

# Occupational Endorsement Certificate in Graphic Design

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The Occupational Endorsement Certificate (OEC) in Graphic Design prepares students for employment as Graphic Designers, Creative Directors, Advertising Art Directors, Web Designers and Packaging Designers.

## Admission Requirements

- Complete the Admission Requirements for Occupational Endorsement Certificates (<https://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>).

## Graduation Requirements

- Complete the General University Requirements for Occupational Endorsement Certificates (<https://catalog.uaa.alaska.edu/undergraduateprograms/oecrequirements/>).
- Complete the following major requirements with a minimum grade of C:

Code	Title	Credits
ART A111	Two-Dimensional Design	3
ART A252	Beginning Graphic Design	3
ART A257	Computer Art	3
ART A352	Intermediate Graphic Design	3
JPC A104	Media Literacy	3
JPC A210	Infographics, Data Visualization and Strategy	3
or JPC A213	Digital Imaging	
JPC A345	Web Design	3
JPC A362	Principles of Strategic Communications	3
or JPC A366	Planning and Writing for Strategic Communications	
<b>Total</b>		<b>24</b>

**A minimum of 24 credits is required for the degree.**

## Program Student Learning Outcomes

Students graduating with an Occupational Endorsement Certificate in Graphic Design will be able to:

- Exhibit a thoughtful application of the elements and principles of visual organization, color theory, information hierarchy, and typography to successfully communicate stories, concepts, emotion across a variety of media.
- Understand contemporary and historical tools, technology and theories, including their roles in the creation, production, and distribution of visual messages.

- Create solutions to communication problems that take into consideration diverse audiences and contexts.
- Demonstrate critical thinking and problem-solving skills in developing design strategies for producing logo designs, advertising layouts and promotional material for the commercial market and non-profit market.