B.S. Graphic Design Communication

Kanbar College | School of Design & Engineering

Jefferson
Thomas Jefferson University

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Elizabeth Shirrell

Graphic Design Communication, Director

Elizabeth.Shirrell@jefferson.edu

215-951-2116

PROGRAM DESCRIPTION

The Graphic Design Communication program at Thomas Jefferson University emphasizes the role of design as a vital cultural, social, economic, political, and environmental force in society. Rooted in the universal principles of design that shape our world and the human experience, graduates learn to think and make critically in order to identify and solve a wide variety of modern problems.

Every student in the program learns the foundations of visual aesthetics, design research, the creative process, and a variety of tools and technology. Students can extend this core knowledge through a variety of design electives in order to find their unique place within the ever-changing and expanding design profession.

By fostering curiosity, faculty empower students to develop individual points of view and equip them to investigate and tackle the complex challenges of our profession and the world. We provide students with opportunities to explore a range of techniques and applications, to collaborate with peers and faculty from other programs, to work on industry projects, and to engage with the professional design community.

PLAN OF STUDY

Total: 121 credits

First Year (31 credits)

Major Core
- Design Essentials
- Drawing Essentials
- Digital Imaging
- Design 2: Introduction to GD
- History of Western Art I

DEC Core
- Integrative Design Process

Hallmarks Core
- Pathways Seminar
- Writing Seminar I
- Topics in American Studies
- Mathematics I
- General Science

Second Year (30 credits)

Major Core
- Design 3: Intro to Typography
- Design 4: Advanced Typography
- Introduction to Photography
- Fnd of Web Design and Strategy
- History of Western Art II

DEC Core
- Systems
- Framework: Business Models

Hallmarks Core
- Ethics
- Global Diversity
- Writing Seminar II

Third Year (30 credits)

Major Core
- Design 5: Branding
- Design 6: Advanced Branding
- History of Graphic Design
- GDC Designated Electives (3 credits)

DEC Core
- Ethnographic Research Methods

Business Core
- Principles of Marketing

Hallmarks Core
- American Diversity
- Global Citizenship
- Contemporary Global Issues

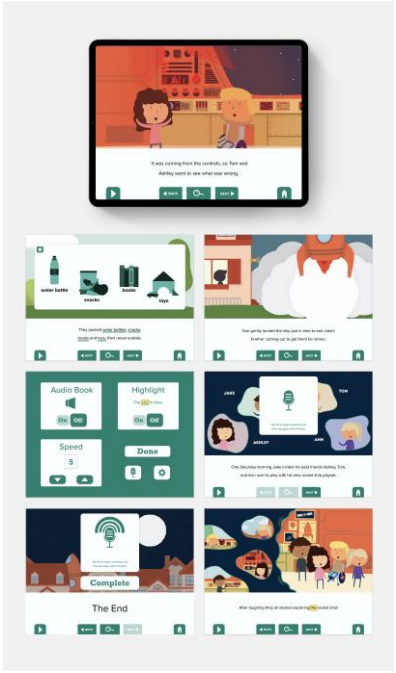
Fourth Year (30 credits)

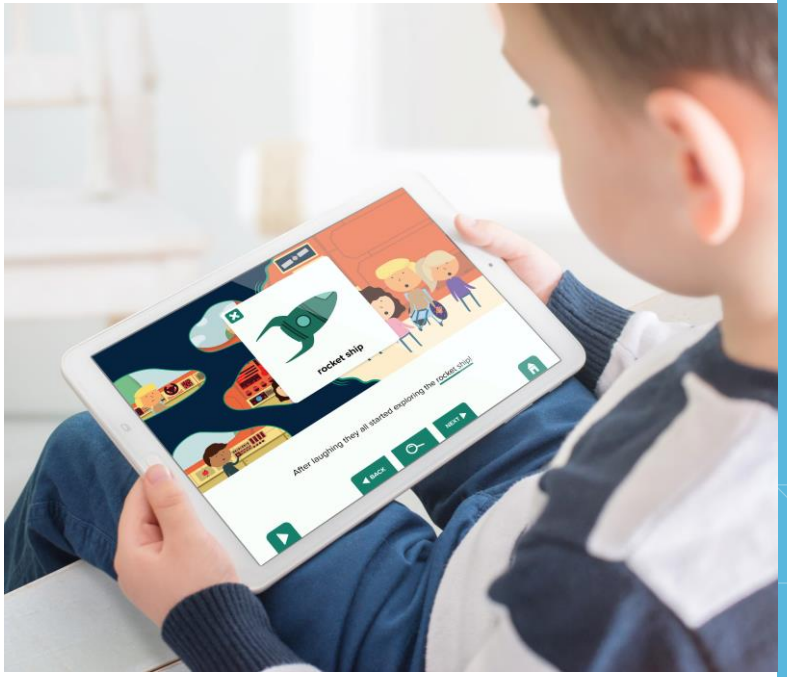
Major Core
- Design 7: Systems Design Integration
- Design 8: Capstone for VCD
- Design Theory and Criticism
- GDC Designated Electives (3 credits)

