



CAL POLY
Graphic Communication
COLLEGE OF LIBERAL ARTS



Contact

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GRAPHIC COMMUNICATION

The Graphic Communication Department occupies approximately 33,000 square feet of laboratories in the Graphic Arts Building and in the adjacent web press building. Theory and practice are taught in modern classrooms incorporating the latest in teaching techniques. Fourteen well-equipped laboratories provide students with diverse experiences in the practical aspects of graphic media development and functional printing. The department also houses University Graphic Systems (UGS), a student-managed, student-operated experiential enterprise that provides full graphic and printing services for the Cal Poly campus constituency. Since its inception in 1968, UGS has provided hands-on experience for students entering the graphic communication industry.



Graphic Communication (B.S.)

The graphic communication discipline is both an art and a science. It appeals to students having an interest in creativity, science, technology and management. Graphic communication includes digital and conventional printing, publishing, packaging, digital imaging, computer graphics, web development, digital photography, printable electronics, and related areas. The discipline includes media and mass communication involving the creation, production, management, and distribution of advertising, websites, books, magazines, newspapers, packages, and other media in printed and digital form. Graduates are in high demand

by leading national and international corporations in the graphic communication field.

Concentrations:

Design Reproduction Technology
User Experience/User Interface (UX/UI)
Graphics for Packaging
Graphic Communication Management
Individualized Course of Study

Minor

Graphic Communication

Major and Minor

Print Design

- Type design
- Magazine design
- Newspaper design
- Book publishing
- Publication design
- Publicity pieces
- Advertising layout
- Photo editing
- Illustration
- Identity/logo design
- Branding

3-D Design

- Signage
- Packaging
- Exhibition design
- Promotional display design

Electronic Media Design/4-D Design

- Digital
- Multimedia
- Television graphics
- Video games
- Computer graphics
- Animation
- Website design
- Interactive media

Advertising

- Creative services
- Art direction
- Production
- Copywriting
- Corporate identity
- Branding

Education

- Teaching
- Research

Where can this major take me?

