

Occupational Endorsement Certificate in Graphic Design

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.