

# GRAPHIC DESIGN, B.DES.

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**Begin Campus:** University Park

**End Campus:** University Park

## Program Description

This degree is intended to prepare students for careers in graphic design. The program includes the technical skills and the creative and intellectual capacity essential to the practices of graphic design and is intended to prepare students for employment in design studios, advertising agencies, packaging, publications and corporate design, film and television graphics, and Web and interactive design.

## What is Graphic Design?

The Bachelor of Design in Graphic Design program at Penn State, is a four-year professional program accredited by the National Association of Schools of Art and Design (NASAD). Graphic design is a professional field of visual communication, creative thinking, and complex problem-solving. Practitioners connect people with ideas, products, environments, and experiences. Graphic design explores systems, technologies, methods, and strategies for integrating typography, imagery, and form into a visual language that informs, instructs, and persuades. It is an engaging and evolving knowledge for advancing the human experience.

## You Might Like This Program If...

- You enjoy learning and playing with new ideas and emerging technologies.
- You are creative, focused, and engaged.
- You love typography and imagery.
- You want to make things that improve the world and our experience of it.