The graphic design program, housed in one of the country’s most comprehensive design colleges (the College of Design), will challenge you to become a graphic design expert and set the pace in a field where global definitions of research, creative production, and practice are rapidly evolving. In the graphic design program, you can expect to stretch your creative capabilities with a challenging curriculum that will drive your passion for design.

In the graphic design program you will develop sharp design skills and learn to use visual information to communicate and make an impact. Through your coursework, including a balance of hands-on studio, lecture, and digital courses, you’ll evolve into a creative thought-leader with design expertise, a professional portfolio, and a strategic approach that reflects your artistic talent and professional goals.

A progressive metropolitan area recognized for its appreciation of design and culture, the Twin Cities has a consistently high demand for talented, well-educated designers. This strong design community provides abundant opportunities where you can choose from an impressive array of internships in both small-scale and large firms, while benefiting from ongoing mentoring relationships with alumni.

By studying in this highly regarded program, the U of M offers an exciting opportunity for your future as a graphic design professional. Graduates are placed in top jobs across the region and the country, with job titles ranging from graphic designer to UX designer to web designer. As a student in the program, you will have the tools to develop the strong foundation in creative arts and leadership you need for a successful career in the field.
Student Experiences

Student Group Spotlight: AIGA Student Group

Study Abroad Options

Learn about study abroad options for Graphic Design majors at http://umabroad.umn.edu/students/maps/cdes/graphic-design.

Meet Our Alumni

Alumni Profile-Aaron Shekey ‘08

While smartphones are great for storing a grocery list or electronically jotting down important notes, Aaron found that songwriting on his device was not as effective. Prior to inventing Hum, an app that combines note-taking with audio recording, Aaron had been storing voice memos and lyrics in his smartphone notes tool. Aaron teamed up with a former colleague to create an app specifically for note-taking and audio recording in order to better organize song ideas. Since Aaron and his teammate launched their app, Hum, it has been downloaded thousands of times and was featured by Apple as Best New App.
You might also explore

Interdisciplinary Design Minor
Journalism and Mass Communication
Marketing
Art
Communication Studies

Associated Careers

Advertising, Marketing, and Public Relations Managers; Art Directors; Graphic Designers; Illustrators; Photographers; Web Designers