

Occupational Endorsement Certificate in Graphic Design

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 (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>).

Graduation Requirements

- Complete the General University Requirements for Occupational Endorsement Certificates (<http://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	
Total		24

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.