

Graphic Communications

Official Program Checksheet

Why Choose Graphic Communications?

The printing and graphic communications industry is the third largest industry in the United States, employing more than three quarters of a million people. It is estimated that nearly one third of those employed by the print media industry are over age 55. In addition to the aging workforce, nearly 5,000 new jobs are created each year due to the rapidly changing methods of graphic image transfer and distribution.

Graphic Communications processes are used in the manufacturing, marketing, and communications industries on just about every item that we use. Whether it is the label on an item that you purchase or the dashboard of your car, it was printed. The way we communicate through the internet and mobile devices has increased the demand for graduates with the knowledge and skills to choose the correct communications method for the desired outcome. The internet has actually caused a major increase in printed products as much as 20 percent.

Career Opportunities

Graphic Communications is a lot more than putting ink on paper. The creation and generation of high-resolution digital graphic files and the distribution of those images via Local Area Networks, the Internet, and mobile devices are all part of the job. There is a job for just about everyone with an interest in working with their hands, mind, deadlines, computers and an interest in creative problem solving.

While the AAS degree in Graphic Communications sets the stage for obtaining a BS degree in Graphic Media Management in just 2 more years, those who choose not to pursue a bachelor degree may find many great job opportunities in the print media industry with an average starting hourly wage of \$13.00.

Admission Requirements

New Students SAT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. SAT ERW score of 450 or higher
 2. SAT Math score of 500 or higher. Placement in MATH 109/110 will be considered (SAT Math score of 480 or higher).
 3. SAT Composite of 900 or higher

New Students ACT Scores

- 2.5 High School GPA (on a 4.0 scale)
- Two of the Three Criteria:
 1. ACT English score of 16 or higher
 2. ACT Math score of 19 or higher
 3. ACT Reading score of 19 or higher

Transfer Students

- Combined college or university GPA of 2.35 (on a 4.0 scale) from all institutions attended. GPA based on completion of 12 credit hours or more. Developmental courses will not be considered in computing the GPA requirement.
- Transfer equivalency for FSU ENGL 150 or placement during the first semester at FSU which would require an ACT English score of 16 or higher; or SAT ERW score of 450 or higher; or Accuplacer English score of 6 or higher.
- Transfer equivalency for FSU MATH 114/115 or placement during the first semester at FSU which would require an ACT Math score of 19 or higher; SAT Math score of 500 or higher; or Accuplacer Math scores: Elementary Algebra score 75 or higher and College Level Math 0-49.

More Information:

Additional guidance can be found on the College of Business Webpage under the Admissions tab.

General Education Requirements

All University General Education requirements can be found here: <http://www.ferris.edu/HTMLS/academics/general-education/requirements/AAS.htm>

Please consult this link for a complete listing of General Education Electives: <http://www.ferris.edu/HTMLS/academics/general-education/courses/index.htm>

Consult the official checksheet or program advisor for program specific General Education requirements.

Graduation Requirements

The Graphic Communications program at Ferris terminates with an associate in applied science degree but leads to a Bachelor of Science degree in Graphic Media Management. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall. Students must complete all general education requirements as outlined on the General Education website.

More Information

Marketing Department
College of Business

119 South Street, BUS 212
Big Rapids, MI 49307 - 2284
Phone: 231-591-2426
Email: MKTG@ferris.edu

Graphic Communications is accredited by the Accrediting Council for Collegiate Graphic Communication, Inc.

Next accreditation review is 2021.

<http://accgc.org/programs.html>