

CA Graphic Design

This certificate prepares students for the career of graphic design. Graphic Designers are typically responsible for graphic design production and pre press production. Graphic Designers create corporate branding and identification, logos, business cards, letterhead, newsletters, brochures, flyers, postcards and are responsible for the creation of publication marketing collateral. The Digital Art and Animation program provides the latest software and hardware to students in the graphic design certificate program. Faculty members have extensive industry experience and their expertise is critical to the success of students in this exciting and creative field.

Career Opportunities

Career opportunities include entry level Graphic Design: Pre Press, Graphic Design Assistant, Graphic Design Production Assistant, and Freelance Graphic Designers. Graphic designers can work in both large and small firms. Large companies will have their own in-house departments and hire designers directly. Other firms need the talents of a designer seasonally or for special projects and look for small design firms or freelance designers. Pre press production is a vital part of the printing industry as printing firms rely on graphic designers to correctly set up creative work for the press.

Program Learning Outcomes

Students completing this program will be able to:

1. Communicate design concepts clearly and concisely (i.e. visual, oral, and written).
2. Develop competitive industry standard skills in the respective fields.
3. Understand the elements and principles of design through discipline-specific implementation.

Major: Core and Selective Requirements

Complete Core Courses, 19.5 units		Units
MART 314	Introduction to Computer Graphics	3 units
MART 366	Color Management and Theory	3 units
MART 371	User Interface/User Experience Design	3 units
MART 372	Digital Illustration	3 units
MART 376	Introduction to Digital Imaging	3 units
MART 378	Digital Page Layout	3 units
MART 390	Portfolio Creation	1.5 units

