The goal of a graphic designer is to create effective communication that is visually appealing, informative and on message, based on client needs. The Graphic Design program is geared for those interested in blending their creative and artistic talents with the ability to design materials used in the business, industry and non-profit arenas. Incorporate the creative processes, layout, illustration and photography for a variety of print, web and social media marketing campaigns. Mobilize creativity and sharpen artistic abilities through individual and collaborative efforts. Dedicated, full-semester courses in InDesign, Photoshop and Illustrator prepare students to enter the workforce on a professional level.

- Prepare for jobs such as graphic designer, production artist or designer.
- Internship experiences provide technical, hands-on learning in real-world settings.
- Program-to-program transfer opportunities are available at UW-Milwaukee, Carroll University, Milwaukee School of Art and Design (MIAD) and Mount Mary University. For a complete list of transfer credits, visit www.wctc.edu/transfer.

For more information: www.wctc.edu/graphic-design

68-credit Associate of Applied Science Degree

Students in the Graphic Design program are required to supply their own Mac laptop.