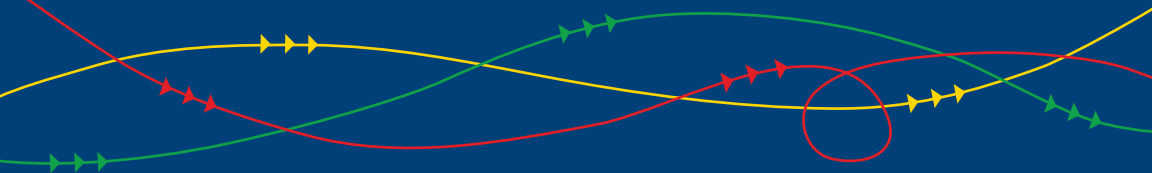


# GRAPHIC DESIGN

AMERICAN UNIVERSITY COLLEGE OF ARTS & SCIENCES





# WHAT IS GRAPHIC DESIGN?

Graphic design is all around you. In the course of a day, you encounter graphic design everywhere. Let's take what might be your usual day at AU. From the moment you wake up, you will interact with design several times before even leaving your room. From the packaging of your toothpaste to the logo on your shoes, examples of graphic design are endless. The nutrition label on your favorite drink, the visual interface of your phone or computer, the graphics you see on the television... all of it is graphic design.

On your way to class you might pick up a copy of the Eagle, AU's student newspaper, which has been laid out the night before following compositional and typographic outlines studied in graphic design. Walking the hallways of the buildings on campus you'll see posters for events that are also the result of designers at work. If you take public transportation to get somewhere in DC, the signage and maps you encounter on the metro are also examples of graphic designers at work.

But design isn't just about commercial communications, it's about effective communication. Design also shapes, and often creates, social and political messages. There are unlimited ways to apply graphic design to the world. Discovering those applications is up to you.

# STUDENT WORK

Each Spring, students in the Graphic Design program plan the AU Design Show to showcase their work. Here are some examples of class projects created by students that were featured in the 2013 show.



Poster  
by Una Kravets



Poster  
by Michelle Cogut



Packaging  
by Hannah Karl



Mobile App  
by Morgan Wheaton



Website  
by Kara Levine



Book Jacket  
by Una Kravets



Packaging  
by Nikki Hornstein



iPad App  
by Anna Scalamogna



**Graphic Design classes are located on the second floor of the Katzen Arts Center**

# DESIGN AT AU

Graphic Design is within the college of Arts and Sciences, in the Art Department. American University offers a BA degree in graphic design, as well as a minor. There are two tracks for the major: print media or experience design and multimedia, although students are encouraged to take courses in both tracks to being more well-rounded designers.

## YOUR FUTURE IN DESIGN

Think you want to try it out, but not sure about your future? Don't let the art department fool you, as there might be starving artists but you won't hear of a starving designer! Career options are numerous and well paid. After graduation you may find yourself working in advertising, retail packaging, branding, web and interactive design, etc., for all sorts of clients, profit or non-profit. Also being in the nation's capital expands your opportunities for getting internships while you're still in school to get experience in the real world.

## LEARN MORE

For more information contact the program coordinator Chemi Montes by email at [cmontes@american.edu](mailto:cmontes@american.edu), stop by his office in room 221 of the Katzen Arts Center or call him at 202-885-1697. You can also visit the graphic design website at [www.design.american.edu](http://www.design.american.edu)



