

Graphic Design



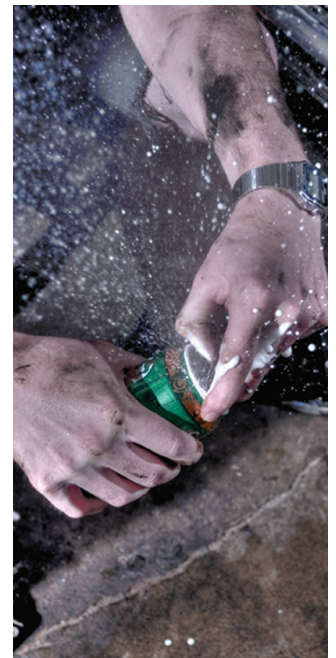
Graphic design is one of the most dynamic disciplines in the information age, literally impacting us every waking moment of our lives in the products we use, the messages we see on billboards and signs, and in everything we read.

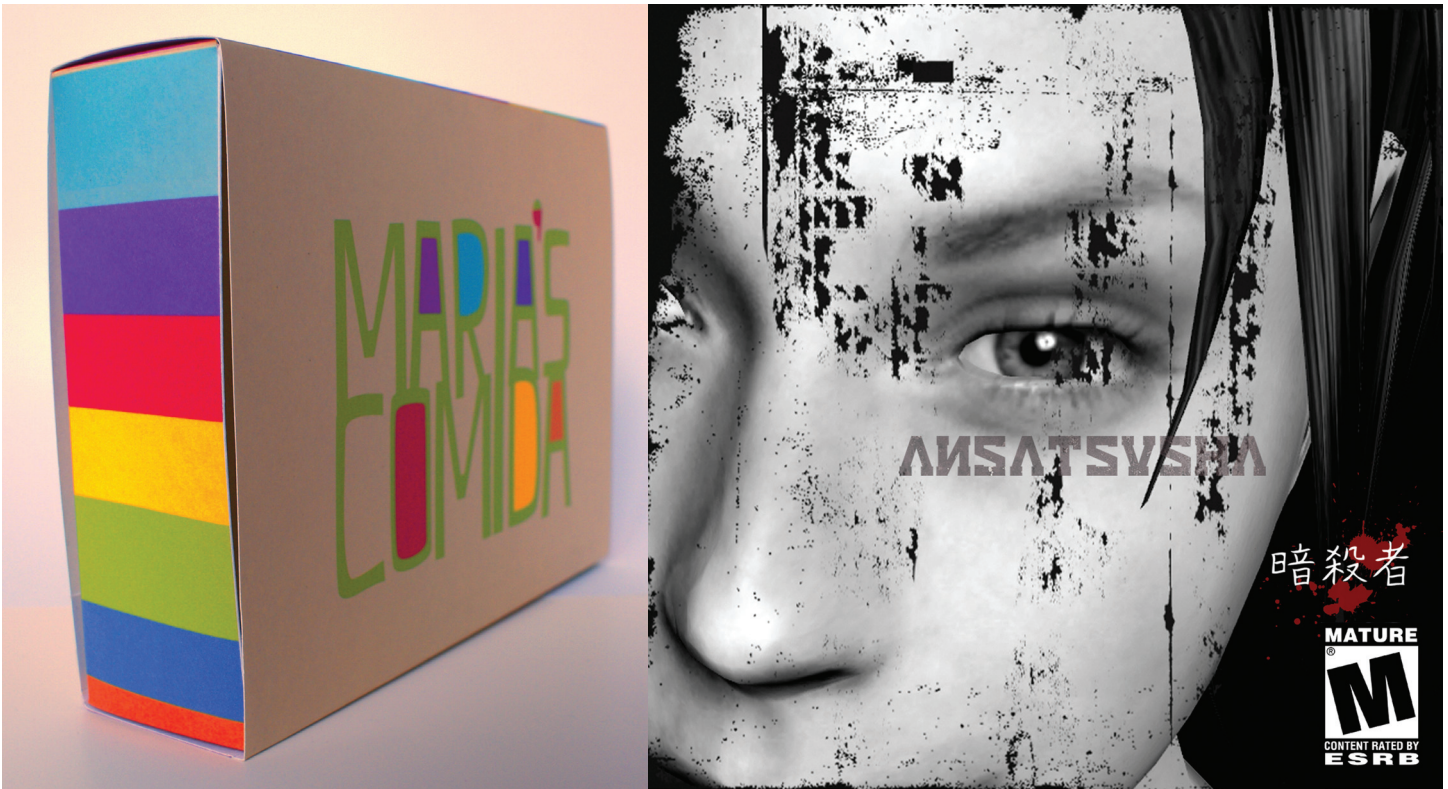
Lawrence Technological University's Bachelor of Fine Arts in Graphic Design can prepare you to succeed in this exciting and competitive field – a solid educational background combined with the opportunity to develop and express your creativity.



