CERTIFICATE
Graphic Communication

Lawrence Technological University

4% chance that graphic design jobs will become automated

Source: willrobotstakemyjob.com

$53,380

graphic designer median salary

Source: 2020 U.S. Bureau of Labor Statistics

A career you'll love. Specs@LTU's Graphic Communication Online Certificate program gives you the technological skills needed to problem-solve in artistic ways.

CURRICULUM

Semester One
Fundamentals of Graphic Design
Introduction to Computer Graphics

Semester Two
Web Design Essentials
Visual Branding and Identity

Semester Three
Integrated Web Solutions
Advanced Portfolio Projects

The Graphic Communication (GFX) Online Certificate program focuses on promotion while teaching students to produce and present both print and digital graphic design work in a professional client/designer environment; with a focus on logos, branding and identity, package design, and web design.

WHY SPECS@LTU?

The Graphic Communication (GFX) Online program teaches students the basics of print and web design utilizing Adobe Creative Cloud software. Students alter images in Photoshop, create vector graphics in Illustrator, prepare layouts using InDesign, and create websites in WordPress, while developing a sound understanding of design fundamentals. Upon satisfactory completion of the GFX program, successful graduates will be able to visually communicate concepts and ideas for print and web design; produce and present work appropriate for a professional client/designer environment; format and design press-ready pieces with images and typography; design, create, host and maintain websites using HTML, CSS, and other web technologies; and brand and represent companies via web and social media.

The Brookings Institution ranks LTU fifth among U.S. colleges and universities for adding value in preparing graduates for well-paying occupations. LTU's focus on theory and practice, and its location at the center of the nation's #1 region for technology uniquely position you to gain the experience and advanced knowledge you need to succeed.

Specs@LTU will teach you to:

- Demonstrate a basic understanding of design software commonly used in the industry
- Understand and develop an effective use of typography and design
- Design and develop web pages along with social media content
- Identify and/or produce copy for advertising, packaging and web design
- Understand the effective use of color in design
- Develop cohesive branding/identity for corporations, products and services
- Demonstrate an understanding of the printing process, printing substrates, and finishing processes
- Understand copyright and Digital Rights Management

CAREER SERVICES

Specs@LTU classes prepare students to work in their chosen industry. Some of the topics covered in class include the demands of today's media professionals, how to work with clients, understanding the organizational structure of the industry, and establishing the professionalism needed to acquire an entry-level job.

MORE INFORMATION - 800.225.5588, admissions@ltu.edu

Transfer Your CERTIFICATE into

An Associate in Graphic Design
A Bachelors in Graphic Design

Scholarship Available WORTH $10,000

for details, call 800.225.5588, email admissions@ltu.edu, or visit www.ltu.edu/specs

GET MORE. DO MORE.

Lawrence Technological University produces leaders with an entrepreneurial spirit and a global view. Specs@LTU builds off of LTU's model of theory and practice, and puts students in the studio to give them real world experience and training.

YOUR BENEFITS ALSO INCLUDE

- Faculty with current industry experience
- Convenient schedules that include day or evening classes
- Well-connected career placement services
- High-tech, wireless 107-acre campus that's commuter friendly

Explore nearly 100 undergraduate, master's, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Business and Information Technology, Engineering, and Health Sciences.

Lawrence Technological University®

>specs@LTU PROFESSIONAL DEVELOPMENT

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