

# FAQ'S.

## Q: IS THE DEPARTMENT OF ART & GRAPHIC DESIGN ACCREDITED & WHY IS THIS IMPORTANT?

A: Yes, the Department of Art and Design at HPU is accredited by the National Association of Schools of Art & Design (NASAD). NASAD is a rigorous accreditation that the design acquire around top schools in art and accredited visual professionals who study ideas, and we look forward to seeing what you can do with these projects.

## Q: WHAT SKILLS DO I NEED TO BECOME A SUCCESSFUL DESIGNER?

A: Graphic Designers must be strong visual communicators, with conceptual and creative problem-solving skills sets. We train our students in critical and formal tasks that make them sophisticated designers and communication indicators.

## Q: WHAT IS THE DIFFERENCE IN OUR DEGREE AND A COMMUNICATION DEGREE?

A: Our degree focuses on professional practice and important rigorous studies in Graphic Design. Our degree is a Graphic Design degree. Our department is accredited by NASAD, which is a top accreditation that Graphic Design professionals look for when hiring new team members.

## Q: CAN I GET A JOB?

A: Our graduates get jobs in the professional Accredited programs. A: We recommend looking for NASAD Accredited programs.

## Q: HOW DO I KNOW WHAT GRAPHIC DESIGN SCHOOL TO CHOOSE?

A: No, designers are trained with skills that can be translated into many other areas for positions depending on the individual's strengths.

## Q: IF I RECEIVE A GRAPHIC DESIGN DEGREE, AM I LIMITED TO A GRAPHIC DESIGN CAREER?

A: Within the Liberal Arts Degree, like we embrace here at HPU, you have 50 credits in the General Education core where you can explore many other Design areas. The cool thing about this is you have choices on how to build your degree with your interests. There are categories with requirements, but within these categories, there is a lot of room for exploration. This exploration helps you be a Graphic Designer.

## Q: WHAT IS THE DIFFERENCE BETWEEN VISUAL COMMUNICATION & GRAPHIC DESIGN?

A: Visual Communication and Graphic Design are the same area named differently for emphasis.

## Q: IS SOFTWARE ALL I NEED TO LEARN TO BE A DESIGNER?

A: We structure the Graphic Design curriculum to embrace your own interests. We assign projects that encourage and support exploration of your sophisticated visual and conceptual professional nature of functional nature of software. We embrace Design Thinking, Conceptual Devices, and many other topics that consider communication methods.

