

# GRAPHIC DESIGN (BS)

## Program Overview

### Bachelor of Science Degree

Graphic Design (GMW) students combine their imagination and creativity to produce marketing-driven designs, animations, and web content. Students learn to produce creative visual content for business needs.

Building upon the core design and technical skills developed in the associate degree program, the Graphic Design bachelor's degree program further prepares students for positions in a wide variety of emerging new media careers. Students will develop interdisciplinary skills combining web content management systems, e-publishing, branding, logo design, packaging design, search engine optimization, web video, animation, and social media marketing. Integrated media delivery via ePub and mobile devices will be emphasized. Creative content development, media literacy, marketing, SEO writing, and UI/UX design, will support each student's "branded" portfolio and personalized career path.

The dynamic combination of skills obtained in the Bachelor of Science Degree in Graphic Design can be employed in a wide variety of fields, including advertising and promotion, public relations, packaging design, web design, content management systems, e-publishing, social media, and other visually creative career paths.

## Curriculum

Course	Title	Quarter Credit Hours
<b>Term VII</b>		
GMW 301	3D Modeling	4
GMW 302	Concept Development	3
GMW 305	Web Asset Production	4
EN 322	Argumentative Research Writing (COM Core) <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>15</b>
<b>Term VIII</b>		
GMW 310	Digital Editing I	4
GMW 311	Motion Graphics I	4
GMW 312	Motion Graphics Design	3
Elective	300-400 Level Social Sciences Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>15</b>
<b>Term IX</b>		
GMW 320	Digital Editing II	3
GMW 321	Motion Graphics II	4
GMW 322	Typography II	3
EN 421	Technical Communications (COM Core) <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>14</b>
<b>Term X</b>		
GMW 400	Digital Publishing III	4
GMW 401	Marketing and Brand Strategy	3
GMW 402	Package Design II	3
Elective	300-400 Level Math/Science Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>14</b>

<b>Term XI</b>		
GMW 411	Project Management	3
GMW 412	Social Media Marketing	3
GMW 413	Augmented Reality Marketing	3
Elective	300-400 Level Math/Science Core <sup>1</sup>	4
Elective	300-400 Level Humanities Core <sup>1</sup>	4
<b>Quarter Credit Hours</b>		<b>17</b>
<b>Term XII</b>		
GMW 423	Content Management Systems II	3
GMW 424	Senior Portfolio	5
Elective	300-400 Level Humanities, Social Sciences, or 200 Level Foreign Language Core <sup>1</sup>	4
Choose one of the following:		3
GMW 422	Special Topics	
GMW 480	Cooperative Work Experience	
<b>Quarter Credit Hours</b>		<b>15</b>
<b>Total Quarter Credit Hours</b>		<b>90</b>

<sup>1</sup> Liberal Arts Core.

## Legend

C = Number of lecture hours per week

L = Number of laboratory hours per week

T = Total Quarter Credit Hours where each lecture hour per week is one credit, every 2-4 laboratory hours are one credit depending on the expected amount of pre- or post-lab work.

All bachelor's degree students are required to take 28 credits of liberal arts and math/science courses as selected from the liberal arts core. See the course descriptions section of this catalog for a list of the core area courses.

Subject to change.

## Program Mission, Goals, and Outcomes

### Program Mission

The Bachelor of Science Degree in Graphic Design builds upon the foundational technology and design skills acquired in the associate degree program. The GMW bachelor's degree program provides immediately applicable communication skills and creative concept development for today's responsive media. This includes advanced graphics and web design, e-publishing, and video and motion graphics in support of multimedia and e-commerce marketing. Numerous new media career paths are integrated throughout the program. Each student's creative conceptualization and personalized portfolio development is the underlying goal.

### Program Goals

The GMW BS program will:

1. Provide learning opportunities for students to acquire the theoretical knowledge, applicable skills and attitude necessary to function as an entry-level multimedia producer, web designer, ePub, or graphic designer.
2. Instill in students the skills for creative conceptualization, media literacy, qualitative analysis, oral and written communication, professional growth and life-long learning.

3. Prepare students to creatively conceptualize and create projects on their own and in collaboration, with each student assuming responsibility for phases of the production process.

