Rationale for Graphic Design ESCs – Fall 2016

The ESCs for Graphic Design have been recommended by the Communication Design Industry Advisory Board. They represent skill sets that are in high demand and go beyond our current 60 credit hour AAS. These incorporate new courses as well as some of those which previously were included in our old 72 credit hour AAS.

ESC - User Experience Design
This ESC reflects an industry shift and the demand for extended training in digital content design. Digital content design can now account for at least 50 percent of a designer's workload in a full service agency. Skill sets in this area have become common requirements for graphic designers.

ESC - Motion Graphics
This ESC fulfills an increasing demand for training in graphics for video and animation productions as related to advertising / design and video production. This award builds on AAS - Graphic Design skill sets by applying design concepts to the motion medium.

ESC - Advanced Design Illustration
This ESC offers training in commercial illustration skills for students who want to refine their skills for the job market. These courses provide a competitive edge when entering such a highly competitive field. By offering this ESC, we will be able to give our students the opportunity to increase their marketability in design illustration.