

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 profes-sional field encompassing a broad range of design formats for both print and web-based media. Includ-ed among these are advertisements, newsletters, brochures, magazines, technical literature, identity and brand-ing systems, package design, web pages and multimedia.

**University of Cincinnati
Blue Ash College
UCBA**

Students in the Applied Graphic Com-munication programs participate in small classes with considerable person-al attention and direction from faculty. Art and design classes are taught in well-equipped studio facilities and labs using industry-standard computers and software.

Students who succeed in the Applied Graphic Communication program are creative thinkers who solve problems visually. They enjoy the process of developing multiple solutions to given design problems through research and experimentation, and they demon-strate a willingness to work hard, follow directions and meet deadlines.

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

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



