

GRAPHIC DESIGN

The dynamic field of graphic design offers diverse career possibilities that span all areas of industry including the New Mexico film industry. Our graphic design courses reflect this new world of visual communication where talented graphic designers are now limited only by their imagination

The Associate of Applied Science in Graphic Design degree and certificate programs are designed to give students the skills they need for a career in the continually expanding graphic design industry. The courses required for this degree are centered in digital art and technology, business, and marketing. Students begin by learning the basic principles of art and design as they train in the use of industry standard software to advance their skills. Our graduates have gone on to careers in marketing, website design, freelance graphic design, and some have opened their own graphic design businesses

Graphic Design - Associate of Applied Science (<https://catalogs.nmsu.edu/alamogordo/degrees-certificates/graphic-design/graphic-design-associate-applied-science/>)

Graphic Design - Certificate of Completion (<https://catalogs.nmsu.edu/alamogordo/degrees-certificates/graphic-design/graphic-design-certificate/>)

Graduates of this program will:

1. Demonstrate competency in the use of Graphic Design software.
2. Demonstrate competency in the design and production of promotional materials.
3. Generate appropriate visual solutions based on target marketing information.
4. Present ideas and concepts effectively and competently.
5. Analyze and critically interpret design solutions.
6. Visually demonstrate design solutions in a portfolio.

Arts and Sciences Division

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