## **GRAPHIC DESIGN**

## Graduates of this program will:

- 1. Demonstrate competency in the use of Graphic Design software.
- 2. Demonstrate competency in the design and production of promotional materials.
- 3. Generate appropriate visual solutions based on target marketing information.
- 4. Present ideas and concepts effectively and competently.
- 5. Analyze and critically interpret design solutions.
- 6. Visually demonstrate design solutions in a portfolio.