



# SJGC

## DEGREE DETAILS

### GRAPHIC DESIGN

## OVERVIEW

### Graphic Design, B.S.

Students in the Graphic Design program are trained by experienced faculty to master the use of both traditional and cutting-edge design tools and techniques. They learn to conceptualize and create compelling graphics across various mediums, honing their skills to effectively craft and communicate visually impactful messages to the general public.

## COURSE HIGHLIGHTS

### User Experience Design

This course will explore hands-on training in UX design research and analytics, design problem solving, wireframe, UI prototyping, collaboration, interaction design, some UX writing and introduction to coding, visual communication and user empathy.

### Computer Animation Modeling

This course will explore 3D modeling concepts and techniques for 3D computer animation. A conceptual understanding of the elements of surface modeling will be the main focus of this course. Students in this course will produce various 3D models of real-world objects.

### Brand Identity Systems

The course Helps the students understand the role of branding in the advertising process, as well as its importance in a business context to a company's bottom line. Students enrolled in this course are charged to maximize this impact designing a brand identify system steeped in research, strong design, and testing.

**Florida A&M University**

School of Journalism & Graphic Communication  
510 Orr Drive, Tallahassee, FL 32307 • 850-599-3379

For Inquiries,  
**scan here!**



# SJGC Student Media and Organizations

## FAMU-TV 20

A 24-hour educational access cable TV channel that reaches 80,000 households

## WANM-FM 90.5 The Flava Station

A 24-hour non-commercial radio station that also streams audio worldwide

## The FAMUAN

An award-winning digital publication/newspaper that has been the voice of the students of Florida A&M University since 1919

## JOURNEY

An award-winning magazine that gives students a place to develop their skills in journalism, social media, graphic design, photography, digital media production and public relations

## FAMU ABJ

The student chapter of the National Association of Black Journalists

## FAMU PRSSA

The student chapter of the Public Relations Student Society of America

## FAMU SPJ

The student chapter of the Society of Professional Journalists

## U. Design Club

An organization dedicated to developing the skills of graphic design students through user experience (UX) design.



## SJGC Living Learning Community

The SJGC LLC is a program for first-time college freshman students who have an interest in pursuing careers in journalism, public relations, and graphic design. LLC students live together, take classes or workshops together, and support each other throughout their first year on campus.

To apply go to:

<https://www.famu.edu/students/living-on-campus/housing/llc/sjgc.php> or call (850) 412-7566.