

## Why Graphic Design?

- Graphic designers find rewarding careers in specialized design services, publishing, advertising, public relations, and related services industries.
- Many graphic designers are self-employed and able to work from home.
- Graphic designers use their creativity combining art and technology to develop graphics for product illustrations, logos, and websites.



# Graphic Design



**ENMU**  
EASTERN NEW MEXICO UNIVERSITY ROSWELL  
The Community University

**GRAPHIC DESIGN**  
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## Program Overview

The exciting and rapidly developing technologies, skills and applications taught within the Media Arts programs prepare students for careers in the film industry and in graphic and commercial arts, publishing, advertising, and communications. Three Media Arts tracks are available: Film Technology, Animation, and Graphic Design. Each track has two completion options:

1. Certificate of Employability
2. Associate of Applied Science

The Graphic Design track prepares students for the competitive digital production marketplace by developing artistic mastery in various areas of Media Arts. Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

## Completion Options

Students can complete a two-semester Certificate of Employability (26 credit hours) or a four-semester Associate of Applied Science degree (61 credit hours).

*See the current catalog for the complete degree program. Course availability varies each semester.*

### Associate of Applied Science – 61 credit hours (General Ed. requirements – 24 credit hours) (Technical Ed. requirements – 37 credit hours)

MA 103 Intro to MAC Operating System.....	2
MA 110 Graphic Design: Basics.....	4
MA 112 Graphic Design: Photoshop.....	4
MA 114 Graphic Design: Illustration.....	4
MA 116 Graphic Design: Page Layout.....	4
MA 118 Graphic Design: Digital Video Editing I.....	4
MA 212 Graphic Design: Web Publishing.....	4
MA 214 Graphic Design: Publication.....	4
MA 215 Digital Photography.....	3
MA 222 Graphic Design: Concept Dev.....	4
MA 294 Practicum in Media Arts.....	3



## Career Outlook

The average entry level salary range in New Mexico for a professional with an Associate of Applied Science degree in Graphic Design is \$26,700 to \$66,530 a year.

**Top related in-demand job industries:**  
commercial/industrial design, fashion/floral design, computer software engineers, desktop publishers

**See also ENMU-R related programs:**  
Media Arts/Animation, Media Arts/Film Technology

## MEDIA ARTS PROGRAM

Eastern New Mexico University-Roswell  
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