## Q: CAN I DEVELOP MY IDEAS & PASSIONS WITH THIS DEGREE?

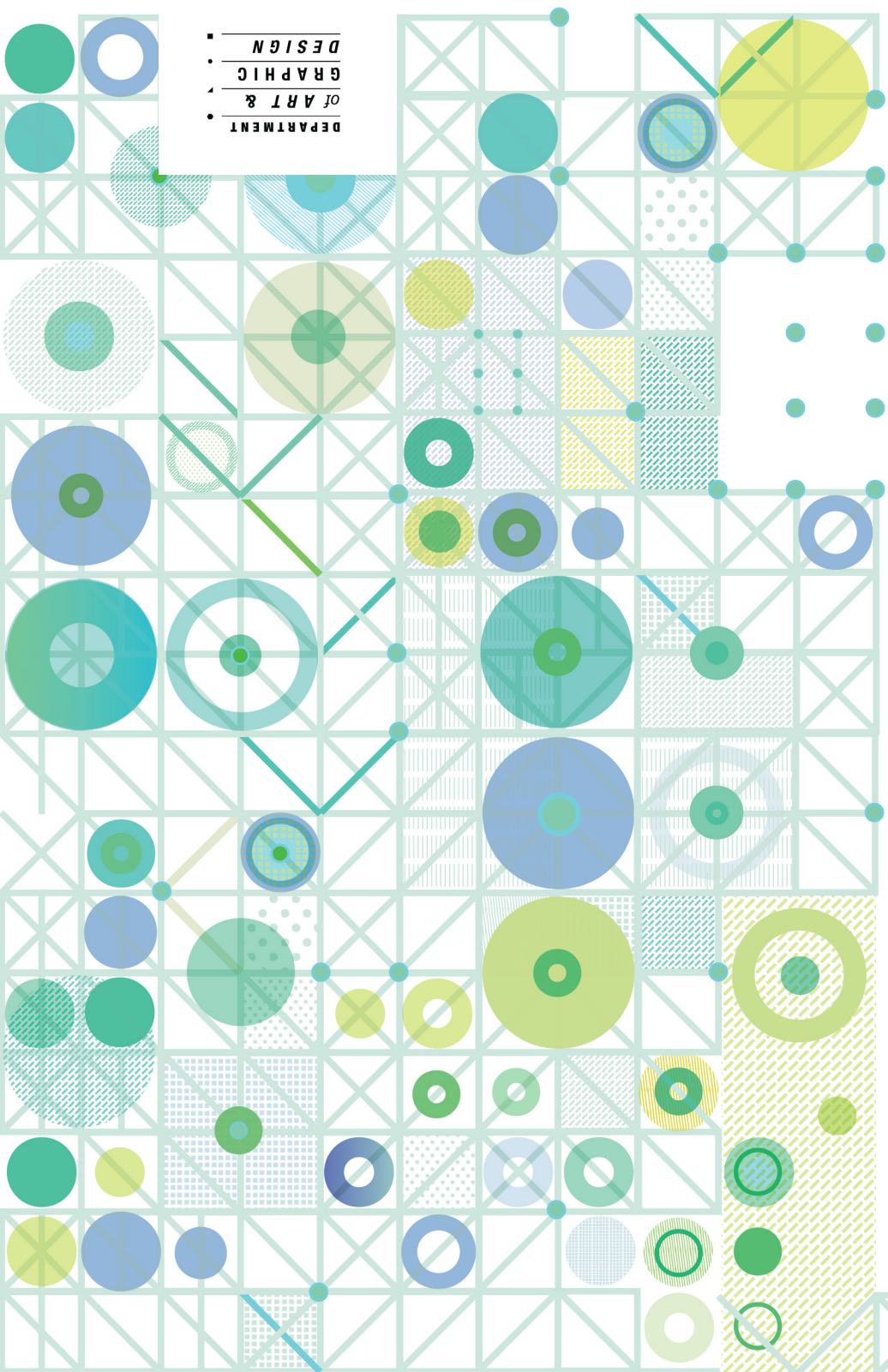
A: We embrace your own interests. We assign projects that encourage and support exploration of your sophisticated visual and conceptual professional nature of functional nature of software. We embrace Design Thinking, Conceptual Devices, and many other topics that consider communication methods.

# FAQ'S ABOUT GRAPHIC DESIGN at HPU...?

DEPARTMENT  
of ART &  
GRAPHIC  
DESIGN

## Graphic Design Careers at a Glance:

- Graphic Designer.
- Communication Designer.
- Junior Designer.
- Senior Designer.
- Art Director.
- Creative Director.
- Associate Creative Director.
- Executive Creative Director.
- Design Director.
- Ad Director.
- Senior Creative Developer.
- Senior Digital Designer.
- Design Consultant.
- In-House Designer.
- Creative Consultant.
- Advertising Associate.
- Graphic Design Associate.
- Advertising Designer.
- Marketing Specialist.
- Design Studio Director.
- Brand Designer.
- Print Designer.
- Package Designer.
- Book Cover Designer.
- Poster Designer.
- Editorial Designer.
- Layout Designer.
- Production Designer.
- Motion Graphics Designer.
- Web Designer.
- Interactive Designer.
- Ap Designer.
- UI / UX Designer.
- Illustrator.
- Presentation Designer.
- Information Graphic Designer
- Brand Consulting Graphic Designer.
- Trade Show Design.
- Point of Purchase Design.
- Environmental Design.
- Service Designer.
- Language Director.
- Communication Coordinator.
- Media Designer.
- Media Director.
- Copy Editor.
- Digital Artist.
- Animation Designer.
- Game Graphics Designer.
- Content Designer.
- Social Media Designer.
- Surface Designer.
- Sustainability Designer.
- Studio Artist.
- Teacher.



DEPARTMENT  
of ART &  
GRAPHIC  
DESIGN

# → → → → WHAT is the DIFFERENCE BETWEEN GRAPHIC DESIGN & OTHER DEGREES ?

## BFA, Concentration in GRAPHIC DESIGN

### HPU GRAPHIC DESIGN

#### o NASAD Accreditation.

NASAD is the National Association of Schools of Art & Design. The best schools in the country have achieved this rigorous accreditation.

✓ YES!

o BFA. Bachelor's of Fine Arts, concentration in Graphic Design.

✓ YES!

o NASAD Accredited Studio-based Courses with Practical Experience-based Assignments.

