THE DIFFERENCE BETWEEN

GRAPHIC COMMUNICATIONS

AND

GRAPHIC DESIGN & INTERACTIVE MEDIA

GRAPHIC COMMUNICATIONS

Program Description: UW-Stout's Bachelor of Science degree in Graphic Communications (formerly Cross-Media Graphics Management) provides a hands-on experience producing and managing omni-channel graphics projects in exciting team-oriented workflows. Students that are problem solvers and enjoy working with others will find a career waiting in the industries associated with graphics, printing, advertising and cross-media marketing.

Learning Environment: Lab-based

General Coursework Description: Extensive graphics, print, and emerging communications technologies; business/management; marketing

Admission Requirements: No portfolio admission requirement or mid-program review

Curriculum Emphasis: Process facilitation; broader technical workflow; manufacturability, analytics; estimation; strategic problem-solving, applied project management

Adobe Creative Suite: High Use

Technologies: Printing Technologies, Publishing, Packaging Graphics, Large Format Display Output, Color Management, eBooks, Image Recognition and Augmented Reality, Personalization Graphics, Omni Channel Marketing Campaigns.

Job titles: Account Executive, Project Manager, Business Data Analyst, Color Process Coordinator, Sales Representative, Digital Marketer, Electronic Prepress Operator, Estimator, Graphic Coordinator, Print Production Specialist, Process Control Analyst, Production Planner, Quality Specialist, Cross-Media Specialist, Premedia Supervisor.

GRAPHIC DESIGN & INTERACTIVE MEDIA

Program Description: UW-Stout's Bachelor of Fine Arts in Graphic Design and Interactive Media offers a vibrant culture, hands-on labs and facilities, and a progressive curriculum that prepares you for a career as a professional graphic or interactive media designer. You'll study with faculty who are practicing designers with diverse experience and high standards.

Learning Environment: Studio-based

General Coursework Description: Extensive art, graphic design, and interactive design foundation courses; print production exposure

Admission Requirements: Portfolio admission requirement, mid-program review

Curriculum Emphasis: Process ideation; visual language; material choices; aesthetics; art history/theory, critique, studio-based classes. Advanced studios are topic-based courses focusing on advertising, interactive, motion, packaging, publication, signage and exhibition, and typography design.

Adobe Creative Suite: High Use

Technologies: Bitmap manipulation (Photoshop), vector illustration (Illustrator), layout (InDesign), front-end interface design languages (HTML / CSS / JavaScript), UX prototyping software, others as required

Job titles: Graphic designer, Web designer, motion designer, user experience designer, interaction designer, interactive designer, art director, creative director

MORE INFORMATION

www.uwstout.edu/programs/bscmgm

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