



GRAPHIC DESIGN

Graphic Design at Drexel

Drexel University's award-winning Graphic Design program prepares students to inform, persuade, and entertain through creative use of word and image. Students learn to conceptualize, design, and produce visual communication in a variety of media: books, magazines, posters, advertising, packaging, websites, interactive media, exhibition design, motion graphics, and more. Balancing traditional, technical artistic studies and foundation coursework in the humanities and social sciences, students develop a sophisticated approach to creative problem solving and hone skills in typography, image generation, corporate identity, information graphics, three-dimensional designs and motion graphics.

Drexel Co-op for Graphic Designers

A key part of the program is Drexel's prestigious co-operative education program, in which students alternate periods of classroom study with periods of professional work experience. Graphic Design students participate in one six-month period of full-time co-op employment.

A Few Drexel Co-op Position Titles

- Assistant Designer
- Junior Interactive Designer
- Branding/Creative Services Designer
- Associate Information Architect

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- Razorfish Design
- Comcast Corporation
- RCA Records
- McGraw-Hill Publishing
- HarperCollins Publishers

Potential Careers

Graphic Designer/Art Director. Conceptualizes and creates targeted visual communications in various media using typography and imagery as communication tools. May specialize in print, Web, motion, advertising, or environmental design. Responsibilities can include brand identity development, publication design, website design, and more.

Environmental Graphic Designer. Works with words and images to form the visual aspects of wayfinding, communicating identity and information, and shaping the idea of an interior or exterior place. Common examples of work by EGD practitioners include wayfinding systems, architectural graphics, signage, exhibit design, identity graphics, pictogram design, retail and store design, mapping, and themed environ-

ments.

Packaging Designer. Designs and produces product identity and packaging for all types of products including foods, toiletries, pharmaceuticals, toys, and more. Considers factors like brand distinctiveness, store display, and production.

Web and Motion Graphics Designer. Develops imagery and visual identity for time-based media. Responsibilities may include creation of motion graphics, storyboarding, and extended brand identity development.

Courses You'll Really Enjoy

Visual Communications. A series of six lab courses that cover the many sides of design that result in professional portfolio projects. Subjects include logo design, book design, publication design, poster design, environmental design, and packaging.

Typography I, II, and III. These courses use the history of type to introduce and refine the craft using letterforms and words as tools for design, and the creative and extraordinary use of type.

Computer Imaging I, II, and III. Comprehensive, creative instruction on state-of-the-art computers that prepares designers to use the media and software as primary creative tools. Projects include typography, graphic manipulation, text creation and manipulation, input and output management, and much more.

Perceptions in Design. An exploration of how graphic designers create, and how targeted audiences perceive, visual communications. Selections include 20th century art of Chinese propaganda.

Learn More

Antoinette Westphal College of Media Arts & Design

www.drexel.edu/westphal

University Catalog

A list of required courses for the Graphic Design major is available online at www.drexel.edu/catalog.

For More Information

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