

# University of Cincinnati Blue Ash College UCBA

# Communication Design

Art & Visual Communications Department

Applied Graphic Communication Associate

Degree of Applied Business

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

Graphic Communication is a professional field encompassing a broad range of design formats for both print and web-based media. Included among these are advertisements, newsletters, brochures, magazines, technical literature, identity and branding systems, package design, web pages and multimedia.

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 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 demonstrate a willingness to work hard, follow directions and meet deadlines.

The Applied Graphic Communication 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.