



# GRAPHIC COMMUNICATIONS

Graphic communications can be described as the processes and industries that create, develop, produce and disseminate products utilizing or incorporating words or images to convey information, ideas and feelings.

The graphic communications philosophy centers on a unique approach of hands-on learning where students work with equipment, theories and problem solving.

When you walk into the laboratories of the Department of Graphic Communications, you will see something different than any other program teaching graphics in the country – hands-on involvement of faculty and students with various activities related to graphic communications. Every student completes his/her own project from start to finish. They design a digital or printed piece and produce it. There is not a separate class in prepress, press or bindery; these skills are included throughout every class. This is more representative of the industry and allows students to see how the details of each assignment fit into the big picture.

With each successive class, the difficulty, detail and breadth of each assignment increases. A variety of skills, knowledge and talents are developed that are highly sought after in all graphic communications-related industries.

**DEGREES  
OFFERED:**

**B.S.**

**M.S.**

## DEPARTMENT OF GRAPHIC COMMUNICATIONS

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# HIGHLIGHTS

- Historically, the graphic communications department has had 95 percent or higher graduate job placement, with many years achieving 100 percent job placement. Since the department was formed in 1995, there have been more than 1,500 graphic communications graduates.
- Clemson is the first university to offer an undergraduate course in functional materials and printed electronics. In this course, students learn about chemical and electrical theory, simple circuit design, and the effects of various fabrication methods to create functional printed devices. Students also engage in hands-on production using functional inks, flexible plastic substrates, corrugated board, and specialty coatings & inks to build printed circuits and electroluminescent images.
- There are more than 150 different companies around the U.S. that support the internship program. Industry partnerships with graphic communications are very strong and have furnished the laboratories with the latest technology and provide internship opportunities. Students are required to work in the industry for at least two semesters.
- The Bill Treadaway Endowment for Print Leadership facilitates ongoing cooperation and engagement between printing industry leaders and the Clemson faculty. The centerpiece of the endowment is the annual Bill Treadaway Print Leadership Forum, which presents timely topics to Clemson students, alumni and the industry at large.
- The graphic communications department teams with the packaging science department through Clemson's Sonoco Institute of Packaging Design and Graphics to create a one-of-a-kind multidisciplinary approach to packaging research and development.
- Unique, specialized classes in Digital Media Design, User Experience, Front End Development, and Video Storytelling are taught by award-winning industry experts from Clemson Athletics New & Creative Media Team and surrounding cities.
- Phoenix Challenge is a Creative Inquiry course that participates in The Phoenix Challenge Foundation's College Competition every year with flexographic product design projects. Each team researches, develops, designs & produces three types of printed packaged goods for a live customer. Over the almost ten years of the competition, Clemson's team has won in all categories including Overall Winner.
- The Clemson student chapter of the Technical Association of the Graphic Arts (TAGA) designs & produces a research journal and competes in an international competition, judged on technical writing, design & production.

