

Graphic Arts (GA)

Associate in Specialized Technology (AST)



The student interested in the Graphic Arts program is one that wants to combine his/her creative and artistic talents with the latest computer technology for a rewarding career.

Developing the creative process, this carefully sequenced curriculum emphasizes fundamental traditions of design through concept development, color, composition, image making, typography, and verbal and written communication.

Through a comprehensive educational training program including attention to theory, practice, and application, students in the GA Program will develop the knowledge, skills, and attributes to succeed in the Graphic Arts field.

(Available only at the State College Campus.)

Graphic artists work in a wide variety of settings including commercial businesses, advertising agencies, graphic design firms, corporate communications departments, as well as for newspapers, magazines, and other publishing companies. Some work independently as freelance designers.

SouthHills
School of Business & Technology

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The GA Program Prepares Students to:

- Apply fundamental traditions of design through concept development, color, composition, image making, typography, and verbal and written communication
- Engage in creative problem solving to produce solutions that are effective in visually communicating information about products, services, companies, or individuals
- Create graphic design using software including Adobe® Creative Suite and website design and productivity software commonly used in the graphic arts industry
- Create a complete print and digital portfolio that reflects the professional skills acquired through project-based curriculum and second-year internship

Example Career Opportunities

Graphic Designer

**Marketing &
Communications
Specialist**

Web Designer

Video Editor

**Account Representative
(Printing Company)**

Multimedia Specialist

Publication Specialist

For more information about the GA program, courses, and faculty members,
please visit www.southhills.edu/GA

SouthHills
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