

GRAPHIC COMMUNICATION



“The best part of my graphic communication internship was seeing the packages I helped to design and manufacture being used in stores.”

– graphics intern

Graphic communication is a multifaceted industry, with a wide range of career opportunities in fields such as print production, digital publishing and design, and web-based media. This highly technical industry employs men and women working as prepress/premedia specialists, researchers, press operators, technicians, sales people, customer service representatives, photographers, package engineers, quality control specialists, production supervisors and managers.

DEGREES/MINOR

BACHELOR OF SCIENCE (B.S.)

Applied Engineering and Technology Management (AETM)

The **Graphic Communication** concentration provides students with both theoretical knowledge and practical skills that are relevant for careers in the graphic communication industry. Courses provide technical preparation in print media, web-based publishing, design principles, digital imaging, desktop publishing, color theory, packaging, print production, and research and development. In addition to technical classes, management coursework makes up a significant part of the degree requirements. Graduates of this program typically find employment in planning and estimating, customer relations, digital production, sales, and quality control.

ASSOCIATE OF TECHNOLOGY (A.T.)

Applied Engineering and Technology (AET)

The **Graphic Communication** concentration within this program provides students with the same basic technical coursework as the AETM program, but without courses in management. Graduates of this degree concentration typically find employment in all technical phases of the industry, from pre-press through post-press operations, including design and layout, and desktop publishing.

MINOR IN GRAPHIC COMMUNICATION

Graphic Communication minor students complete 18 credits of technical courses. Three of these are core graphics classes and then students choose three technical courses from topics like digital imaging, desktop publishing, packaging, research and development, and contemporary printing.

Top 3 Reasons to Choose Graphic Communication

AT MILLERSVILLE UNIVERSITY

1. Companies in the graphic communication industry offer competitive starting wages and salary packages compared to other fields.
2. Pennsylvania is one of the top ten leading states in total number of graphic communication employees.
3. Printing is the second largest manufacturing industry in the United States with regard to number of establishments.

Source: Printing Industries of America, Compensation Report 2013





CLUBS & ACTIVITIES

- **Epsilon Pi Tau (EPT) – Beta Phi Chapter.** Epsilon Pi Tau is an international honor society for professions in technology. At Millersville, this includes Technology & Engineering Education, Applied Engineering & Technology Management, and Occupational Safety & Environmental Health majors.
- **Marauder Graphics Club (MGC)** – is an organization for students interested in the printing and graphic communications industries. MGC sponsors many social and professional events, including tours of local printers and industry trade shows.

FACILITIES

There are several laboratory facilities dedicated to graphic communication.

- Digital Publishing
- Print Production
- Package Engineering
- Research and Development

STUDENTS

Graphic communication students have many opportunities to extend their learning beyond the classroom. Participating in professional development sessions, competing in technical contests, and attending national conferences is supported. Students pictured below attended the Specialty Graphics and Imaging Association Conference in Las Vegas with the Marauder Graphics Club.



INTERNSHIP OPPORTUNITIES

Graphic communication internships combine the student's academic, technical and management preparation with actual on-the-job experiences in design, premedia, and print production facilities. Internships have a significant management component and students are required to engage in management-related activities such as planning, organizing, directing, and supervision at the workplace. The student, the employer, and the Department of Applied Engineering, Safety & Technology faculty work cooperatively to assure the internship experience achieves the best possible learning value.



Graphics student, Joe, receiving the "Franklin Award of Excellence" for the print production of his frisbee label at the NeoGraphics Awards in Philadelphia.

ACCREDITATION

The Applied Engineering & Technology Management degrees are accredited by The Association of Technology Management and Applied Engineering (ATMAE).

FOR INFORMATION CONTACT:

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