



**Department of Technology
College of Business & Technology**

Graphic Communications Management (B.S.)

Graphic Communications Management at EKU

We used to call it printing. It has been called graphic arts or graphic communications or even imaging. But it all means placing an image on something, whether paper, cardboard, glass, or even a website. It's all graphic communications. We are a modern, computer driven, creative and exciting field. Graphic communications products facilitate learning, enjoyment, motivation and commerce. Graphic communications includes the family of market segments embracing technologies of printing, publishing, packaging, electronic imaging and their allied industries. Nationally, there are over 45,000 printing plants employing over 1.1 million people. The U.S. government Standard Industrial Classification ranks commercial printing third among manufacturing industries. In Kentucky, over 26,000 are employed in printing companies.

Graphic Communications Management Careers

Graphic Communications Management prepares individuals to apply technical and managerial knowledge and skills to the processes and procedures of managing operations from initial design through finished product distribution. Graduates find a wide variety of jobs available from management positions such as supervisor or estimator to technical positions such as electronic publisher or Web designer. There are also entrepreneurial opportunities in starting your own business.

Department Facilities, Faculty and Student Organizations

The Department of Technology is located in the Whalin Complex with approximately 100,000 square feet of classroom and laboratory space. Laboratories include aviation, automation, electronics, computer aided drafting (CAD), graphic communications, quality assurance, metrology, industrial materials, metallic processes, construction estimating, fluid power and computer applications. The facilities are located in the central portion of campus close to the library, classroom buildings and dormitories. Department faculty have diversified academic and experience backgrounds. They are enthusiastic and devoted to providing students the skills necessary to succeed. The graphic communications lab is equipped with powerful Macintosh computers suitable for creating pages for both print and the web. Pages designed for print may be sent directly to computer-to-plate equipment ready to go on press. Web pages are uploaded right to the server and may include animation and video clips. Highly experienced faculty, who are national leaders in graphic communications education, teach all major courses. Students who want to further their learning experiences may join the Graphic Communications Society, a student organization providing opportunities to interact with industry representatives and tour local and regional industries. Each year they visit a major industry trade show in Atlanta, Charlotte, Indianapolis or other major city.

Suggested First Semester/First Year

| | | |
|---------------------|---------------------------|-----------|
| BTO 100 | Academic Orientation | 1 |
| ENG 101 | English Composition I | 3 |
| Block VI | Wellness | 3 |
| GCM 211 | Graphic Communications | 3 |
| GCM 217 | Electronic Publishing | 3 |
| MAT 107 | College Algebra or higher | 3 |
| Total Hours: | | 16 |

For More Information

Office of Admissions
SSB CPO 54
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
800-465-9191
859-622-2106
www.eku.edu

Department of Technology
307 Whalin Complex
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
859-622-3232
www.technology.eku.edu



University requirements for: Graphic Communications Management (B.S.)

Total Required Courses University Requirements (1 hour)

BTO 100 (Academic Orientation)

General Education Requirements (33 hours)

Courses selected from Communication, Arts & Humanities, Natural Science, Social & Behavioral Sciences, Wellness, and Breadth of Knowledge.

College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

Supporting Course Requirements (28 hours)

Intro to Financial Accounting, Chemistry with Lab, Intro to Programming, Economics, Legal & Ethical Environments of Business, College Algebra, Intro to Managerial Accounting or Managerial Economics or Principles of Management or Principles of Marketing, Concepts of the Physical World, and Statistics.

Major Requirements (48 hours)

Courses in the Graphic Communication Management major include:

- EET 303 LANs & PC Communications
- GCM 211 Graphic Communications
- GCM 217 Electronic Publishing
- GCM 316 Graphic Communications II
- GCM 317 Electronic Publishing II
- GCM 319 Printing Processes
- GCM 349 Applied Learning in GCM (6)
- GCM 410 Finishing & Packaging
- GCM 414 Printing Estimating & Costs
- INT 202 Quality Control
- INT 408 Human Resource Development
- TEC 161 Computer Applications in Technology
- TEC 255 Web Publishing
- TEC 313 Digital Photography
- TEC 355 Web Animation

Free Electives (18 hours)

Total Curriculum Requirements (128 hours)

EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about EKV, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend. Every college and university touts facilities, but few can match the accolades of our faculty. At EKV you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

EKV graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

We hope you'll see that from our view there no limitations, just possibilities.

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin, or Vietnam era or other veteran status, in the admission to, or participation in, any education program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 409, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.