

Graphic Communication

Department of Engineering Technology, College of Business and Technology



Program of Study

The WIU Graphic Communication program, which is accredited by the ACCGC (Accrediting Council for Collegiate Graphic Communications), prepares students for careers in areas such as graphic design, technology, desktop publishing, web design and development, packaging and printing production and management. Through a balance of lectures and portfolio-building projects, students are provided with advanced technical knowledge and the challenge of applying it to engaging, real-world design problems. The department's state-of-the-art computer labs include the latest versions of the industry standards in design software, including Adobe Illustrator, InDesign, Photoshop, Dreamweaver and Flash, as well as QuarkXPress. Classes that involve printing production also utilize offset presses, digital duplicators and screen printing equipment. No prior experience with graphic communication principles or software is required upon enrollment.

Special Opportunities

A key component of the major is the required internship. Every student in his or her junior or senior year earns course credit for successfully applying knowledge while gaining invaluable on-the-job experience. By securing an internship in any approved major-related field, each student has the opportunity to enhance his or her skills in a professional work environment of particular interest. Many students report that the internship experience helps them focus their career goals and make vital industry contacts that benefit them upon graduation. Industry site supervisors continually report that the required internship is the vital link between education and the world of business, industry and government service.

Student Activities

Students enrolled in the WIU Department of Engineering Technology are invited to become members of the Graphic Communication Club. Members participate in competitions at national/regional conferences and host professionals who provide insight into their selected fields. Members also participate in career-building activities and community service projects. The club works with on-campus organizations to design and produce various printed materials, and it engages in informative workshops, as well as regional field trips to local designers and printers. Being an active member of the club allows students to work outside the classroom in a student-run organization dedicated to everything graphic.

Honors in Engineering Technology

Graphic communication students who have high academic standing at WIU are invited to join Epsilon Pi Tau, the honor society for the Professions in Technology with over 20,000 initiated members worldwide.

To be eligible for the Centennial Honors College, entering freshmen must have an ACT composite score of at least 28 OR have a 26 or 27 composite ACT and be in the top 15 percent of their graduating class OR have an ACT composite score of at least 24 and be in the top 10 percent of their high school graduating class. A comparable SAT score is acceptable. Transfer and current WIU students who wish to join the Honors College (including the Quad Cities Honors Program) must have a 3.4 grade point average (GPA) on a 4.0 scale based on 12 or more semester hours. Honors credit is given for honors coursework completed at other accredited institutions. To find out more, visit wiu.edu/Honors.

Student Success

The mean GPA for undergraduate students at WIU is 2.979. The mean GPA for graduates in graphic communication is 2.987.

After College

Placement of graphic communication majors is greater than 91 percent. A 2011 survey of graduates from the previous three years indicated that the average starting salary was greater than \$40,000. Current salaries for these graduates with up to 10 years of experience are approaching an average of \$60,000. Nearly 60 to 75 percent of graduates have been promoted, and nearly 60 percent were hired by the company where they served as interns. The AIGA/Aquent Survey of Design Salaries 2013 (graphic communication) reports the following median total cash compensation figures for these design-related careers: entry-level designer, \$47,000; Web designer, \$55,000; print production manager, \$65,000; senior designer, \$60,000-75,000; and creative/design director, \$100,000.

WIU's Career Development Center (CDC) is committed to helping students transition smoothly into successful careers by providing résumé assistance, mock interview sessions and preparatory seminars. Additionally, several networking and career fairs are held each year, and an extensive Leatherneck Link database is provided for students in all class levels. For more information, contact the CDC at (309) 298-1838 or visit wiu.edu/cdc.

Faculty

The faculty in the WIU Department of Engineering Technology have received their academic preparation from noted universities. Their academic preparation, combined with industry experience, provides them with the insight and competencies to develop and oversee diverse, integrated programs of study. Faculty are involved in research relating to packaging, website design and flexography.

Scholarships & Financial Aid

Numerous scholarships and financial aid options are available. For information about scholarships, contact the Scholarship office at (309) 298-2001 or visit wiu.edu/Scholarship. Additionally, the College of Business and Technology and the Department of Engineering Technology have many scholarship opportunities available. For application information, visit wiu.edu/cbt or wiu.edu/engrtech, or contact the engineering technology office at (309) 298-1091. For details about financial aid, contact the Financial Aid office at (309) 298-2446 or visit wiu.edu/fa.

Visit WIU & Enroll Today

WIU offers daylong Discover Western programs, which allow prospective students and their families to tour campus; attend information sessions and meet with faculty, staff and advisers. For information about admission or Discover Western programs, contact the Admissions Office at (309) 298-3157 or toll-free at (877) PICK-WIU (742-5948), or visit wiu.edu/admissions.

For More Information

To learn more about our programs, call engineering technology at (309) 298-1091, visit Knoblauch Hall 135, or go to wiu.edu/engrtech. To speak with an advisor about the graphic communication program, call (309) 298-2100 or stop by Knoblauch Hall 110 to schedule an appointment.

wiu.edu/engrtech

Department of Engineering Technology

Knoblauch Hall 135 • Western Illinois University
1 University Circle • Macomb, IL 61455-1390
Phone: (309) 298-1091
Fax: (309) 298-1061
E-Mail: engrtech@wiu.edu



WESTERN
ILLINOIS
UNIVERSITY