Business Core
- Integrated Marketing Communication
- 3 Free Electives (9 credits)

Hallmarks Core
- Capstone Folio Workshop

SAMPLE STUDENT WORK





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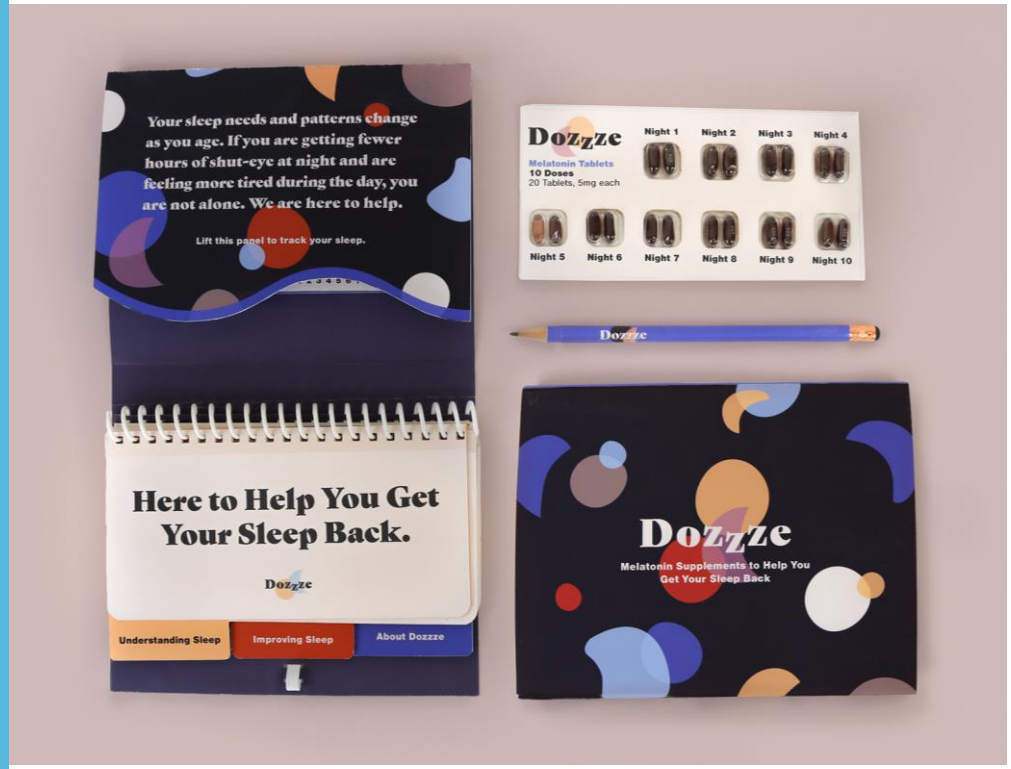

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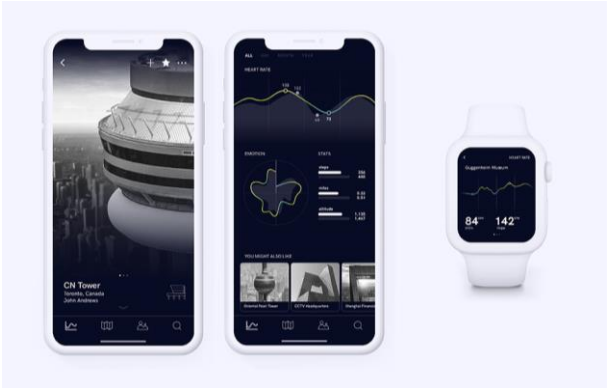