✓ YES!

o You can enter the Graphic Design field with a full-time job upon graduation with the BFA degree.

✓ YES!

o A focus on Form, Creativity, and Concept-based outcomes like real world projects.

✓ YES!

o Professors with years of real-world experience in the Graphic Design profession.

✓ YES!

o Take trips to New York City, Washington DC, & Italy for experiential learning opportunities.

✓ YES!

#### Software + Creativity.

Intensive study in the mastery of software skills, learning how to communicate with software and use programs as creative tools. During this process students create multiple comps per project and learn how to utilize the Adobe Creative Cloud to create key design assets.

o Adobe Illustrator. ●●●●●●●●●●

✓ intensive study

o Adobe Photoshop. ●●●●●●●●●●

✓ intensive study

o Adobe InDesign. ●●●●●●●●●●

✓ intensive study

o Adobe After Effects. ●●●●●●●●●●

✓ intensive study

o Adobe Dreamweaver. ●●●●●●●●●●

✓ intensive study

o Coding - CSS / HTML ●●●●●●●●●●

✓ intensive study

o Adobe Dimension. ●●●●●●●●●●

✓ intensive study

o Adobe Acrobat. ●●●●●●●●●●

✓ intensive study

#### Roles / Archetypes.

These Archetypes are roles that our designers are trained to be competent in throughout the degree. Designers play different roles within different fields. We want our designers to have multiple seats at the design table.

o Designer as Professional ●●●●●●●●●●

✓ intensive study

o Designer as Communicator ●●●●●●●●●●

✓ intensive study

o Designer as Problem Solver ●●●●●●●●●●

✓ intensive study

o Designer as Entrepreneur ●●●●●●●●●●

✓ intensive study

o Designer as Maker ●●●●●●●●●●

✓ intensive study

o Designer as Artist ●●●●●●●●●●

✓ intensive study

o Designer as Illustrator ●●●●●●●●●●

✓ intensive study

o Designer as Storyteller ●●●●●●●●●●

✓ intensive study

#### Formal Investigation.

Formal Investigation explores the Elements and Principles of design which is a key reference in design history and are core characteristics that professional designers possess.

o Elements of Design ●●●●●●●●●●

✓ intensive study

o Principles of Design ●●●●●●●●●●

✓ intensive study

o Design Thinking ●●●●●●●●●●

✓ intensive study

o Problem Solving ●●●●●●●●●●

✓ intensive study

o Design Research ●●●●●●●●●●

✓ intensive study

o Design in Context ●●●●●●●●●●

✓ intensive study

o Conceptual Design ●●●●●●●●●●

✓ intensive study

o Exploring Media as Message ●●●●●●●●●●

✓ intensive study

o Historic Perspectives ●●●●●●●●●●

✓ intensive study

#### Conceptual + Critical Analysis.

Students need skills in critique and analysis to have a competitive edge in presenting work, articulating reasons why, and explaining work to clients. Every class is intensively immersed in critique and analysis of form and concept.

o Conceptual Inquiry + Studio Practice ●●●●●●●●●●

✓ intensive study

o Aesthetic Building & Inquiry ●●●●●●●●●●

✓ intensive study

o Aesthetic Analysis ●●●●●●●●●●

✓ intensive study

o Critique + Critical Analysis ●●●●●●●●●●

✓ intensive study

o Self Analysis ●●●●●●●●●●

✓ intensive study

#### Making + Process + Practice.

o Studio Culture ●●●●●●●●●●

✓ intensive study

o Making as Practice ●●●●●●●●●●

✓ intensive study

o Experiential Practice ●●●●●●●●●●

✓ intensive study

o Investigative Practice ●●●●●●●●●●

✓ intensive study

o Action-oriented Practice ●●●●●●●●●●

✓ intensive study

o Process / Design Process ●●●●●●●●●●

✓ intensive study

o Prototyping ●●●●●●●●●●

✓ intensive study

o Production & Printing ●●●●●●●●●●

✓ intensive study

o Experimental Printing Methods ●●●●●●●●●● PR

✓ intensive study

#### Image Making + Studio Art.

o Photography ●●●●●●●●●●

✓ intensive study

o Drawing [We will teach you.] ●●●●●●●●●●

✓ intensive study

o Image Making [We will teach you.] ●●●●●●●●●●

✓ intensive study

o Illustration ●●●●●●●●●●

✓ intensive study

## Typography + History.

Students learn key concepts to be able to successfully manipulate typography as a communication tool. Within the field of graphic design designers harness the powers of type and image to develop design assets. Designers must know how to work with typography as image, typographic anatomy, pairing typefaces, and other important skills.

