

SCHOOL OF ARTS & SCIENCES

Southern  
New Hampshire  
University

# Graphic Design

Bachelor of Arts in Graphic Design and Media Arts



# Go Create

## Bachelor of Arts in Graphic Design and Media Arts

Learn how to turn your artistic interests into a professional career with Southern New Hampshire University's graphic design and media arts major.

In contrast to fine arts schools, here you can complement graphic design and media arts courses with courses in business, advertising, communication, writing, technology, fashion merchandising, psychology, marketing and many other areas, to better prepare you for your career.

### Focus Your Degree

Graphic design and media arts majors can choose to pursue optional profession-oriented subject areas as well:

- Information technology – use your graphics expertise to create professionally viable Web sites and DVDs.
- Advertising – learn to plan and execute advertising campaigns, giving you a competitive edge over other designers entering the field.
- Video production – write, direct, storyboard and produce videos that may be delivered via broadcast television, the Internet and CD/DVD programs.

We use the latest design technologies and provide ample opportunities for hands-on experience and collaboration through course work and internships.

### Faculty and Connections

Our faculty — including an award-winning filmmaker, a digital media pioneer and the lead animator at Segway, to name a few – inform their classes with years of academic and professional experience. You also will network and compete with professionals through our close affiliation with the New Hampshire Creative Club.

### Career-focused

SNHU graphic design and media arts students graduate primed for successful careers and prepared to be diverse communication problem solvers.

Graphic designers are in great demand, according to the U.S. Department of Labor. They work in print, Web and multimedia design, and at ad agencies, newspapers, magazines, Internet-hosting companies, corporate and nonprofit marketing departments, broadcast television production studios and many other kinds of businesses that require top-notch visual communications.

It's not surprising that SNHU alumni have found rewarding careers. Our students and alumni work for a number of great companies, including:

- BAE Systems
- *BusinessNH* Magazine
- Fox News Network
- Raytheon
- Segway
- Timberland
- WMUR-TV

### Accreditation

Association of Collegiate Business Schools and Programs  
European Council for Business Education  
New England Association of Schools and Colleges  
New Hampshire Postsecondary Education Commission  
New Hampshire State Department of Education for Teacher Certification

“At SNHU, you can go with your strengths. They let me expand and experiment on my own.”

– Derek Hugger '07  
Segway Inc.

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