

GRAPHIC DESIGN

Are you a creative problem solver?
Gain essential skills to succeed in
a modern economy.



Clarke provided us with the education, experiences, and connections that have helped us thrive from day one in the graphic design profession. This is a city that loves art and students have some amazing opportunities to contribute, learn, exhibit and compete.

KARAN SIEVERDING
Graphic Design '16
Graphic Designer,
Dupaco Community Credit Union

KAITLYN (SVESTKA) HUMPAL
Graphic Design '16
Motion Graphics Designer,
The Buzz Creative Group

DESIGN. DRAW. THINK. CREATE.

Communicate your ideas across a variety of media channels: social media, corporate branding, and service-related social causes. The Art+Design program empowers independent learning and self-expression. Expert faculty will help guide and empower you as an independent design thinker, entrepreneur, and maker. Accept the challenge, take the risk...innovate! Be a design leader.

The Adobe Creative Cloud ignites digital content creation. Students are prepared with industry-standard tools to dream, create, and make ideas come to life inside and outside of the classroom. You will develop strong creative and communication skills for today and the future.

"Leading employers see creativity as a critical skill for the future workforce. Defining skills are: ability to solve complex problems, think critically, create, manage people, and coordinate with others."

"The Future of Jobs Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution." World Economic Forum, January 2016

ENGAGED IN COMMUNITY

Design students are professionally equipped as 21st century design thinkers, makers, and entrepreneurs. Real-world experiences start from the first year of studies. Students serve as designers and partners in the Dubuque Chamber of Commerce YEA (Young Entrepreneurs Academy), join with area professionals in the Design Ideathon at Creative Adventure Lab, travel to Des Moines for AIGA conferences as well as Art Expo Chicago, make van trips to the artist book collection in Madison, WI, and learn type history at the Hamilton Wood Type Museum in Two Rivers, WI.

CAREER-READY INTERNSHIPS

You will find the experience of building a portfolio and professional practices emphasized in coursework. This past year students interned with:

- McCullough Creative
- Buzz Creative
- Gigantic Design
- Cottingham and Butler Insurance
- Kendall Hunt Publishing
- Cartegraph
- Dubuque County Conservation Board
- Mississippi River Museum and Aquarium



Graphic Design students get hands-on experience in a required internship, many of which lead to full-time positions in the art industry.



Students work one-on-one with art professors who are practicing artists, well-known in their fields.



Each year, Clarke University graphic design students win recognition at the American Advertising Federation (AAF) Dubuque ADDY Awards.

ADMISSIONS OFFICE
(563)588-6316
admissions@clarke.edu



COOL CLASSES

BRAND IDENTITY SYSTEMS — Develop brand elements such as logos, corporate identities, packaging, and advertisements.

INTERACTIVE DESIGN — Interactive Design is centered on human/user interaction, web design, media development, and visual coding.

ART + DESIGN METHODS — You learn creative problem-solving processes as well as art and design methods through digital and analog media.

LET'S TALK CAREERS

A degree in graphic design can lead to many careers, including:

- Art Director
- Character Developer
- Corporate Designer
- Exhibition Designer
- Film Video Artist
- Visual Designer
- Illustrator/ Designer
- Magazine Designer
- Social Media/Digital Marketer

100%

job placement rate
2010 - 2019

\$51K

Average salary per year
according to the
U.S. Bureau of Labor Statistics



LEARN MORE!

clarke.edu/academics/graphic-design



Clarke

UNIVERSITY