o Typographic Exploration + History ●●●●●●●●●●

✓ intensive study

o Expressive Typography [type as image] ●●●●●●●●●●

✓ intensive study

o Practical Typography ●●●●●●●●●●

✓ intensive study

o Poetic Typography ●●●●●●●●●●

✓ intensive study

o Persuasive Typography ●●●●●●●●●●

✓ intensive study

o Typeface Building ●●●●●●●●●●

✓ intensive study

o Typeface Pairing ●●●●●●●●●●

✓ intensive study

o Analog Typography ●●●●●●●●●●

✓ intensive study

o Typographic Anatomy ●●●●●●●●●●

✓ intensive study

o Typographic Classification ●●●●●●●●●●

✓ intensive study

o Typographic Rules ●●●●●●●●●●

✓ intensive study

## Book Making + Zines + Brochures + Folding.

o Book Design / Space + Narrative ●●●●●●●●●●

✓ intensive study

o Layout Design ●●●●●●●●●●

✓ intensive study

o Typographic Systems & Grids ●●●●●●●●●●

✓ intensive study

o Information Graphics / Visualizing info. ●●●●●●●●●●

✓ intensive study

o Process Books ●●●●●●●●●●

✓ intensive study

o Experimental Writing & Narrative Building ●●●●●●●●●●

✓ intensive study

## Branding + Logo Design.

o Icon Design ●●●●●●●●●●

✓ intensive study

o Logo Design / Symbol / Lettermark / Wordmark ●●●●●●●●●●

✓ intensive study

o Design for Dynamic Identities ●●●●●●●●●●

✓ intensive study

o Brand Identity Design ●●●●●●●●●●

✓ intensive study

o Personal Branding ●●●●●●●●●●

✓ intensive study

o Designing Brand Book + Brief ●●●●●●●●●●

✓ intensive study

o Brand Design + Brand Writing + Archetypes + UVP ●●●●●●●●●●

✓ intensive study

o Brand Design for the Senses / Sight / Sound / Touch ●●●●●●●●●●

✓ intensive study

o Design-based Brand Strategy + Narrative Building ●●●●●●●●●●

✓ intensive study

## Package Design + 3D Design.

o Package Design ●●●●●●●●●●

✓ intensive study

o Package Pattern Making ●●●●●●●●●●

✓ intensive study

o Pattern Making ●●●●●●●●●●

✓ intensive study

o Paper Engineering + Folding ●●●●●●●●●●

✓ intensive study

## Experimental Design.

o Experimental Ephemera ●●●●●●●●●●

✓ intensive study

o Experimental Illustration ●●●●●●●●●●

✓ intensive study

o Self-Driven Work ●●●●●●●●●●

✓ intensive study

o Digital Art ●●●●●●●●●●

✓ intensive study

## Professional Practice.

o Professional Practice ●●●●●●●●●●

✓ intensive study

o Real World Projects with Clients ●●●●●●●●●●

✓ intensive study

o Studies in Best Practice + Client Interaction ●●●●●●●●●●

✓ intensive study

o Professional Documents & Concepts ●●●●●●●●●●

✓ intensive study

o Client Questionnaire ●●●●●●●●●●

✓ intensive study

o Resume Design ●●●●●●●●●●

✓ intensive study

o Invoices ●●●●●●●●●●

✓ intensive study

o Terms ●●●●●●●●●●

✓ intensive study

o Professional Presentations for clients ●●●●●●●●●●

✓ intensive study

o Portfolio Development & Analysis ●●●●●●●●●●

✓ intensive study

o Working with Clients ●●●●●●●●●●

✓ intensive study

## Website Design + Interactive.

o Website Design ●●●●●●●●●●

✓ intensive study

o Mixing Formal Design with Code ●●●●●●●●●●

✓ intensive study

o Coding + CSS + HTML ●●●●●●●●●●

✓ intensive study

o App Design ●●●●●●●●●●

✓ intensive study

## Motion + Animation.

o Motion ●●●●●●●●●●

✓ intensive study

o Animated Gifs / Stop Motion Animation ●●●●●●●●●●

✓ intensive study

o Story telling / Narrative building ●●●●●●●●●●

✓ intensive study

