



THE UNIVERSITY  
OF THE ARTS  
**CONTINUING EDUCATION**

Focused on developing and fine-tuning **technical and design skills**, the new Graphic Design certificate program is a first step for students considering a **career in Graphic Design** – whether you are looking to create work for a company brand, a client or looking to launch a freelance career.



### **Graphic Design Certificate Program**

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The University of the Arts Continuing Education supports adult learners in reaching new creative and professional heights through courses, workshops and certificate programs.



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OF THE ARTS

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#UArtsCE

# GRAPHIC DESIGN CERTIFICATE PROGRAM

[cs.uarts.edu/graphicdesign](https://cs.uarts.edu/graphicdesign)

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## Overview

From ideation to final layouts, the graphic design process is about discovery. Our courses foster design thinking in context and embed core design principles into all your class projects. While the emphasis will be on print, you will be introduced to motion graphics, a growing trend in the field.

Each of the courses in this program will focus on projects where you will be given a set of design assets necessary to complete your assignment. These assets will mimic what a design client might provide, including text, color palettes, logos, or images; along with a procedure to follow and the evaluation criteria for successfully completing the project.

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## Why UArts?

- Classes are designed to support work-life balance—students can work while taking our classes
- An institutional focus on art + design principles infuses the curriculum with a creative approach to marketing solutions
- UArts students stand out from other candidates entering the field because they learn to clearly present their projects and ideas to clients and co-workers
- Cohort structure will introduce you to peers and help begin building your professional network
- High-quality faculty are experts in the field

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## Students Participate In This Program To:

- Learn about ideation and the practical application of graphic design principles
- Learn to work with composition + layouts
- Gain fluency in the Adobe Creative Suite design software
- Learn a flexible skill set for use with print and/or digital media
- Build a design portfolio

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## Program Structure

- Choice of two tracks - Graphic Design Level I and Graphic Design Level II. Both levels are designed to be completed in three sequential semesters
- All regular classes meet on campus once a week from 6-9 PM.
- Classes are supplemented with special topic presentations, field trips, and hands-on experiences. Attend 6 guest presentations or special programs over course of program

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## Certificate Program Requirements

For application and deadlines visit [cs.uarts.edu/graphicdesign](https://cs.uarts.edu/graphicdesign)

- Level II participants are required to have a laptop computer and Adobe Creative Suite (UArts Certificate students can purchase computer hardware and software at educational rates)
- Students can start with Level II upon completion of Level I or can enter by completing a portfolio review by faculty advisor

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## Graphic Design Level I Courses

### Orientation and Introduction to Graphic Design

Fall | 1 day | 1.0 credit | Tuition: \$100

### Design with Adobe Illustrator

Fall | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$30

Learn to design + create vector graphics.

### Design with Adobe Photoshop

Fall | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$30

Learn skills + design techniques in this imaging platform.

### Design with Adobe Indesign

Spring | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$30

Layout your projects in the page design application.

### Design with Adobe After Effects

Spring | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$30

Put designs into motion with this animation application.

### Typography

Summer | 10 weeks | 3.0 credits | Tuition: \$900, Fee: \$40

Create typographic compositions using a design grid system.

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**Total Credits: 12**

**Total Tuition + Fees: \$3,560**

**Matriculation Fee\*: \$100**

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**Total Program Cost: \$3,660**

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## Graphic Design Level II Courses

### Logo + Brand Design

Fall | 10 weeks | 3.0 credits | Tuition: \$900, Fee: \$40

Conceive + design an effective brand identity.

### Motion Graphics

Spring | 10 weeks | 3.0 credits | Tuition: \$900, Fee: \$40

Design the illusion of motion for multimedia projects.

### Capstone Project – Graphic Design

Summer | 10 weeks | 3.0 credits | Tuition: \$900, Fee: \$40

Design a graphic campaign for a real-world client from concept to completion.

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**Total Credits: 9**

**Total Tuition + Fees: \$2,920**

**Matriculation Fee\*: \$100**

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**Total Program Cost: \$3,020**

*\* one-time payment due upon acceptance into the program (waived for Level II students who complete Graphic Design Level I)*