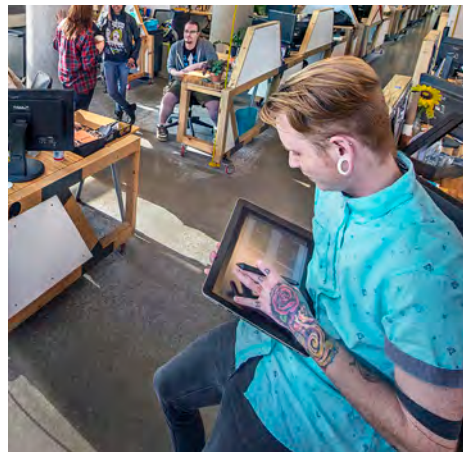
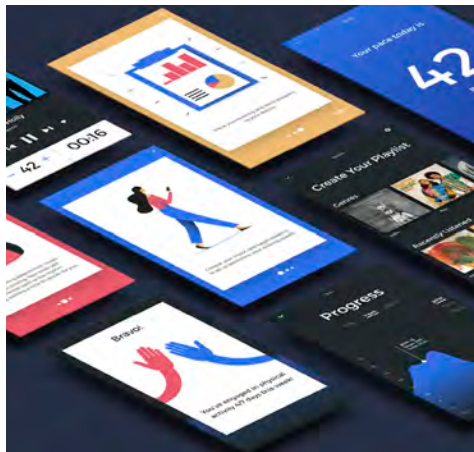


# Graphic Design





# Graphic Design

**In CIA's Graphic Design major you'll explore both innovative and traditional methods of communication design, including print and web design, package design, signage, social design and publication design. You'll explore and experiment with the forms, methods, media and concepts crucial to creative development.**

As methods of communication become increasingly mobile, we rely more on the role of design to communicate effectively. CIA's Graphic Design curriculum takes into account these dramatic changes, and emphasizes the importance of clear visual communication. CIA's Graphic Design majors learn how to learn, so that they can continually adapt to emerging technologies and stay relevant in this fast-paced field.

Our program emphasizes critical thinking, problem solving and user experience. We try to get inside the heads of our consumers as we organize information for publications, design exhibitions, websites, wayfinding, and marketing and advertising campaigns. As a student in the program you'll have access to computer labs, a digital print center, presentation areas and fabrication studios. You'll execute your designs using traditional and experimental media.

And as you move through the program, you'll build valuable communication skills and develop techniques for presenting your ideas and final projects.

Our faculty of practicing designers has created a working environment in the department like that of a professional graphic design studio. Projects with students in the other design disciplines mimic the kind of collaboration graduates experience in the real world.

# Successful Alumni

**Andrew Frank** is a senior designer at Recess Creative, where he had an internship before graduation. He works in visual and interaction design and does some web development and coding at this digital advertising and integrated marketing agency.

**Liz Bermea** is a color and trim designer at General Motors working on the Chevrolet line. She had completed a summer internship at GM as a student at CIA. Her other internships included posts at The Cleveland Museum of Art and Twist Creative, a Cleveland-based advertising agency.

**Ryan Camp** is a designer at Nesnadny + Schwartz, a design firm with offices in Cleveland and Toronto. He started his career immediately after graduation, having served an internship at the company as a student.

## Engaged practices in art and design

Through courses, extracurricular projects, and internships, students connect to real-world experiences. These opportunities are where the rubber meets the road—where you will put your classroom knowledge and skills to work in a professional environment. CIA believes these skills are so critical to your success that we ensure every student earns Engaged Practice credits by the time they graduate. To learn more, visit [cia.edu/ep](http://cia.edu/ep).

## Careers and Opportunities

Advertising designer  
Art director  
Book and publication designer  
Branding specialist  
Creative director  
Environmental graphic designer  
Exhibition designer  
Designer for film and broadcasting  
Package and 3D designer  
Wayfinding designer  
Web and interactive design

### Learn more

Read more about our faculty, view student work, and watch a video about this major all at [cia.edu/graphicdesign](http://cia.edu/graphicdesign).



## World-Class Faculty

**Greg Luvison** is Associate Professor/Chair of Graphic Design at the Cleveland Institute of Art. Greg has been an art director and graphic designer for over 30 years, and he has worked for high-profile advertising agencies in Northeast Ohio. A small sampling of accounts include: McDonald's, Lubrizol, The Ohio Lottery, The Plain Dealer, Pearle Vision, Things Remembered and East 4th Street Development Group. He also heads up his own graphic design studio specializing in print, branding and magazine design.



