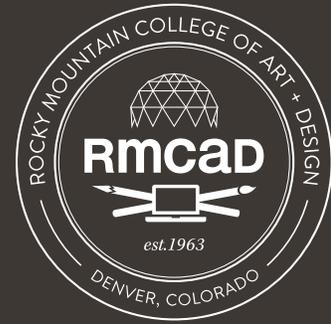


ILLUSTRATIVE DESIGN

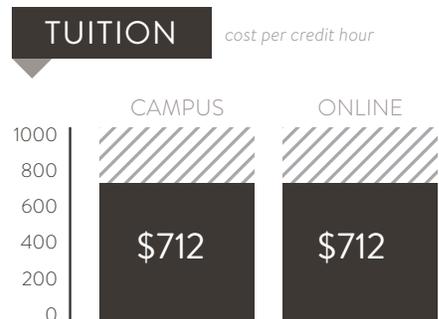


Illustrative Design is a hybrid degree that uses the marriage of form, function, and imagination to tell stories through visual language. Innovative design isn't just nice to look at—it has a significant impact on the way we live our lives. Combine that with a beautiful illustration to further emphasize your message and you've struck gold. Traditionally, a Graphic Designer and Illustrator would team up to accomplish these projects, but in the modern working world one person can fill both roles.

As an Illustrative Design student at RMCAD, you'll learn to communicate stylish solutions to client problems and develop a design expression that is totally unique. The Illustrative Design program focuses on developing unique complimentary skills, setting itself apart from others and ensuring that you graduate with a quality portfolio. You'll complete well-rounded, challenging, and relevant coursework that approaches design with high-impact communication and user experience in mind.

PROGRAM OUTCOMES

Program outcomes can be found in the RMCAD Academic Catalog and serve the Institutional Learning Outcomes. These are Rocky Mountain College of Art + Design's overarching goals and competencies, which include: cultural competence, communication competence, design competence, and critical thinking. In addition to meeting program outcomes, students enrolled in Illustrative Design will also fulfill requirements in Liberal Arts and Foundations.



SKILLS YOU'LL GRADUATE WITH

Typography, Layout, 3D Packaging, Web and Print Design, Vector

AFTER GRADUATION

The Illustrative Design program at RMCAD goes beyond typical design studies. Here, students delve deeper, learning to identify, analyze, and solve problems, all while exploring a human approach to visual composition. With such a highly specialized background, graduates are equipped to launch their career in a variety of design fields. Our alumni have gone on to work with companies like ESPN, Adobe, Reebok, The New York Times, Google, and Facebook, to name just a few.

CAREER POSSIBILITIES

Graphic Designer

Motion Designer

Print Designer

Information Designer



JAY HOLLICK
DEPARTMENT CHAIR

MFA, University of South Florida
BFA, Central Washington University

ABOUT RMCAD

Founded in 1963, RMCAD is a regionally-accredited institution of higher education that offers undergraduate and graduate-level degree programs focused on the arts, design, education, technology, and business. The college is dedicated to the personal success of each student, whether they choose to pursue their studies on campus or online. RMCAD offers courses taught by practicing industry professionals; an intimate learning environment; multimedia-rich online classes; and a beautiful Denver campus. Our goal is to allow artists and designers to find their voice, discover their own paths, and thrive as professionals.

PROGRAMS

Bachelor of Fine Arts | Animation, Art Education, Fashion Design, Fine Arts, Game Art, Graphic Design, Illustration, Illustrative Design, Interior Design, Music Production, Photography

ACCREDITATION

Rocky Mountain College of Art + Design is accredited by the Higher Learning Commission (*HLC*) and is a member of the North Central Association of Colleges and Schools (*NCA*). These prestigious designations guarantee the rigor of our curriculum and ensure that our students receive an education that is relevant, tested, and valuable.

ALUMNI

RMCAD alumni have applied their expertise in many fields. Our graduates have worked for or been represented by: *Disney's Little Einstein, Driscoll Babcock Galleries, Cartoon Network, Sony Computer Entertainment, Dreamworks, YRG Consultants, Comedy Central, Markit on Demand, and many others.*

To learn more about our alumni, visit rmcad.edu/alumni

CULTIVATE YOUR EYE FOR DESIGN

Focusing on human-centered design, students utilize their unique style to communicate complex ideas that fit the needs of our ever-changing world.

FOR MORE INFORMATION VISIT
RMCAD.EDU/ILLUSTRATIVEDESIGN OR RMCAD.EDU/ILLUSTRATIVEDESIGNONLINE