

CERTIFICATE IN

# GRAPHIC DESIGN

OPTIONS FOR GRADUATE CREDIT  
PROFESSIONAL DEVELOPMENT  
CAREER ADVANCEMENT

## GRAPHIC DESIGN GRADUATE LEVEL CERTIFICATE

**Engage your audience with eye-catching graphics, emotional and personal connections, and interactive design. Gain the technical skills and processes needed to develop effective visual communications, no matter the story you want to tell.**

### Program Outcomes:

**TYPE:** Understand, apply, and break the rules of typography, balancing readability and communication with aesthetic design.

**DESIGN:** From hierarchy and structure, to color, contrast, and perception, generate work that excels at communicating desired design goals and marketing messages.

**INTERACTION:** Create interactive and motion graphics that engage the consumer, influence their experience, and promote their relationship with your products or services.

**COMMUNICATION:** From engineering, to clients, to marketing and management - communicate in ways that creates buy-in and develops strong working relationships.

**VISUALS:** Distill data and research down to the most critical components and highlight the story the data tells with effective visuals and information graphics.

**INFLUENCE:** Consider how your designs might influence and be influenced by social media, web analytics, humor, art, nostalgia, and pop culture, and generate designs which respond and connect.

**This 12-week course is offered online, to fit into your busy schedule. Learn on your time, with our professional faculty there to guide and support you along the way.**

**Offered jointly by the New Hampshire Institute of Art and New England College, this certificate brings together the strengths of both colleges - cutting-edge innovative design instruction supported by experts in online professional education.**

**When you successfully complete the course, you'll receive a certificate from New Hampshire Institute of Art showcasing your achievement. You might also choose to support your ambitions for obtaining a graduate degree with options for earning graduate credit through New England College.**

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