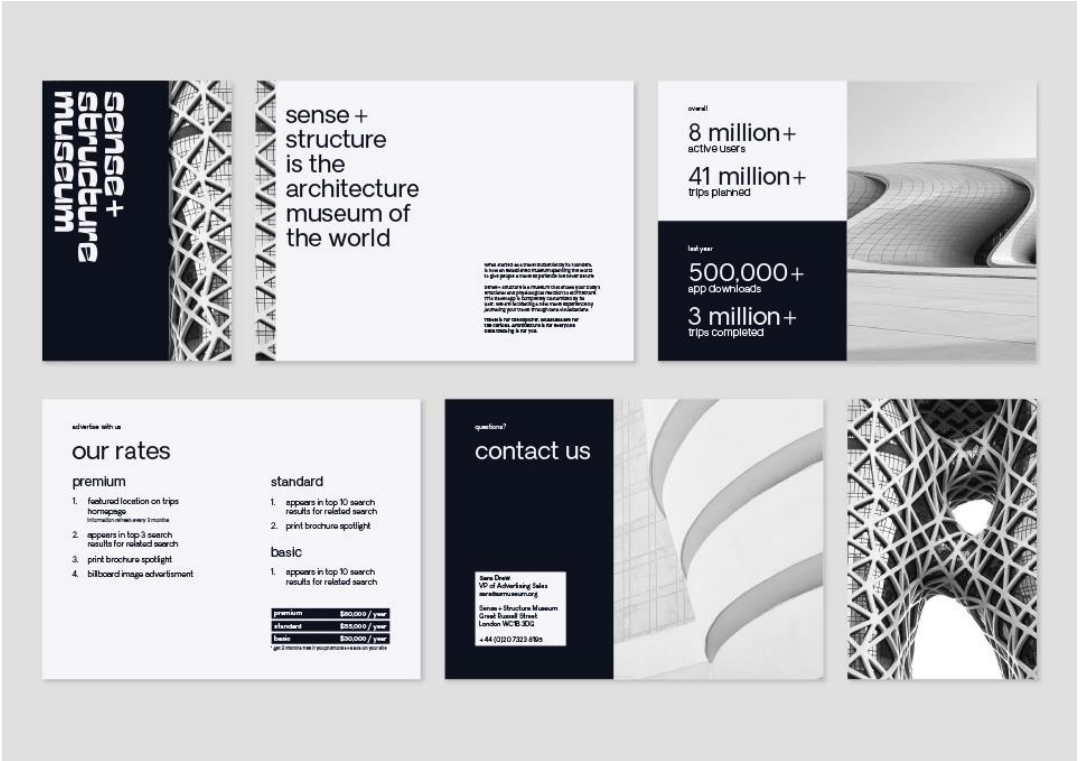

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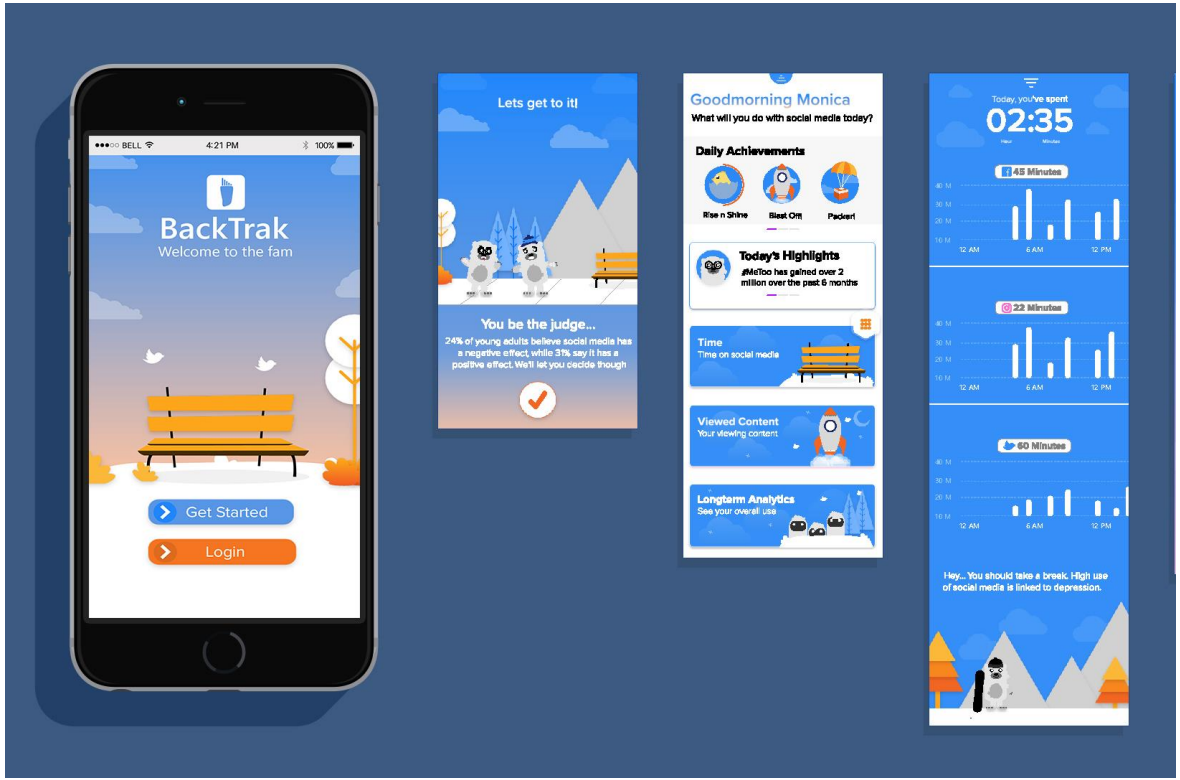