4. Prepare students to create and continually upgrade their digital portfolio, deployed via cloud or web server.

## Program Outcomes

GMW BS students will be able to:

1. Demonstrate knowledge of various software applications and hardware to build project-specific content.

2. Recognize and create effective versus ineffective elements of design content.

3. Understand and practice respect for copyright laws and regulations as they pertain to digital creation.

4. Recognize and demonstrate effective critical, creative thinking, and effective oral and written communication skills.

5. Demonstrate effective development and execution of creative assignments.

## Q&A and Technical Standards Questions & Answers

### 1. When do my classes meet?

Day Classes: Technical classes normally meet for at least three hours a day for up to five days a week. Classes normally begin in the early morning (7:45 a.m.), late morning (usually 11:25 a.m.), or mid-afternoon. The time slot for your program may vary from term to term.

Evening Classes: technical classes meet on the average of three nights a week, although there may be times when they will meet four nights a week. Classes normally begin at 5:45 p.m.

In addition, to achieve your bachelor's degree, you will take a total of approximately seven liberal arts courses, which will be scheduled around your program schedule over the course of your entire program. Each liberal arts course meets approximately four hours per week. Liberal arts courses are offered days, evenings, and Saturdays.

At the beginning of each term you will receive a detailed schedule giving the exact time and location of all your classes. The university requires that all students be prepared to take classes and receive services at any of NEIT's locations where the appropriate classes and services are offered.

When a regularly scheduled class falls on a day which is an NEIT observed holiday (Columbus Day, Veterans Day, Martin Luther King, Jr. Day, and Memorial Day), an alternate class will be scheduled as a make up for that class. The make up class may fall on a Friday. It is the student's responsibility to take note of when and where classes are offered.

### 2. How large will my classes be?

The average size for a class is about 20 to 25 students; however, larger and smaller classes occur from time to time.

### 3. How much time will I spend in lab?

Almost half of your technical courses consist of laboratory work. In order for you to get the most out of your laboratory experiences, you will first receive a thorough explanation of the theory behind your lab work.

### 4. Where do my classes meet?

Students should be prepared to attend classes at any of NEIT's classroom facilities: either on Access Road, Post Road, or the East Greenwich campus.

### 5. How long should it take me to complete my program?

To complete your degree requirements in the shortest possible time, you should take the courses outlined in the prescribed curriculum. For a typical six-term curriculum, a student may complete the requirements in as little as 18 months.

To complete all your degree requirements in the shortest time, you should take at least one liberal arts course each term.

Students may also elect to complete some of their liberal arts requirements during Intersession (except for EN courses), a five-week term scheduled between Spring and Summer Terms. Students will not be assessed any additional tuition for liberal arts courses taken during the Intersession but may be assessed applicable fees.

Students wishing to extend the number of terms needed to complete the required technical courses in their curriculum will be assessed additional tuition and fees.

### 6. Is NEIT accredited?

NEIT is accredited by the New England Commission of Higher Education (NECHE). Accreditation by NECHE is recognized by the federal government and entitles NEIT to participate in federal financial aid programs. Some academic departments have specialized professional accreditations in addition to accreditation by NECHE. For more information on accreditation, see NEIT's catalog.

### 7. Can I transfer the credits that I earn at NEIT to another college?

The transferability of a course is always up to the institution to which the student is transferring. Students interested in the transferability of their credits should contact the Office of Teaching and Learning for further information.

### 8. Can I transfer credits earned at another college to NEIT?

Transfer credit for appropriate courses taken at an accredited institution will be considered upon receipt of an official transcript for any program, biology, science, and mathematics courses in which the student has earned a "C" or above within the past three years and for English or humanities courses in which the student has earned a "C" or above within the last ten years. An official transcript from the other institution must be received before the end of the first week of the term for transfer credit to be granted for courses to be taken during that term. Students will receive a tuition reduction for the approved technical courses based on the program rate which will be applied against the final technical term of the curriculum's tuition amount. No tuition credit is provided for courses which are not a part of the technical curriculum.

### 9. What is the "Feinstein Enriching America" Program?

New England Institute of Technology is the proud recipient of a grant from the Feinstein Foundation. To satisfy the terms of the grant, the College has developed a one-credit community enrichment course which includes hands-on community enrichment projects. The course can be taken for a few hours per term, spread over several terms. Students who

are already engaged in community enrichment on their own may be able to count that service towards course credit.

#### 10. How many credits do I need to acquire my Financial Aid?

In order to be eligible for the maximum financial aid award, you need to maintain at least 12 credits per academic term.

#### 11. What does my program cost?

The cost of your program will be as outlined in your enrollment agreement, along with your cost for books and other course materials. Students who decide to take more terms than the enrollment agreement describes to complete the technical courses in their curriculum will be subject to additional fees and possible additional tuition costs. Students who elect to take the technical portion of the degree requirements at a rate faster than the rate prescribed in the curriculum and the enrollment agreement will be assessed additional tuition.

