



ABOVE Jessica He

As a Graphic Design major, students gain the creative, technical, and intellectual skills to become design visionaires of the future while shaping the form and content of media—from magazines to website to social media applications. We see graphic design as a comprehensive activity of visual problem solving, and students study branding, UI/UX, packaging, and publication and typeface design, among other techniques for communicating and shaping culture. A broad palette of electives in specialized areas is offered for students both inside and outside of the major.

BFA CHAIR

Isaac Gertman

STUDENTS

222 UG students

SOFTWARE

Adobe Creative Cloud, HTML + CSS, Cinema 4D, and Sketch

DESIGN SKILLS

Typography, UI/UX, branding, design thinking methodologies, motion graphics, web design, digital illustration, packaging, spatial graphics, collaboration, human-centered design, design for social justice, and font design. Many students design for multilingual readers

TYPICAL CONCENTRATIONS & MINORS

Product Design double majors, Humanistic Studies, Illustration, Book Arts, Animation, Sequential Arts, and Interactive Arts

ELECTIVES & KEY CLASSES

Typography, interaction design, motion graphics, and branding are required for all students. Flexible Design Studio is a course taught by professional designers rather than faculty and provides pre-professional practice

INDUSTRY COLLABORATION

Under Armour apparel graphics and social media campaigns; Cambridge University Press editorial design; Mayor's Office for Workforce Development visual identity; Interaction.org information visualizations; Walters Art Museum wayfinding; Baltimore Museum of Industry exhibition design.

INTERNSHIP OPPORTUNITIES

Under Armour; Pentagram; Urban Outfitters; Casper; Kate Spade; Smithsonian; WIX; Procter & Gamble; McCormick & Company; Vectorworks; Apple; Google; Center Stage; Democratic National Committee.

TYPICAL & NON TYPICAL CAREER PATHS

Tv/Film (Pre And Post Production), Stop Motion, AR, VR, Emerging Tech, Freelance Animation, Healthcare, Advertising, Gaming, Motion Graphics, and Architecture

RECENT ALUMNI

Design for **Calvin Klein** in New York, the **San Francisco Museum of Modern Art**, and Fleishman-Hillard in Washington, DC. They are visual designers at **Apple**, motion graphics designers for **Uber**, UI designers at **Big Huge Games** and **Anthropologie**, graphic designers at **JHU's School of Medicine**, and apparel graphics designers at Under Armour. They launch e-textile startups; are principals/founders of their own studios; art directors at top firms; and **winners of Emmy Awards and national design competitions.**

REASONS TO HIRE A GRAPHIC DESIGN MAJOR

MICA Graphic Design majors bring strong design skills, a hard work ethic, and no drama. They are versatile and committed to using design to improve society.

LEARN MORE

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