GRAPHIC DESIGN

& Visual Communications Certificate

In the world of print and digital design, good looks are everything. Fortunately, creating professional content for your clients, employer, or even yourself, is made easier by understanding the fundamental concepts provided in our unique and streamlined Graphic Design & Visual Communications Certificate.

Certificate highlights

In our fully online program, we will cover the identification of multiple principles and elements within good design—**color theory, composition, typography** and more—while demonstrating how artistic decisions can create cohesive, expressive branding using templates and style guides. You'll also work within various **Adobe Creative Suite** software programs to explore effective visual communication strategies and best practices. Throughout the program, you'll complete multiple assignments designed to help you start building a **portfolio**. Clear doubts and ask questions about assignments during **Office Hours** with instructors.

📅 **Duration**
3 months

💲 **Cost**
$2,495

🕐 **Contact hours**
39 hours

Tuition includes access to 20+ Adobe Creative Cloud apps and 15 Adobe Stock images credits per month for the duration of the program. Students must purchase 3 textbooks.

Develop new skills in just 3 months!

Through engaging coursework and live online instructor-led sessions, students gain the knowledge to:

- Conceptualize and create clear visual solutions for complex communication problems in both print and digital media

- Justify design decisions using their knowledge of color, composition, typography, and information hierarchy

- Address real-world design challenges that accommodate multiple revisions and stakeholders

- Critique, edit and refine their own and others' work at a professional level

## Who will benefit from this course

Individuals interested in learning more about graphic design and the technologies it uses

Professionals wishing to strengthen and refine their visual skills

Individuals seeking a better understanding of the creative side of the marketing industry

Program badge

A digital badge will be issued to participants who successfully complete the program. It can be displayed in your online channels like LinkedIn and added to your email signature.
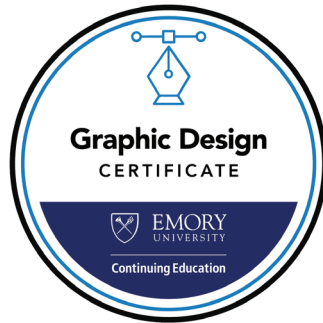
Have questions?

The program advisor is available to meet with you and answer all of your questions. Schedule your personal session at calendly.com/mperott/30min.

Consider us a resource for support!

Let us know how we can be of assistance with your learning goals and journey.

Learn More

Call **(404) 727-6000 x2**
Email **learn@emory.edu**
Visit **emory.link/gdesign**

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