Graphic Design

students create real projects for the real world

Graphic Design majors gain knowledge and experience by offering their concept and design services to the nonprofit community instead of “pretend” clients. One organization may need a poster campaign; another requests a graphic makeover—from new logos to letterhead, business cards and Web pages. Students learn how to conduct interviews, listen carefully, compete for the business and work in teams to accomplish demanding goals. Along the way, every student develops and fabricates a professional portfolio in original and digital forms. When they graduate, these students are ready for the real world because they have already created partnerships there!

Integrity Ambassadors of Business
Four-year program instills Life-Long Values

The Integrity Ambassadors in Business (IAB) program involves students in Accounting, Business, Finance, Information Systems, Marketing and Management for each year of their college careers. They learn through a series of online simulations, threaded discussions, formal lectures, ethics debates and other class projects that emphasize that integrity and achieving the bottom line are harmonious goals of good business practices. Program creator Dr. Charles Torti says that the comprehensive IAB curriculum helps students make thoughtful decisions by understanding that different individuals view the same set of facts through a variety of ethical lenses or perspectives. Online case studies and simulations require students to think deeply, to consult others and to tackle increasingly complex situations as they progress towards their degrees. Already, 179 students are in the program and 300 are expected by the end of the 2011-12 academic year.