

Graphic Design

Degree: Bachelor of Fine Arts in Graphic Design

The Graphic Design program at Marietta College provides opportunities and presents challenges to prepare students for a career in commercial art and design. Advertising, marketing, promotions, print production, and business practices are all related fields that are covered in the curriculum. The core goal of the program is to train students to be effective visual communicators and problem solvers in order to contribute their personal abilities to the professional marketplace.

Students are trained in fundamental studio art mediums. Those skills are then translated to a digital workflow using industry standard equipment — Macintosh computers, and a host of contemporary tools housed in the Graphics Design Lab in the Hermann Fine Arts Center. While the Design Lab hosts the majority of classroom lectures, demonstrations, and student work area, additional classes in painting, printmaking, art history and research assignments take graphic design students across many disciplines to offer exposure to a variety of ideas and methods.

Full-time faculty:

Jolene Powell, Professor
Sara Always-Rosenstock, Assistant Professor
Abigail Spung, Lecturer



Facilities:

- Mac-based computer lab
- Latest design software and professional-grade scanners
- Printmaking, painting, design, drawing, ceramics studios
- Large exhibition gallery

Sample Courses:

Drawing
Color Theory
Art History
Typography
Illustration
Publication Design
Design Practices
Web & Interactive Design
Art Direction
Software Instruction



To enrich your education as a designer, each major is required to take additional courses in marketing, public relations, business and creative writing.

Honor Societies and Student Organizations:

The **Arts and Humanities Council** has four purposes: to provide an atmosphere conducive to and supportive of creative and artistic endeavors; to create an on-campus residence community for individuals who share a common respect and interest for the fine arts and humanities; to offer a variety of programming and social opportunities for the entire campus relating to the arts and humanities; and to promote pre-existing campus organizations in the humanities and arts.

<http://www.marietta.edu/~art/graphic/index.html>

Kappa Pi is an international art fraternity that was established on the Marietta College campus in 2004. Students that have completed at least 12 credit hours in art history, graphic design, or studio art, and have at least a 3.0 GPA in all art classes are eligible for membership. The organization recognizes the achievements of both studio art and graphic design majors and minors. Kappa Pi hosts social events and lectures throughout the year and promotes a stronger appreciation for art among artists and students across the campus.

The American Institute of Graphic Arts (AIGA) is an association created for professionals of graphic design. The goals of the organization are to stimulate thinking about design, demonstrate the value of design, and empower the success of designers.

Scholarship Opportunities:

The Art Department offers its own merit-based scholarship for incoming freshman applying to the Studio Art and Graphic Design programs. This scholarship is a cash award selected from personal interviews consisting of a portfolio review and an on-site practical demonstration. Interested high schools seniors should contact the Art Department at art@marietta.edu to learn more. Scholarship meetings are scheduled in the winter for fall enrollment of the same year.

Internships:

Graphic Design majors are required to do a career-related internship in an actual business such as a graphic design firm, advertising agency, or other related business. 140 hours is the minimum work time for the semester. In-house internships may be created in lieu of the above.

Past Internships:

- Colony Theater
- American Greetings
- Morehead Marketing Design
- Stonewall Marketing Group

What can I do with this degree?

- Illustrator
- Graphic Artist
- Designer
- Art Director

Career Outcomes of MC Graduates:

- Partner/Co-Founder, East Capitol Communications LLC
- Graphic Designer, Women’s Apparel, Adidas
- Marketing Coordinator, Young Innovations, Inc.
- Brand Experience Designer, Coexist Creative
- Project Manager, Invisible Records
- Senior Interactive Designer, Blue Diesel
- Graphic Designer, Western Marine Electronics
- Graphic Designer, Sills, Cummis, and Gross PC
- Graphic Designer, Lunar Cow
- Graphic Designer, Chicago Wolves



"I chose Marietta College because of the area and the people. Everyone I met was so friendly and open that the transition to college was seamless. Art was my first love, and I pursued my degree in Graphic Design as well as Studio Art with a concentration in Painting. After graduating in 2008, I secured a position as a Graphic Designer with the Humane Society of the United States. Marietta not only taught me the skills I needed to secure a career, but also gave me the passion and drive to pursue my goals."

Claire Reintgen, Class of 2008, Graphic Designer, Humane Society of the United States