



GRAPHIC DESIGN

Make a big impression on people—and the world.

In our Graphic Design program, you'll catapult yourself into an influential career, whether you work for yourself or with industry leaders. Take risks, influence decision makers, and propel social movements through distinctive branding and design solutions.

Become engaged in the professional community via co-ops and internships at top design, advertising, and digital agencies. You'll partner with companies and nonprofits and take part in industry events.

Dive in with your fellow students and become part of the AdGraph Collective—a community brought together by a love of design. Create lasting relationships, eat lots of pizza, and be a part of a community that helps you have a great experience at CCAD.

Careers

Art director
Brand manager
Copywriter
Creative director
Design consultant
Environmental designer
Graphic designer
Interactive media director
Social media manager
Web designer
Web developer

Employers

A&E Television Networks
American Greetings
Apple
Arc Worldwide/Leo Burnett
BBDO Worldwide
E. & J. Gallo Winery
IBM iX
Interbrand
Jeni's Splendid Ice Creams
JPMorgan Chase
Ogilvy & Mather
Procter & Gamble
Saatchi & Saatchi
Wondersauce
Young & Rubicam

Facilities

You'll have access to:

- » Up-to-date computer workstations with dual monitors and industry-standard software
- » Video and photography studio outfitted with Canon DSLR cameras and professional lighting equipment
- » Image scanners and Wi-Fi enabled black-and-white printers
- » Use of the Tad Jeffery FabLab, CCAD Print Lab, Packard Library, and open-access computer labs

Graphic Design Curriculum

Major Requirements *54 credits*

Introduction to Graphic Design
Design Concepts I
Digital Design Lab
Photo I
Design Concepts II
Graphic Design and Production
Design elective
Advanced Design Concepts
Advanced Typographic Communication
Interaction Design elective
Professional Practice in Graphic Design
Integrated Design Implementation
Experiential Learning elective
Applied Design
Advanced Branding Concepts
Experiential Capstone Design
Content Marketing Strategy

First-Year Experience and Art/Design Electives *21 credits*

2D Creative Practices
Systems of Drawing
Collaboration
What Can a Drawing Do
3D Making with Care
Art/Design electives

Liberal Arts & Art History Requirements *45 credits*

Specific required courses

Modern to Contemporary Art & Design
Historical Art & Design
History of Design & Applied Arts
Writing & the Arts
The Craft of Copywriting
Math Quantitative Literacy
Introduction to Philosophy

Choose courses from each of the following categories

Self & Society
Advanced Art History
Science
Literature
Social Science
Business
Liberal Arts and/or Art History electives

Total Required Credits *120 credits*

Courses listed reflect the Graphic Design academic plan for incoming students in 2024–2025. Course titles are subject to change.

Professional Resources

American Advertising Federation
aafcolumbus.org

American Institute of Graphic Arts
aiga.org

Columbus American Marketing Association
columbusama.org

Columbus Society of Communicating Arts
cscarts.org

Communication Arts
commarts.com

Design Management Institute
dmi.org

Graphic Artists Guild
graphicartistsguild.org

International Institute for Information Design
iiid.net

Printing United Alliance
printing.org

Society for Experiential Graphic Design
segd.org

Technical Association of the Graphic Arts
taga.org

Notable Alumni



Nigel Ewan & Dempsey Ewan

Class of 2014 & 2020

Nigel Ewan and Dempsey Ewan are siblings and cofounders of Clatter Press, their business that uses risograph printing to make small-run projects with a big impact. This technique is attention-grabbing and environmentally friendly, and has caught the eyes of such publications as *(614) magazine*, which has featured the duo and their work.