



Central to Creating Visual Expression.

Central's BA in Graphic/Information Design prepares students for careers in graphic arts, information design, fine art, marketing, and communications.

Graduates create, organize, and evaluate portfolios and apply creative problem solving and technical skills to produce art and designs in a variety of mediums. Additionally, students graduate with a comprehensive understanding of graphic design, branding & identity, web design, multimedia design, 3-D digital imaging, and animation.



Program Features

- Attend full- or part-time
- Classes on-campus and in hybrid format
- Portfolio development
- Hands-on skill development
- Work with inspiring artists and students
- Small class sizes
- Knowledgeable, diverse, and energetic faculty engaged in actively exhibiting artwork in galleries, museums, and theaters of national and international scope
- Internship and study abroad opportunities
- Financial aid and scholarships available
- Free on-campus child care available



What You'll Gain

Graduates with a BA in Graphic/Information Design should be able to:

- Apply Design Theory - Demonstrate understanding of design principles by applying design theory and process from an artistic perspective
- Think Critically/Use of Design Vocabulary - Apply critical thinking to create, organize, and evaluate a graphic/information design portfolio and be able to use design vocabulary appropriately and accurately
- UI/UX/Web Design/Social Media - Apply creative problem solving and technical skills in the creation of effective design solutions for social media and website design
- Design Print Media - Apply creative problem solving and technical skills in the creation of effective design solutions for print
- Design Motion Graphics/Multimedia/3D - Apply creative problem solving and technical skills in the creation of effective design solutions for motion, 3D and multi-media project work

Clubs

The Digital Art & Design Club offers graphic design majors and artists the opportunity to join a community of like-minded individuals. The club meets weekly to plan events and share art. Past events include museum trips to New York, the Vitamin D(esign) Art Show, and critiques of works in progress or completed art.

Career Preparation

Central graduates with a BA in Graphic/Information Design pursue careers in

- Freelance Design
- Product Design
- Web Design
- Social Media Design
- Creative Advertisement
- Animation
- Marketing
- and many more



PROGRAM WEBSITE

ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