OUTCOMES

AWARDS

- Graphis New Talent Annual 2020
- GDUSA's 2020 Top Graphic Design Schools
- Adobe Design Achievement Award Top Talent
- 2020 New England Graphic Medicine Conference
- 2019 AIGA Philadelphia Design Awards

EMPLOYERS OF JEFFERSON GRADUATES

- The New York Times, Philadelphia Museum of Art, Chronicle Books, Push10, Comcast, Vanguard, 20nine, J2 Design, Health Union, Archer Group, Bailey Branding Consultants, Mohawk Paper, 76ers, and GQ Magazine.

- AIGA: The Professional Association for Design
  - The oldest and largest professional membership organization for design that advances design as a professional craft, strategic advantage, and vital cultural force.
- SEGD: Society of Experiential Graphic Design
  - A multidisciplinary community of professionals creating experiences that connect people to place.
- PhillyCHI
  - The Philadelphia area chapter of the Association for Computing Machinery's special interest group on human-computer interaction.

STUDENT PROFILE

Emily Williams

DOWNINGTOWN, PA
CLASS OF 2020

Jefferson provided me the opportunity to major in Graphic Design and to play softball, two of my passions. Both experiences helped me develop life skills and friendships that I will carry forward with my into my career.

“I’m so glad I came to Jefferson because the Graphic Design community is more than that, we are a family. We all respect each other and help one another wherever we can to make sure all of our work reaches the standards we set for ourselves.”

Advice: Know no limits. Project guidelines are set to help you along, but not box you in, so don’t let them.

FACULTY PROFILE

Renée Walker

Assistant Professor, Graphic Design Communication

BS IN GRAPHIC DESIGN FROM NORTHEASTERN UNIVERSITY
MFA IN DESIGN FROM CALIFORNIA COLLEGE OF THE ARTS

Walker has experience working in all aspects of communication design from print, to environmental, to interactive, and information. She is a partner of Gold Collective and won several design awards including the Communication Arts Award for Excellence in Typography and was invited as the keynote speaker at a national design conference.

COURSES

- GRPH-102 – INTRO TO GRAPHIC DESIGN
- GRPH-306 – ISSUES IN INFORMATION DESIGN
- GRPH-201 – INTRO TO TYPOGRAPHY
- GRPH-401 – SYSTEMS DESIGN INTEGRATION

ALUMNI PROFILE

Ronnie Alley

Designer, MullenLowe
Boston, MA
CLASS OF 2016

Growing up in a small town in East Texas, I was craving an escape to the East Coast. I chose Jefferson, not only for it's location in Philly, but because of it's long history of being a design focused institution. I was also a part of the first class of DEC students, and having that collaborative experience set me up for success for when going out into the real world.

“Your professional career isn't based solely on your talents, but also the relationships you cultivate, so always be kind and don't blow your ego.”

ALUMNI PROFILE

Abbey Pitzer

Production Designer, Health Union
Philadelphia, PA
CLASS OF 2019

After touring several schools, Abbey chose Jefferson because of its strong design programs, proximity to a city, and close-knit community.

"Before coming to Jefferson, I had never opened Adobe Photoshop, Illustrator, or InDesign. Jefferson's Graphic Design Communication Program teaches you all of that from the ground up. But more importantly, it instills in you a really solid foundation of design thinking that is so necessary for problem solving in the real world."

Advice: Take the classes that interest you. Work hard in them. Be kind to others. And stay hungry for more.

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