

The Applied Graphic Communication major is for students seeking foudation-  
al skills appropriate for further study  
in the design field or for employment in  
areas of design support.

Graphic Communication is a profess-  
ional field encompassing a broad range  
of design formats for both print and  
web-based media. Included among th-  
ese are advertisements, newsletters,  
brochures, magazines, technical literat-  
ure, identity and branding systems,  
package design, web pages  
and multimedia.

**University of  
Cincinnati  
Blue Ash College  
UCBA**

Students in the Applied Graphic  
Communication programs participate  
in small classes with considerable  
personal attention and direction from  
faculty. Art and design classes are  
taught in well-equipped studio facil-  
ities and labs using industry-stan-  
dard computers and software.

Students who succeed in the App-  
lied Graphic Communication program  
are creative thinkers who solve prob-  
lems visually. They enjoy the process of  
developing multiple solutions to giv-  
en design problems through research  
and experimentation, and they dem-  
onstrate a willingness to work hard, fo-  
llow directions and meet deadlines.

**Art & Visual Communications Department  
Applied Graphic Communication Associate  
Degree of Applied Business**

The Applied Graphic Communi-  
cation program may be completed  
full time in either two or three  
years. Students should meet with  
an academic advisor regularly to  
ensure that they take courses in the  
correct sequence and that they  
meet prerequisites.

**Communications  
Design**