GRAPHIC DESIGN (CAREER FOCUSED BS)

Program Overview
Bachelor of Science Degree

The Career-Focused Bachelor of Science degree program in Graphic Design is designed to prepare motivated students for their careers in two short years. These results-oriented programs have fewer credits than the traditional programs and focus on workplace-ready skills. The Career-Focused programs are designed with liberal arts outcomes embedded within the context of courses in the major, highlighting the importance of soft skills in technology-focused careers. Career-Focused programs are closely aligned with market needs, providing students with a robust framework for both academic and professional success. These innovative programs will not only provide graduates with a skillset that is in demand but will also reduce the cost of their education and the time to enter their chosen career.

NEIT's reduced credit Career Focused programs will be sufficient to meet admission requirements for NEIT's master's degree programs. However, other institutions may not accept NEIT's reduced credit Career Focused program as an undergraduate credential sufficient for admission. It is critical that students confirm specific　　requirements with their institution of choice.

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

Early in the program, students learn digital photography, design, and computer graphics, and receive hands-on, project-oriented instruction in web design, graphic design, interactive multimedia, and branding. Building upon those core design and technical skills, students are prepared for positions in a wide variety of emerging new media careers. Students will develop interdisciplinary skills combining web content management systems, branding, logo design, packaging design, search engine optimization, web video, animation, and social media marketing. Integrated media delivery 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 Career-Focused Bachelor of Science Degree in Graphic Design can be employed in a wide variety of fields in a variety of graphics, web, and multimedia production environments, including advertising and promotion, public relations, packaging design, web design, content management systems, social media, and other visually creative career paths.

Curriculum

Course	Title	Quarter Credit Hours
Term I		
GMW 100	Digital Photography I	4
GMW 112	Digital Graphics I	3
GMW 123	Design I	3
EN 100	Introduction to College Writing	4
MA 110	Introduction to College Math	4
	Quarter Credit Hours	**18**
Term II		
GMW 110	Introduction to Web Design	4
GMW 205	Digital Photography II	4
GMW 223	Design II	3
MA 121	Business Math	4
	Quarter Credit Hours	**15**
Term III		
GMW 102	Digital Illustration	3
GMW 122	HTML	3
GMW 129	Project Planning and Estimating	3
GMW 201	Introduction to Typography	3
AR 203	Introduction to Drawing	4
	Quarter Credit Hours	**16**
Intersession 1		
SS 292	Internet and Society	4
HU 240	Graphic Design in the 20th Century	4
	Quarter Credit Hours	**8**
Term IV		
GMW 141	Design III	3
GMW 212	Digital Graphics II	3
GMW 231	Digital Publishing I	4
GMW 251	Special Topics: GMW	3
Elective	100-200 Level Social Sciences Core	4
	Quarter Credit Hours	**17**
Term V		
GMW 215	Web Content Management with WordPress	5
GMW 220	UI/UX Design	3
GMW 232	Digital Publishing II	4
GMW 233	Package Design I	3
EN 322	Advanced Career Writing for Digital Media	4
	Quarter Credit Hours	**19**
Term VI		
GMW 322	Typography II	3
GMW 400	Digital Publishing III	4
GMW 401	Marketing and Brand Strategy	3
GMW 402	Package Design II	3
	Quarter Credit Hours	**13**
Term VII		
GMW 305	Web Asset Production	4
GMW 411	Project Management	3
GMW 412	Social Media Marketing	3
GMW 413	Augmented Reality Marketing	3
	Quarter Credit Hours	**13**
Intersession 2		
HU 315	Cultural Competence in the Workplace	4
	Quarter Credit Hours	**4**
Term VIII		
GMW 310	Digital Editing I	4
GMW 311	Motion Graphics I	4

GMW 423	Content Management Systems II	3
GMW 424	Senior Portfolio	5
	Quarter Credit Hours	**16**
	Total Quarter Credit Hours	**139**

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.

Subject to change.

Program Mission, Goals, and Outcomes
Program Mission

The GMWF 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 program goals of the GMWF Bachelor's Degree are:

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:

The GMWF graduate 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 and 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. A technical time slot 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 nine 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, and online.

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 (Martin Luther King Jr. Day, President's Day, Memorial Day, Juneteenth, Labor Day, Columbus Day and Veteran's 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 at the Post Road, Access Road, or East Greenwich campuses.

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 eight-term curriculum, a student may complete the requirements in as little as 24 months as long as you take classes in both intersessions. The Intersession is a special five-week term scheduled between Spring and Summer Terms.

6. Is NEIT accredited?

NEIT is accredited by the New England Commission of Higher Education (formerly the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges, Inc.). 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.What are the admissions criteria to this program?
To be considered for admission to this program, you must provide/meet the following requirements:
•Transcripts from high school or prior college coursework
•A minimum high school GPA of 3.0 or a college GPA of 2.5 (B- or higher for all English and math courses).
•An Accuplacer entrance exam for students with a GED and those 24 and older with no college achieving a reading score of 236 or higher, a writing score of 14 or higher and a math score of 244 or higher.

8.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.

9.Can I transfer credits earned at another college to NEIT?
Transfer credit for appropriate courses taken at an accredited institution will be considered for courses in which the student has earned a "C" or above. 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.

10.Can I switch to a traditional bachelor's program after being enrolled in the career-focused bachelor's program?
Students enrolled in the Career-Focused Bachelor of Science degree program have the flexibility to transition to the traditional program at any point during their first two terms. After the second term, students who wish to shift to the traditional program will need to meet with their student advisor to develop a custom program.

11.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 university 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.

12.Are NEIT's career-focused baccalaureate programs eligible for federal financial aid?
NEIT's career-focused baccalaureate programs are eligible for Title IV federal financial aid. However, students who leave NEIT having completed an career-focused baccalaureate degree but later choose to return to NEIT or attend another institution to complete additional undergraduate credits, either to earn a Certificate of Post-Baccalaureate Studies or to earn a second baccalaureate degree, will not be eligible for federal grant aid and may have limited eligibility for other federal aid programs.

13.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.

14.What kind of employment assistance does NEIT offer?
The Career Services Office assists NEIT students and graduates in in all aspects of the job search, including resume writing, interviewing skills, and developing a job search strategy. Upon completion of their program, 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, our 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.

15.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.

16.Is there any state or federal licensing required in my field?
No.

Technical Standards

These technical standards set forth by the Career-Focused Bachelor of Science degree program in Graphic Design 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.
- 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 use abstractions in specific concrete situations.
- Ability to break information into its component parts.
- Ability to understand spatial relationships.
- Possession of basic math skills through addition, subtraction, multiplication and division of whole numbers and fractions using both the U.S. and Metric systems of measurement.
- Ability to perform tasks by observing demonstrations.
- Possession of basic keyboarding skills and knowledge of computer programs.

Communications Skills:

- Ability to communicate effectively with faculty and students.
- Ability to demonstrate and use the knowledge acquired during the classroom training process and in the lab setting.

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.

Physical Ability:

- Ability to stand and/or sit 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 use of the computer, plotter and other equipment.

Sensory Ability:

Visual

- Acute enough to enable the adjustment of drafting equipment.
- Ability to properly distinguish colors.
- Acute enough to read small print.
- Acute enough to read small numbers on measuring instrument.

Degree Progress Checklist

- For students entering October 2025 or later