



Wherever you are right now, stop, look around and take note: how many logos do you see? How many posters, billboards, signs, flyers, brochures, websites and advertisements? Someone was paid to create each one of them. Why shouldn't that someone be you?



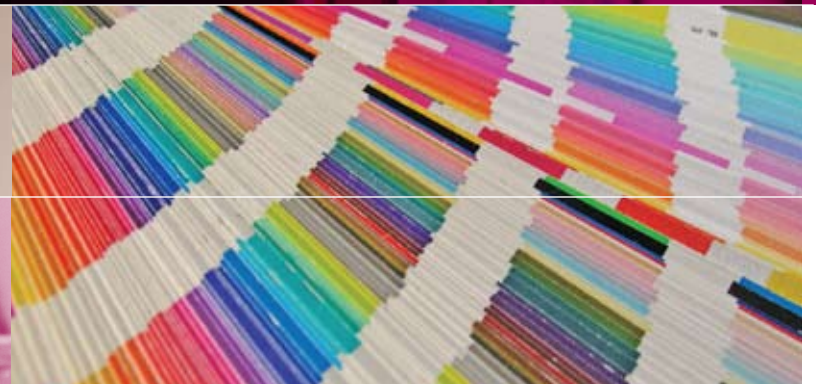
Los Medanos College

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Produced by LMC Department of Marketing and Media Design



Los  
Medanos  
College

# GRAPHIC COMMUNICATIONS

at Los Medanos College

**Since the beginning** of the human experience on earth, people have communicated using art and design. The Art Department faculty can help you develop your curiosity, creativity and artistic ability into the conceptual, technical and communication skills needed for a successful career in graphic design.

**What kind of career?** The possibilities are almost endless: from entry-level designers to creative directors of advertising, marketing and design agencies. Other jobs include web designers, product designers, illustrators, photographers, animators and cartoonists in an ever-expanding field of print and electronic media, including movies, TV and the Web.



"Our students develop their artistic abilities to create exciting graphic design for the real world."

– Curtis Corlew, Graphic Communications instructor



## Why Should You Choose Graphic Communications at LMC?

We provide you with a comprehensive, coherent and cumulative program of foundation studies, general design processes and focused studies in computer-based software. We offer you the collective expertise of instructors who have made art their lives as well as their careers.

We promise you an overarching and consistent teaching philosophy across the curriculum. This philosophy is based on the knowledge, discipline and experience we've gained, first as students, then as working professionals and now as instructors. The knowledge we bring to the classroom includes the history, traditions and best practices of design; the discipline we expect is based in the focus required to solve design and communication problems within budget and on deadline; the experience we offer comprises the tools, materials and processes of today's industry.

## Associate of Arts Degree in Graphic Communications

An Associate of Arts Degree may be earned by completion of 30 units of specific required coursework in addition to college Associate Degree requirements. Contact an LMC counselor and consult with Art Department faculty to help plan the steps necessary to complete this degree.

## Certificate of Achievement in Graphic Communications (Print media focus)

This certificate may be earned by completion of 30 units of specific required and elective coursework in addition to completion of competency requirements.

## Certificate of Achievement in Digital Publishing (Digital media focus)

This certificate may be earned by completion of 30 units of specific required and elective coursework in addition to completion of competency requirements.

## How Can You Get Started?

The study of graphic communications at Los Medanos College begins with thorough and rigorous training in the fundamentals. Our foundation-level courses, including art appreciation, 2D design, design drawing and photography are designed to improve any skills you might already have while providing you with the means to learn new skills and new ways to solve design and communication problems. Advanced-level courses offer focused instruction in design, layout, digital illustration and manipulation and animation for print or the Web.

## OK. You're interested. What Do You Do Now?

Contact Curtis Corlew at [ccorlew@losmedanos.edu](mailto:ccorlew@losmedanos.edu). Schedule a visit, see our lab and find out what current students are working on. Visit our website at [www.losmedanos.edu/graphicarts](http://www.losmedanos.edu/graphicarts).

"The instructors are really supportive and want me to succeed, giving me the confidence I need to pursue a career in graphic communications."

– Ashley Hoerber, Graphic Communications student