Students who require prerequisite courses will incur additional tuition and fees above those outlined in their enrollment agreement.

If a student elects to take a course(s) outside of the prescribed curriculum, additional tuition and fees will be assessed.

Remember, students who withdraw and re-enter, one time only, pay the tuition rate that was in effect for them at the time of their last day of attendance for up to one year from their last day of attendance. Second re-entries and beyond pay the tuition rate in effect at the time they re-enter. The most economical way for you to complete your college degree is to begin your program now and continue your studies straight through for the six terms necessary to complete your degree requirements.

#### 12. What kind of employment assistance does NEIT offer?

The Career Services Office assists NEIT students and graduates in all aspects of the job search, including resume writing, interviewing skills, and developing a job search strategy. Upon completion of their programs, graduates may submit a resume to the Career Services Office to be circulated to employers for employment opportunities in their fields. Employers regularly contact us about our graduates. In addition, NEIT's Career Services Office contacts employers to develop job leads. A strong relationship with employers exists as a result of our training students to meet the needs of industry for over fifty years. No school can, and NEIT does not, guarantee to its graduates employment or a specific starting salary.

#### 13. Where will job opportunities exist?

Graduates have obtained employment in the local area. However, one of the most exciting aspects of this program is the ability to look nationally for employment opportunities.

#### 14. Is there any state or federal licensing required in my field?

No license is required for any of the careers which you will be preparing to enter.

#### 15. Can I receive transfer credits for my portfolio?

"Portfolio review" transfer credit may be granted for any identifiable academic or professional equivalencies. This portfolio review will be done at the discretion of the GMW department.

#### 16. Are there specific pre-requisite courses required before enrolling in the GMW Bachelor program?

Yes, the GMW AS degree is a requirement for students continuing beyond the GMW AS degree program. Students transferring from other departments or outside colleges will need to submit appropriate materials for a portfolio review before any transfer credits can be granted.

#### 17. What kind of jobs will I be qualified to look for?

Generally, jobs may exist in graphics production areas of independent graphic design, video, and multimedia production houses as well as in corporate communications and marketing. Competition for jobs will be keen and requirements will increasingly emphasize an applicant's training, education, and portfolio. The job best suited to you will depend upon your individual strengths and interests.

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## Technical Standards

These technical standards set forth by the Graphic Design Program, establish the essential qualities considered necessary for students admitted to these programs to achieve the knowledge, skills and competencies to enter these fields. The successful student must possess the following skills and abilities or be able to demonstrate that they can complete the requirements of the program with or without reasonable accommodation, using some other combination of skills and abilities.

### Cognitive Ability

- Ability to interpret ideas and concepts visually and/or graphically
- Good reasoning and critical thinking skills.
- Ability to learn, remember and recall detailed information and to use it for problem solving.
- Ability to deal with materials and problems such as organizing or reorganizing information.
- Ability to apply theory to specific technical situations.
- Ability to break information into its component parts.
- Ability to understand 2-D and 3-D spatial relationships.
- Ability to perform tasks by observing demonstrations.
- Possession of basic computer skills, file management, and ability to perform computer operation tasks.

### Communications Skills

- Ability to communicate effectively with faculty and students, verbally and in writing, including the creation of storyboards

### Adaptive Ability

- Ability to maintain emotional stability and the maturity necessary to interact with other members of the faculty and students in a responsible manner.
- Ability to accept constructive criticism from faculty and peers, and revise their work as requested.

### Physical Ability

- Able to stand and/or sit and continuously perform essential course functions in the graphics lab, using a high degree of eye/hand psychomotor skills.
- Ability to sit and concentrate for long periods of time.
- Ability to perform learned skills, independently, with accuracy and completeness.

### Manual Ability

- Sufficient motor function and sensory abilities to participate effectively in the classroom laboratory.

- Sufficient manual dexterity and motor coordination to coordinate hands, eyes and fingers in the operation of a computer keyboard, and other equipment.

## **Sensory Ability**

### **Visual**

- Acute enough to enable the adjustment of an electronic image into sharp focus.
- Ability to properly distinguish colors.
- Acute enough to read small print.
- Acute enough to read small numbers on precision measuring instruments.

### **Auditory**

- Acute enough to distinguish low level (weak) audio signals.

## **Degree Progress Checklist**

### **Graphic Design - BS**

#### **Degree Progress Checklists**

- For students entering October 2023 or later
- For students entering October 2021 to September 2023
- For students entering October 2017 to September 2021