

TIME TO

**BEGIN.**

At the Moravian College Comenius Center, you will find **AFFORDABLE** evening degree and certificate programs designed to accommodate the needs and busy lifestyles of adult students.

Experience the **QUALITY** of our Moravian tradition of excellence.

## GRADUATE PROGRAMS

Master of Business Administration (MBA)  
Master of Health Administration (MHA)  
Master of Science in HR Management (MSHRM)  
Master of Arts in Teaching  
Master of Education in Curriculum and Instruction  
Master of Science Program in Nursing

## UNDERGRADUATE PROGRAMS

Accounting	English	Management
Art Education	Graphic Design	Nursing
Education	History	Studio Art

## STAY CONNECTED

Moravian Art Department Blog: [moravianartblog.com](http://moravianartblog.com)

## LEARN MORE

Moravian Art Department Website: [home.moravian.edu/public/art/](http://home.moravian.edu/public/art/)

## APPLY AND REGISTER ONLINE

[comenius.moravian.edu](http://comenius.moravian.edu)



MORAVIAN COLLEGE

The Comenius Center

1200 Main Street  
Bethlehem, PA 18018  
610 861-1400

MAJOR IN

**GRAPHIC DESIGN**



MORAVIAN  
The Comenius Center

**THE COMENIUS CENTER** Graphic Design concentration combines a well-rounded liberal arts education, art and design foundations, and technical classes taught by experienced professionals. The result is an education that complements the adult student's experience with skills such as thoughtful decision-making, time management, and graphic design techniques that are relevant to real-world careers or pursuit of an advanced degree. A great example is the Portfolio Seminar course, where senior students create multiple unique projects for their professional portfolio, while self-managing their project deadlines.”

**CAROL REPYNECK, CLASS OF 2014**  
BA IN ART, GRAPHIC DESIGN TRACK

▼ **Carol Repyneck, Beverage Branding, Portfolio Seminar Course Project, 2012**



## GRAPHIC DESIGN MAJOR

The graphic design track prepares students for a variety of careers in the design field, including advertising, web design, and publication. It also provides a foundation for advanced study.

### Required Courses

- ART 113 Global Perspectives in Art History to the Renaissance
- ART 131 Introduction to Graphic Design
- ART 142 Visual Foundations
- ART 170 Drawing I
- ART 180 Painting I
- ART 229 Modern Art (WI)
- ART 230 Typography and Information Design
- ART 231 Publication Design
- ART 268 Digital Photography
- ART 331 Graphic Design: History and Practice
- ART 346 Interactive Design
- ART 373 Design Internship
- ART 374 Portfolio Seminar

### Elective Courses\*

- ART 114 Art History Since the Renaissance (recommended)
- ART 254 Digital Video
- ART 368 Digital Photography II
- MATH 109 Math for Design, for LinC F2

- Courses in marketing, economics, and business management
- Courses in English, especially writing courses
- Courses in computer science

\* You may also wish to take other courses in studio art, art education, or art history as electives.

## STUDIOSOUTH

Students at Moravian operate a student-run graphic design business, StudioSouth, providing them with an opportunity to do real-world design projects with clients, deadlines, and payment for their work.

## GENERAL EDUCATION AND ELECTIVE COURSES

A Moravian College baccalaureate degree consists of 32 course units (128 credits) of study. The course units are grouped into general education courses, courses in the graphic major, and general elective courses.

Our general education curriculum provides you with a deeper understanding of, and broader appreciation for, many diverse, yet integrated, components of the society in which we live. General elective courses provide the opportunity to enhance the depth and breadth of your liberal arts education, or you may wish to take additional art courses as electives.

Inform your adviser if you have prior college credits that may transfer to Moravian. Design and studio courses require a portfolio evaluation to transfer.

## THE LEARNING ENVIRONMENT

**At Moravian College, you'll enjoy:**

- Courses taught by experienced and knowledgeable instructors with assistance available days and evenings from the Center for Information Technology, Reeves Library, and the Writing Center staff.
- A learning community that values your real-world experience.
- A deeper understanding of the ethical dimensions of your field, and its influence on society.

## OUTCOMES

Some of many interesting careers being pursued by our design graduates include: Art Director, Popular Science magazine; Senior Online Designer, Rodale Publications; Former Manager of Creative Services, Ironpigs Baseball; and Webmaster, Moravian College.