

# GRAPHIC DESIGN CERTIFICATE

Written by professional artists, this course will get you into the job market. Learn how to apply your talents to today's market, beyond pencil and pen, to the computer and the internet. These days, if you want the job, you need the training. If you have longed to take your interest in art and turn it into an enjoyable and creative job, one that can pay you well, then this course is for you. Learn how to use the rules of design, and when to break them.

Send your course work in for comments and suggestions from successful designers. When you graduate from this course, you will have the tools AND a certificate to give you an advantage in your next job interview.

## COURSE OUTLINE

**Introduction:** how to use this course, how the tests work, how to scan and submit artwork to the instructors, response time for graded work and individual questions.

### Section 1 - Basics of Good Design

**The language of visual design:** keywords (whitespace, focus, balance), page layout, pictures, and fonts

**Style and Substance:** decoration is not design, be simple and direct

**Developing your own skills:** no one can do everything... what are your strengths?

**Resources:** where to go to keep developing your skills

— Test for section number 1 —

### Section 2 - The Rules of Commercial Design

**Art as a profession:** fine artist versus professional designer

**Principles:** what to rely on when under pressure to produce

**What your clients need:** whether they know it or not, you need to know how to get what you need to keep the project moving

**Presentation:** stages of getting approval, from rough draft to finished design

**Production:** using Clipart; how does your art become printed... what output houses and printers want

**Legal Issues and copyrights**

— Test for section number 2 —

### Section 3 - Breaking the Rules

**All right, what is “thinking outside the box”?:** solving problems in a creative manner

**Attitude and freedom in design:** “runner’s high” for the designer... living on the edge

— Email samples of work for grading by instructors —

### Section 4 - Marketing

**Artist in a foreign land:** the test of your professionalism... don't take anything personally

**How to work with Marketing:** are we speaking the same language?

**Your client - leads the project:** managing your manager

**The client's customer - the real boss:** - sometimes forgotten, this is the true secret to successful design

— Test with essay questions for grading by instructors —

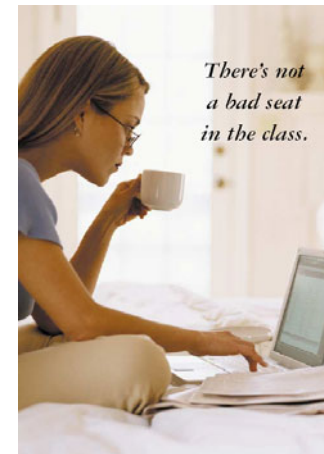
### Section 5 - Art in the Electronic Age

**Computers:** A quick primer on hardware and software; Color... RGB and CMYK on monitors, files, and printers: TIFs and GIFs and JPEGs

**The Internet:** How does your art become part of a website?; What are color palettes?; How do I resize images?; Tricks for “speeding up” your images... smaller and more efficient

— Test for section number 5 —

No specific software is required for this course, but we find it helps if you have some form of graphics related software so that you can easily create project assignments. **80 hours**



**You begin when you wish.**

**A mentor is assigned to you for one-on-one assistance.**

**You work at your own pace.**

**All training materials are included. Your**

**work is evaluated — 70% is required for a certificate.**

**You should complete the course within 180 days but may request a 180-day extension.**

# COURSE REGISTRATION

Name \_\_\_\_\_  
Social Security # \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

**GRAPHIC DESIGN CERTIFICATE**

Web Based    80 Hours    Registration Fee: \$1,295\*

\*Price includes all materials!

Check or Money Order     MasterCard     Visa     AMEX  
 Purchase Order     Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

## HOW TO REGISTER

**BY MAIL:** Complete the registration form above, attach your check or money order and mail to the address listed below.

**BY PHONE:** Call (662) 325-3476. Phone registration hours are from 8:00 a.m. to 5:00 p.m. M-F.

**BY FAX:** Fax registration is available 24 hours a day, 7 days per week. Be sure to fax your fully completed enrollment form with credit card information provided to (662) 325-8666.

**Mississippi State University**  
Division of Academic Outreach and  
Continuing Education  
Attn: EAS  
PO Box 5247  
Mississippi State, MS 39762

For information on financial assistance please visit  
[www.collegeloanapplication.com](http://www.collegeloanapplication.com)

For Student Loan Information, call: The Education Resources Institute (TERI) at (800) 255-8374, ext. #2 (The Customer Service Department can take your application over the phone.)

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, or veteran status.

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Mississippi State, MS 39762

# Graphic Design



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