

# LOVE WHAT YOU DO



FOLLOW YOUR PASSION TO A CREATIVE PROFESSION.

## WRITING

**Writers and authors** develop written content for a variety of mediums, from books and magazines to advertisements, online publications and movie and television scripts.

**Editors** plan, review and revise content for publication.

**Reporters, correspondents and broadcast analysts** inform the public about news and events happening globally, nationally and locally, via traditional and online media.

## COMMUNICATION

**Advertising, promotions and marketing managers** plan programs to generate interest in a product or service, working with art directors, sales agents and financial staff members.

**Public relations specialists** create and maintain favorable brand image for the organization they represent. They design media releases to shape public perception of their organization and to raise awareness of its work and goals.

**Corporate communication specialists** manage internal and external communication for their organizations, ensuring all consistent alignment to the brand and its mission.

## GRAPHIC DESIGN

**Graphic designers** create visual concepts, using computer software, to communicate ideas that inspire, inform or captivate consumers.

**Desktop publishers** use computer software to design page layouts for newspapers, books, brochures and other materials for print or online. They collect text and graphics to format into a finished product.

**Multimedia artists and animators** create animation and visual effects for TV, movies, video games and other forms of media.

LOOKING FOR A CAREER IN THESE FIELDS?

# THESE ARE THE PROGRAMS TO GET YOU THERE.



### BA in Creative Writing and English

Unleash your imagination with our online bachelor's in creative writing program. Cultivate and improve upon your craft, learn about the industry from published writers and share your creative ideas.

SNHU's online creative writing program offers four concentrations:

- Fiction
- Nonfiction
- Poetry
- Screenwriting

### BA in Communication

Our online bachelor's in communication provides the tools and techniques you need to masterfully get your message across while effectively using emerging technologies.

SNHU's online communication program offers three concentrations:

- Professional writing
- Public relations
- New media

### BA in Graphic Design

You'll create designs that inspire and influence the world with our online bachelor's degree in graphic design. You'll learn to translate your ideas through concept, design and digital media.

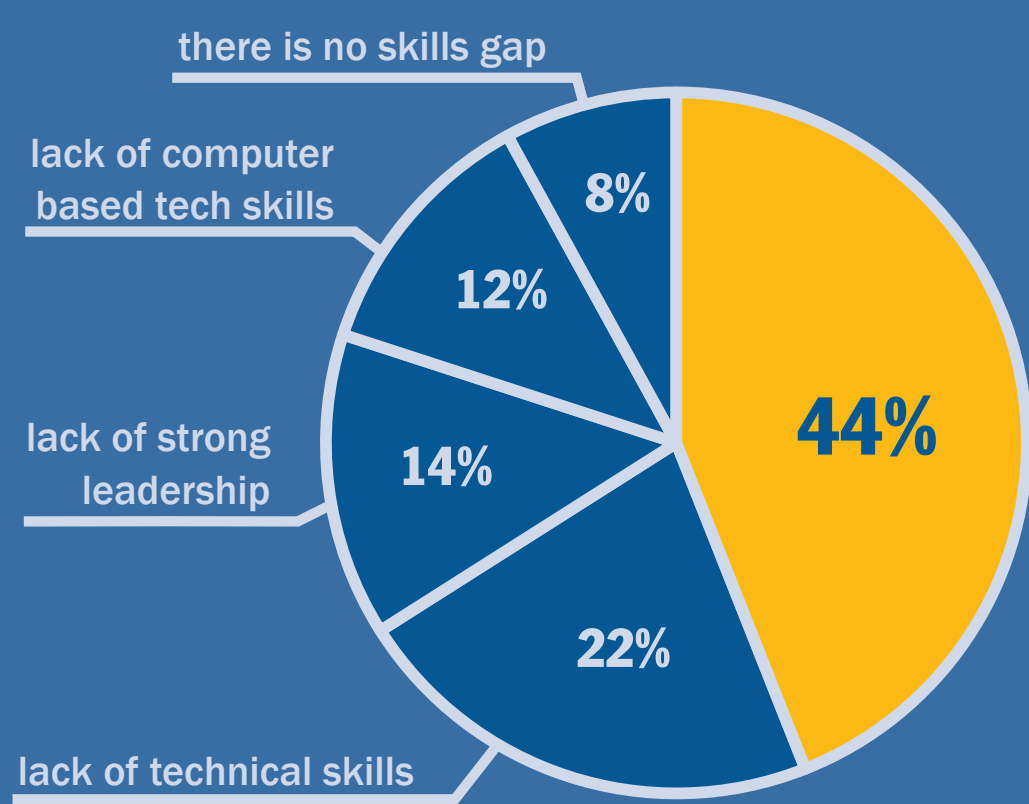
SNHU's online graphic design program offers two concentrations:

- 3-D modeling and animation
- Web design

“ Success is liking yourself, liking what you do, and liking how you do it. ”

-Maya Angelou

## CREATIVE DEGREES IMPROVE SOFT SKILLS



- COMMUNICATION
- CRITICAL THINKING
- CREATIVITY
- COLLABORATION

### JOB OUTLOOK

**12%**

projected job growth for advertising, promotions and marketing managers through 2022.

**12%**

projected growth in Public Relations through 2022.

### CREATIVITY PAYS



\$50K+ mean annual wage for media and communications workers  
Nearly \$68K mean annual wage for writers and authors

## WHY SOUTHERN NEW HAMPSHIRE UNIVERSITY?



**TRANSFER-FRIENDLY ENROLLMENT**  
We'll accept up to 90 credits toward a bachelor's degree.



**COMMITTED TO AFFORDABLE ACCESS**  
We've held online tuition for four consecutive years.



**STUDY ANYTIME, ANYWHERE**  
Online courses let you complete coursework when it's most convenient for you.



**LEARN FROM THE EXPERTS**  
Our programs were developed and are taught by well-respected practitioners in their fields.

UNPARALLELED **SUPPORT**  
EVERY STEP OF THE WAY

- Admission
- Advising
- Academic
- Faculty
- SNHU Career
- And beyond...