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Graphic Design

Learn the art of graphic design for effective visual communications.

In today's competitive business world, visual communications are essential to successfully connect with target markets. Through websites, blogs, periodicals, newspapers, annual reports, catalogs, direct marketing, advertising, packaging, and other vehicles, virtually all organizations use visual communications. These organizations depend on skilled graphic designers to create the type and images that capture the hearts and minds of audiences around the world.

The Graphic Design program at Berkeley College offers an exciting curriculum that provides students with the expertise needed to deliver creative results in the art and business of visual communications. In addition to courses that explore the theory, language, and tools of graphic design, students learn to effectively apply their knowledge and skills by leveraging current industry software for web design, typography, raster and vector manipulation, and other applications.

Graphic Design instructors are chosen for both their academic credentials and their relevant professional experience. They share firsthand industry knowledge that can help prepare students to enter the competitive job market.

Benefit from:

- 1 A program that provides a strong foundation in the theory and language of art and design
- 1 Hands-on learning that allows students to develop the skills and abilities that are critical in today's visual communications
- 1 The application and refinement of graphic design skills through various industry formats such as print publication and web design
- 1 Introduction to, and proficiency in, prevalent industry software
- 1 Valuable, practical experience through program-related, faculty-monitored internships or job-related assignments

Degree Program

- 1 [B.F.A., Graphic Design](#)

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