



Design Information. Shape Experiences. Create Impact.

Design shapes how people understand information, navigate experiences, and connect with the world. Central's Graphic/Information Design B.A. prepares students to become creative problem-solvers through a curriculum that integrates visual communication, typography, branding, interaction design, storytelling, design research, and emerging technologies. Students graduate prepared to transform complex ideas into clear, engaging, and meaningful design solutions and find careers in the creative industries.

Grounded in a human-centered, research-driven approach, the curriculum emphasizes designing communication systems that connect people, information, technology, and culture. Students learn to analyze complex challenges, generate insights, and design effective solutions across print, digital, environmental, and emerging media. Coursework spans graphic and information design, branding and identity, publication design, web and interactive design, motion graphics, data visualization, digital storytelling, and emerging technologies—including artificial intelligence, AR/VR, and immersive media.

Why Choose Central Design?

- Flexible full- and part-time study
- Small studio classes with individualized faculty mentorship
- Build a professional portfolio throughout the curriculum
- Client-based projects with community, cultural, nonprofit, public-sector, and industry partners
- Internships, study abroad, and professional practice opportunities
- Comprehensive curriculum spanning typography, branding, publication, interaction, motion, information design, and emerging media
- Access to contemporary design software, digital production technologies, and immersive media
- Faculty who are practicing researchers, designers, publishers, and creative professionals
- Opportunities to exhibit, publish, present research, compete, and attend professional conferences
- Strong connections to professional organizations, including AIGA, UCDA, Siggraph, and the Connecticut Art Directors Club (CADC)
- Financial aid, scholarships, and free on-campus child care



Central Design Collective

The Central Design Collective is a student-led community that extends learning beyond the classroom and into the design profession.

Through exhibitions, workshops, portfolio reviews, collaborative projects, museum visits, guest lectures, competitions, and networking events, students build creative confidence, professional connections, and lasting relationships.

The Collective also connects students with international, national, and regional professional organizations, including AIGA, SIGGRAPH, UCDA, and the Connecticut Art Directors Club (CADC), creating opportunities to engage with practicing designers, attend industry events, and enter professional and student competitions. Awards and recognition provide students with valuable credentials for their portfolios and create additional pathways to internships, employment, and professional visibility while still in school.

Career Preparation

Central's Graphic/Information Design graduates are prepared for:

Communication Design

- Graphic/Information Designer
- Brand Designer
- Publication Designer
- Marketing & Communications Designer

Digital Experience

- UX/UI Designer
- Interaction Designer
- Digital Experience Designer
- Product Designer

Motion & Emerging Media

- Motion Graphics Designer
- Broadcast Designer
- Creative Technologist
- Data Visualization Designer
- Color and Materials Designer

Leadership & Strategy

- Design Director
- Creative Director
- Design Strategist
- Design Researcher
- Design Project Manager
- Environmental / Experiential Designer
- Production Designer
- Design Consultant / Studio Owner



Professional Practice from Day One

A defining characteristic of Central's Graphic/Information Design B.A. is its emphasis on professional practice and collaborative learning. Students begin by developing a strong foundation in design principles, typography, visual communication, design thinking, research, and creative problem-solving through studio-based coursework. As they advance, they work with community organizations, cultural institutions, nonprofit agencies, public-sector partners, and businesses on client-based projects that address contemporary social, civic, and communication challenges. Their work is regularly exhibited, published, and recognized through professional competitions and community partnerships. These experiences help students build professional portfolios while developing skills in research, strategy, collaboration, presentation, and production.

Graduates leave with a strong portfolio and the knowledge, skills, and experience needed for careers in graphic design, information design, UX/UI design, branding, digital media, content strategy, publication design, motion design, creative technology, and related fields.

What You'll Learn

Graphic/Information Design B.A. graduates develop and hone the ability to:

- **Design with Purpose** > Design effective visual communication through design principles, process, and critical thinking.
- **Think Critically and Communicate Ideas** > Research, organize, evaluate, and present and articulate design concepts using professional vocabulary and practice.
- **Design for Digital Experiences** > Create effective websites, social media, and interactive user experiences.
- **Design for Print and Publication** > Develop compelling print and publication design for diverse audiences.
- **Create Motion, Multimedia, and Immersive Experiences** > Apply creative and technical skills to motion graphics, multimedia, 3D, and emerging media.

ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

