

# Art Department - Graphic Design Track

## Fulton School of Liberal Arts



### PROGRAMS

#### MAJOR

- Art (B.A./B.F.A.)

#### MINOR

- Art

#### About the Track

The Graphic Design Program at Salisbury University is made up of five, four-credit classes, sequentially organized so that each subsequent class in the Graphic Design Track grows deeper in both software training and project complexity. The aim is to build strong skills and assemble a professional portfolio of design work that shows the ability to solve a wide range of design problems.



#### Art and Design ... Together

At some schools, art and design have gone their separate ways, but not at SU. Graphic design is our most popular track within the major, and we believe the best graphic designers are those with interests outside of the Mac Lab. On the other hand, painters, sculptors and glass artists in the 21st century must know their way around digital images and basic web design. So, we require our B.F.A. majors, whatever their upper-level track may be, to take art electives in other areas of the department as well. We have heard repeatedly from visiting arts professionals that the sort of diverse creative problem solving students experience in a program like ours makes them more effective artists and designers when they go out into the working world.

#### CAREER OPPORTUNITIES

- Advertising Agency
- Web or App Designer
- Typographer
- Editorial Illustration
- Magazine Layout
- Logo Design
- Brand Manager
- Product Packaging
- Art Director
- Book Designer

### TURN YOUR PASSION INTO YOUR PROFESSION

How can you do what you love to do for a living? Housed within the Fulton School of Liberal Arts at SU, our programs in the visual and performing arts enable you to develop your artistry within the context of a broad-based education aimed at developing your skills in research, analysis and communication, essential for professional success in a knowledge-based economy. You will grow as an artist, but you also will be able to think, talk and write about what you do, and how it relates to the society and world around you. Our faculty and our Career Services professionals will work with you to chart a career path full of promise. Life offers no guarantees, and it's going to take a lot of hard work from you, but SU offers a nurturing and stimulating environment in which you can turn your passion into your profession.



At the beginning of the program, the curriculum centers on the history of design and typography. At the next level, students explore typography in a more personal way, even completing the design of an original alphabet. Later, students design product packaging and ad campaigns in response to demographic data. By the time students reach the 400 level, they have been encouraged to take art electives that may include illustration, web design, new media, photography or upper-level drawing and painting.

*"Interesting things happen when the creative impulse is cultivated with curiosity, freedom and intensity."*

— Saul Bass



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[salisbury.edu/ArtDept](http://salisbury.edu/ArtDept)

### Graphic Design Internships

Students in the track have the opportunity to create work for real-world clients through both their professional internship – a requirement for all art - graphic design majors – as well as Graphic Design “Agency” class. All graduating B.F.A. graphic design students will have some client-based projects presented in their portfolios. While many internship opportunities are with positions at local businesses, our students have also worked with national firms, including MTV/VH1 studios in New York and Cartoon Network in California. There are also international internship opportunities, like the semester abroad program in Barcelona.

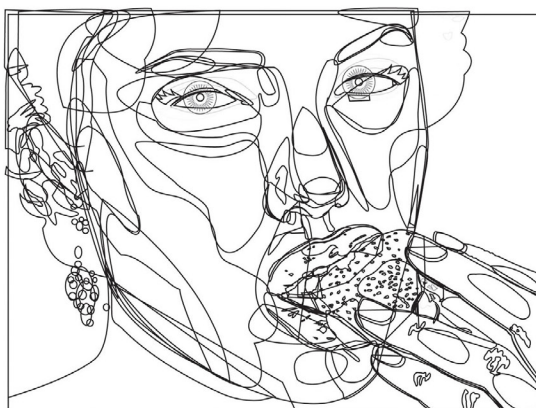
### COMPLETED GRAPHIC DESIGN INTERNSHIPS

- MTV Studios
- Surfrider Foundation
- Habitat for Humanity
- Burley Oak Brewing
- Cartoon Network
- Smithsonian Institution
- TidalHealth Medical Center
- Delmarva Shorebirds Baseball
- U.S. Department of Homeland Security
- NASA
- South Moon Under
- WMDT and WBOC Television



*“As we get more technically driven, the importance of people becomes more than it’s ever been before. You have to utilize who you are in your work.”*

— David Carson



### FACULTY

#### Chair

- Associate Professor  
William Wolff, M.F.A.  
Louisiana State University

#### Professors

- Jinchul Kim, M.F.A.  
School of Visual Art
- Wm. Brooke Rogers, M.F.A.  
Maryland Institute College of Art

#### Associate Professors

- Edward Brown, M.F.A.  
Cranbrook Academy of Art
- David Gladden, M.F.A.  
Brooklyn College
- Jennifer Kruglinski, Ph.D.  
Stony Brook University
- John Mosher, M.F.A.  
University of Cincinnati
- Allison Seth, M.F.A.  
Savannah College of Art and Design
- David Smith, M.F.A.  
Louisiana State University

#### Assistant Professors

- Nikki Pareja, Ph.D.  
Temple University
- Jen Pepper, M.F.A.  
University of Pennsylvania
- Cara Wade, M.F.A.  
Savannah College of Art and Design

#### Lecturers

- Jeanne Anderton, M.F.A.  
Syracuse University
- Sally Molenda, M.F.A.  
George Washington University
- Laura West, M.F.A.  
Idaho State University

### CONTACT INFORMATION

For information on the Art Department:  
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