework Description:** Extensive art, graphic design, and interactive design foundation courses; print production exposure

**Admission Requirements:** Portfolio admission requirement, mid-program review

**Curriculum Emphasis:** Process ideation; visual language; material choices; aesthetics; art history/theory, critique, studio-based classes. Advanced studios are topic-based courses focusing on advertising, interactive, motion, packaging, publication, signage and exhibition, and typography design.

**Adobe Creative Suite:** High Use

**Technologies:** Bitmap manipulation (Photoshop), vector illustration (Illustrator), layout (InDesign), front-end interface design languages (HTML / CSS / JavaScript), UX prototyping software, others as required

**Job titles:** Graphic designer, Web designer, motion designer, user experience designer, interaction designer, interactive designer, art director, creative director.

MORE INFORMATION

www.uwstout.edu/programs/bfagdim