



How to Choose a
Graphic Design School

Brooks Institute offers a BFA degree in Graphic Design that helps **prepare the student** to create the complex messaging required in today's print and media world.



How to Choose a Graphic Design School

This is a question you should be asking if you are a potential student or the parents of a potential student.

discover
my
vision



The graphic design field is expanding so rapidly that it can be difficult to know how to choose a course of study. **Graphic Design requires** creative individuals whose abilities go well beyond merely knowing the software programs necessary to complete the task. **Individuals need** traditional skills plus a broad perspective on problem solving, critical thinking capabilities, and a liberal arts foundation.

Try to define your own interests or skills. Are you interested in design for advertising, the web, logos, magazines, packaging? Do you want to be an illustrator? Do you want to combine design and photography?

Make sure that the school you choose has a broad range of course offerings that meet your interests and cover the skills necessary in the field.

Investigate what career options are available in the graphic design field. Job listings or postings on professional organization websites (i.e., AIGA.org) may help define the skills that employers are looking for.

Brooks Institute offers a BFA degree in Graphic Design that helps prepare the student to create the complex messaging required in today's print and media world. These programs include courses that can provide the depth and understanding necessary to create visual images for more sophisticated clients.

Does a school have an experienced quality faculty with real-world design experience? What technical and equipment resources are available to students? Does the school have business and marketing courses and career service counselors that help you enter the workplace after graduation? What kind of work placement rate is there for alumni of the program? Is the school located in an area that appeals to you?

Credits:

1. Martin Sosa
2. Martin Sosa

There are **good school options available** to study graphic design and pursue a career in this **dynamic field**.



With a little research you may find that there are good school options available to study graphic design and pursue a career in this dynamic field.

About Brooks Institute

Whether you are interested in pursuing a degree in graphic design, photography, film or visual journalism, you can find a program at Brooks Institute that meets your needs. The undergraduate and master's degree programs cater to students who are new to the fields of photography, film, graphic design and visual journalism as well as those who seek new skills to advance an established career.

Brooks Institute's multidisciplinary approach to education promotes collaboration, critical thinking, and creativity to help students become technologically adept and visually sophisticated. The faculty of award-winning industry professionals and academics help students discover their creative style as they grow toward becoming trained professionals.

Brooks Institute is celebrating over 67 years of educating students in the visual and media arts. With campuses in Santa Barbara and Ventura, California, the school offers undergraduate degrees in the fields of professional photography, visual journalism, film, and graphic design, as well as a Master of Fine Arts in Photography.

We practice an educational philosophy of learning by doing. This hands-on approach makes our graduates responsible, resourceful and accomplished. Our degree programs emphasize experiential learning as essential for success as visual/media artists and communicators. We provide a balance between art and technology, and between creativity and business skills.

Credits:

1. Oneill Mabile
2. Jordin Aldridge

Credits (front):
1. Martin Sosa

Credits (back):
1. Julia Cohoat
2. Brendan Doe



CRAZY HOT



2.