

Graphic Communication

Department of Engineering Technology, College of Business & Technology



Program of Study

The Graphic Communication program prepares students for careers in areas such as graphic design, desktop publishing, website design and development, 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 software, such as *Illustrator*, *InDesign*, *Photoshop*, *Dreamweaver*, and *Flash*, and *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.

Students can further customize their education by enrolling in an optional independent study course and may declare any minor offered at WIU. Suggested complementary minors include Communication, Computer Science, Electronic Media, Journalism, Marketing, Photographic Media, Professional Writing, and Studio Art.

Student Activities

Students enrolled in the 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

Engineering Technology will be installing a new honorary on campus this year. Students who are in high academic standing at WIU will be invited to join Epsilon Pi Tau, the honorary for the Professions in Technology. Installation is planned for April 2010.

Honors College Admission Requirements: 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% of their graduating class OR have an ACT composite score of at least 24 and be in the top 10% of their high school graduating class. Transfer students with at least 12 semester hours (SH) and up to 59 SH of undergraduate courses are admitted with a GPA of at least 3.3 or 3.4 for 60 SH or more. To find out more, visit wiu.edu/Honors.

After College

Placement of Engineering Technology majors is greater than 91%. Salaries range from \$36,000 for entry-level positions in each of the majors to \$100,000 for the high-end designer and upper management/supervisory positions. The majority of positions have a salary range from \$48,000 to \$62,000.

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

Faculty

The faculty in the Department of Engineering Technology have received their academic preparation from noted universities. Their academic preparation, combined with industry experience, provide them with the insight and competencies to develop and oversee diverse, integrated programs of study.

Scholarships & Financial Aid

Numerous scholarships and financial aid options are available. For information about scholarships, contact the Scholarship Office at wiu.edu/scholarships or (309) 298-2001. For details about financial aid, contact the Financial Aid office at fa.wiu.edu or (309) 298-2446.

Visit WIU & Enroll Today

WIU offers day-long 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 admissions.wiu.edu, (309) 298-3157, or toll-free at (877) PICK-WIU (742-5948).

For More Information

To learn more about our programs, call the Department of Engineering Technology at (309) 298-1091, visit us in Knoblauch Hall 135, or go to wiu.edu/engrtech. To speak with an adviser, call (309) 298-2100 or stop by Knoblauch Hall 110.

wiu.edu/engrtech

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