



Digital Graphic Design, an option of Marketing?

At North Shore Community College, we understand graphic design and the need to master the digital tools of the trade. We listen, ask the right questions and develop your skills. We creatively build knowledge and confidence.

The result?

A stepping stone to a career in graphic design or marketing communications creating branded collateral materials, including brochures, direct mail and logos, for a wide variety of uses.

Need more information?

Visit our campus. Talk to our professors and staff. Decide for yourself. To arrange a visit, please call the Enrollment Office at 978-762-4000, ext. 4337 or email Info@northshore.edu.

We're online at www.northshore.edu

For answers to specific Digital Graphic Design program questions, contact Program Coordinator, Sandy Fuhs at 978-762-4000, ext. 6246 or email: sfuhs@northshore.edu.

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NORTH·SHORE
COMMUNITY COLLEGE

Digital Graphic Design

Associate Degree & Certificate



DESIGN CHANGES EVERYTHING

NORTH·SHORE
COMMUNITY COLLEGE



What's Digital Graphic Design?

Graphic Design is the creative arrangement of type and visual elements, along with specifications for paper, colors and printing processes. When combined, these convey a visual message.

Marketing Communications is the coordination of promotional elements to deliver a clear, consistent and compelling message using advertising, sales promotion and public relations.

At NSCC, we focus on how technology and design are used together to make print easier and more creative.



-designs created by NSCC DGD students

Why do our students succeed?

Graduates of the Digital Graphic Design program are prepared for entry-level positions in a dynamic and challenging design, graphics, prepress or marketing communications fields. The employment opportunities include positions in design studios, advertising agencies, prepress organizations and corporate art and marketing communications departments. Graduates can also seek employment with newspaper, book and magazine publishers, record companies and printing companies. Many of our graduates go on to four-year degree programs.

What do you learn?

- Fundamentals of Graphic Design
- Digital tools necessary to create award-winning designs
- Marketing advertising concept development
- Principles of art direction in creating hard-hitting advertising and direct mail campaigns
- Use typography to effectively communicate marketing ideas to a targeted audience
- Technical aspects of vector drawing, graphics, image manipulation and page layout software
- Professional problem-solving processes
- Technical expertise managing electronic publishing issues
- Real-world design and business practices during the Internship
- Creation of an impressive, professional portfolio



What are our advantages?

- Student-focused, creative, yet technical, curriculum
- Small classes with accessible faculty
- Flexible scheduling of day and evening classes
- Low tuition expenses
- An extensive and state-of-the-art computer laboratory and school facilities
- Industry-active faculty offering diverse expertise
- Individual career focus including a 120-hour Graphic Design internship
- Transferable courses to four-year programs
- Convenient Lynn location, campus is easily accessible by public transportation
- Career counseling and placement including creation of a design portfolio and professional resume

