



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
\$1,995



Contact hours
39 hours

Tuition includes 15 Adobe Stock image credits per month for the duration of the program. Students must have an active subscription to Adobe Creative Cloud (or access to Photoshop, Illustrator, and InDesign), which is not included in tuition. Students are also responsible for purchasing 3 required 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 ece.emory.edu

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