## The Industry

Graphic Design majors and graduates have interned and worked for well-established companies such as:

American Greetings  
Hallmark  
Epstein Design Partners  
Agnes Studio  
Nesnadny + Schwartz  
Wyse Advertising  
Aisle Rocket Studios  
In-house design for corporations and nonprofits



## Why CIA?

### Exceptional Faculty

Learn from the people who make a living as artists and designers

### Your Career

Achieve your goals for a creative career and join our successful alumni

### 10:1 Student-Faculty Ratio

Minimize your class sizes and maximize individual time with faculty

### Real World Experience

All our students earn credit through internships or courses that connect them with projects outside the classroom

55% of 2018–19 first-year students  
received a CIA merit scholarship of

**\$15,000** or more

**BFA**

degree

**655**

students

**10:1**

student to  
faculty ratio

**Best**  
colleges for your  
money, 2017–18

— Money  
Magazine

**Direct Costs**

\$43,305	2019–20 Tuition + Fees
\$11,330	Room+Board
\$54,635	Total

Animation  
Ceramics  
Drawing  
Game Design  
Glass  
Graphic Design  
Illustration  
Industrial Design  
Interior Architecture  
Jewelry + Metals  
Life Sciences Illustration  
Painting  
Photography  
Printmaking  
Sculpture + Expanded Media  
Transportation Design\*  
Video + Digital Cinema\*

\*Tracks within Industrial Design and  
Photography Departments

**FAFSA**

CIA's school  
code is 003928

**\$40,709**

average financial aid package for  
CIA's 2018 incoming class

**99%**

2018-19 first-year  
students received  
financial aid

**#cleinstituteofart**

It is the policy of the Cleveland Institute of Art not to discriminate on the basis of race, color, creed, national or ethnic origin, gender, sexual orientation or gender identification, age, or disabilities, in employment practices, administration of educational policies, admission, scholarship and loan programs, and other college-administered programs and activities.



Cleveland Institute of Art

11610 Euclid Avenue  
Cleveland, OH 44106  
216.421.7418  
cia.edu



# Graphic Design (GDS)

Major Requirements*		Credits
GDS203	Typography I	3
GDS204	Typography II	3
GDS238	Graphics for Design	3
GDS265	Design for Communication I	3
GDS266	Design for Communication II	3
GDS305	Web Design/Interactive I	3
GDS320	User Exper/User Interface Des (EP)	3
GDS360	Production Seminar	3
GDS365	Design for Communication: Adv Studio I (EP)	3
GDS366	Design for Communication: Adv Studio II **	3
GDS367	Contemporary Marketing ** (EP)	3
GDS465	Graphic Design : BFA Thesis	3
GDS466	Graphic Design: BFA Seminar	3
PHV295	Intro Photo: Digital & Film	3

\*\*These two studio classes are required unless student has designed an alternative track with the approval of the department chair.

Foundation Requirements		Credits
ACD103	Art History I: Ancient-18th C	3
FND103D	Digital Color	1.5
FND103M	Material Color	1.5
FND104	Digital Synthesis	3
FND107	Design I	3
FND107L	Design Woodshop Lab	0
FND108	Design II	3
FND117	Drawing I	3
FND118	Drawing II	3
FND130	Environmental Studio Elective	3
FND140A	Charette: Collaboration & Community	1.5
FND140B	Charette: Self & Other Voices	1.5
LLC101	Writing & Inquiry I: Basic Comp & Contemp Ideas	3
LLC102	Writing & Inquiry II: Research & Intellect Traditions	3

Additional Requirements		Credits
These courses need to be completed during your sophomore, junior, or senior year:		
ACD104	Art History II: 18th C-1945	3
ACD203	Art History III: 1945-Present	3
LLC203	Writing & Inquiry III: Narrative Forms	3
PPEL398A/B/C	Professional Practices	3
1 (one)	Post-1960s Art + Design History Elective (from selected list)	3
7 (seven)	Open Studio Elective	21
One may be fulfilled with Digital Photo I and two may be fulfilled with an internship during your junior or senior year		
1 (one)	Open Liberal Arts Elective	3

Liberal Arts Distributive Elective Requirements		Credits
These additional elective course requirements need to be completed during your sophomore, junior, or senior year:		
1 (one)	Art/Craft/Design History or Theory (ACD)	3
1 (one)	Non-Western or Cross-Cultural Art/Craft/Design History or Theory (ACD)	3
1 (one)	Advanced Writing Intensive (LLC) (from selected list)	3
1 (one)	Humanities or Lit/Language/Composition	3
1 (one)	Social or Natural Science (SNS)	3

## Notes:

A minimum of 3 credits designated Engaged Practice (EP) is required for graduation, through courses, internships, or independent pathways. EP courses are noted with an (EP) following the title.

\*These courses require a "C" or higher grade