“Design is not a top-down procedure starting with the designer and ending with a user. It is a complex two-way process of encoding and decoding messages. We encourage our students to engineer experiences that capture a sense of unity among disparate objects.”

– Steven Rost, professor, College of Architecture and Design





All images student work

Program Overview

Lawrence Tech's Bachelor of Fine Arts in Graphic Design is a comprehensive overview of the ever-changing field of graphic design, ranging from traditional print media to the latest innovations in electronic multimedia and time-based mediums of video and sound. You'll develop fundamental skills and explore the history and theory of graphic design. Critical thinking and creativity, important to the development of the person as well as the professional, are emphasized throughout the curriculum.

You will start with drawing and three-dimensional design to develop artistic skill and sensitivity to traditional materials. You can also take elective courses in architecture, business, computer science, or engineering to further explore other creative avenues.

Lawrence Tech's program offers you a rich liberal arts core curriculum encouraging intellectual inquiry as the foundation of a life-long awareness that informs artistic

expression. Studies in literature, the sciences, philosophy, math, and history all contribute to the vision of the design professional.

Why Graphic Design at Lawrence Tech?

- Team-centered environment
- All students are issued Apple laptops with industry-standard software
- Digital labs feature advanced capabilities in graphic design, animation, and virtual reality
- Photography studio and digital and video cameras available

Career Options

- Art direction/advertising design
- Commercial publication design (brochures, catalogs, posters)
- Computer and Web graphics
- Environmental graphics (signage and wayfinding)
- Exhibition design
- Game design

- Journalistic design (magazines and newspapers)
- Information design (books, manuals, charts, maps)
- Marketing/brand identity
- Multimedia design (film, animation, set design)
- Packaging design

Curriculum

Your 131-credit-hour program consists of:

Imaging core	86
Humanities (with emphasis on leadership)	24
Math and science	12
Electives	9
Total	131

For more information, visit www.ltu.edu/architecture_and_design, email design@ltu.edu, or contact Lawrence Tech's Office of Admissions at 800.225.5588 or admissions@ltu.edu.



GET MORE. DO MORE. Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. That's why most Lawrence Tech students are employed within a month of graduating and the earning power of a Lawrence Tech bachelor's degree ranks in the top third of all U.S. universities. Your benefits: Leadership Program that helps you develop the marketable skills that employers seek • Leadership Portfolio that enhances your diploma – and your resume • 11:1 student-faculty ratio • Faculty with current industry experience • High-end personal computer customized with industry-standard software – a benefit, valued up to \$15,000, unique in Michigan and nationally • Schedules that work for you, with convenient day, evening, weekend, or online classes • High-tech, wireless 102-acre campus that's commuter friendly, with recreation, housing, and meal service options • Financial-aid, co-op, and internship opportunities • Proactive career placement services

Explore over 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.

Lawrence Technological University, Office of Admissions, 21000 West Ten Mile Road, Southfield, MI 48075-1058, 800.225.5588, admissions@ltu.edu, www.ltu.edu