

SUNY Buffalo State

Art & Design

Graphic Design & Digital Media Arts

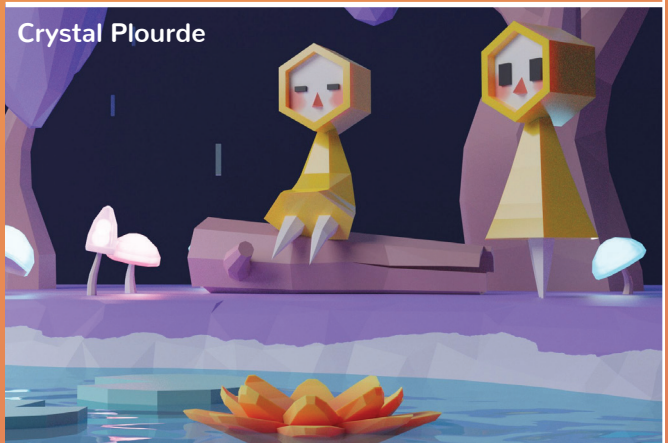
Thanks for your interest in **Graphic Design** and **Digital Media Arts** at Buffalo State College's Art & Design Department. Graphic Design and Digital Media Arts has about 110 students comprised of creative individuals from all over New York State and around the world. The two concentrations of Graphic Design and Digital Media Arts are led by Professor Brent Patterson who has thirty years of design and digital media experience and has been teaching students interactive design, 3D modelling, and animation for over twenty years. Our campus at Buffalo State College sits between two world-class museums (The Buffalo AKG Museum, and the Burchfield Penney Art Center) in the beautiful and culturally rich Elmwood Village of Buffalo, New York. Our campus is adjacent to museums, art galleries, coffee shops, unique restaurants, and a gigantic urban park system designed by Frederick Law Olmsted. Niagara Falls is twenty minutes from our campus and the largest city in Canada is only an hour from Buffalo. It's an ideal place to start a creative career.



Graphic Design ■ The Graphic Design concentration (GRD) is a studio-intensive program of study in which students develop a unique personal practice while learning professional techniques and methods. Graphic Design focuses on portfolio development, technical mastery, professional presentation, and personal creative goals. Students successfully completing this program will qualify for entry-level positions at graphic design firms, public relations firms, publishing agencies, advertising agencies, as well as self-employment. The graphic design program requires an intensive internship during the final year of study in which students are immersed in a design studio and work directly with experienced art directors and designers.

Digital Media Arts ■ The Digital Media Arts concentration (DMA) was started in 2022 for students interested in Graphic Design but who also have a strong interest in various multimedia and animation. It is therefore a parallel, but multidisciplinary and more technical program. Students pursuing this concentration will have the opportunity to work on more advanced projects in 3D animation, game design/interactive design, digital music, digital theater, and video production. Students successfully completing this program of study will qualify for entry level positions at web design/interactive studios, graphic design firms, public relations firms, advertising agencies, video production studios, animation/motion graphics studios, as well as self-employment.

Graphic Design or Digital Media Arts - which one is right for you? If you prefer designs for print like posters and magazine layouts, working with programs like Adobe Illustrator and Photoshop, and have sharp attention to detail, then Graphic Design is probably a good choice. If you enjoy working with new and emerging technology, animation, powerful computers, making imagery for multiple types of media, but also working in experimental ways, then Digital Media Arts might be a better choice. Graphic Design is less technically intense, but more conceptually demanding. In both programs, expect to



spend enormous amounts of time in the studios developing visual communication skills, problem solving abilities, technical mastery, and a professional creative portfolio with which you can begin your career.

The best way to know what it is like to go to Buffalo State College, is to come visit us. You are welcome to come on the many open houses we have during the school year, or you can arrange to visit us during class and experience a lesson in-person. While there you can speak to the professors and the students at length and get to know us.

Choosing a college is one of the most consequential decisions a person can make. The myriad of online information, strong opinions of friends and family, and endless amounts of promotional materials only make the decision harder. One of the best ways to make a decision is to speak with the students, professors, and staff of the place you'll be studying for four years. That's why we invite you to visit.

Contact professor Brent Patterson at patterbd@buffalostate.edu or the Art & Design office at 716-878-4231 or artdesign@buffalostate.edu

■ Frequently Asked Questions

Q: I'm transferring from a community college or another college, what transfer credits will you accept?

A: Buffalo State has agreements with community colleges and universities all over New York State and the United States, so students can transfer easily. Generally, transfer students with Associates Degrees in art or design from community colleges spend two to three years completing the Graphic Design program. It may be closer to two years for students pursuing the Digital Media Arts program. We process transfer students into the program on a case-by-case basis. Your situation may be unique, so speak with one of our professors and bring your transcripts from your previous schools.

Q: Do you have a portfolio requirement for entry?

A: No. If you are accepted into Buffalo State College, you can major in Graphic Design or Digital Media Arts. But, you are expected to maintain a 2.5 Grade Point Average (GPA) or higher in your major throughout your studies. If your GPA falls below 2.5 for more than two semesters, you will be asked to change your major to another program. This could delay graduation and make your educational costs increase, so keep your grades up.

Q: I read that an art test is required for entry. Is that still the case?

A: No. We retired the entrance exam known as The Art Test many years ago.

Q: What is the Freshmen Review?

A: The freshmen review was a portfolio review of students' works submitted at the end of the freshmen year of courses. It was suspended during the COVID19 pandemic, and is no longer conducted.

Q: Do I need to buy a computer?

A: No. We have multiple computers labs to which you will have 24 hours access. That said, students often find it advantageous when they have their own computer. Recommended laptops are posted on the program webpages. The college provides students free access to the Adobe Creative Cloud suite of software.

Q: I worked some design jobs in the past. Can that experience count as college credit?

A: We can only accept college credit from accredited educational institutions.

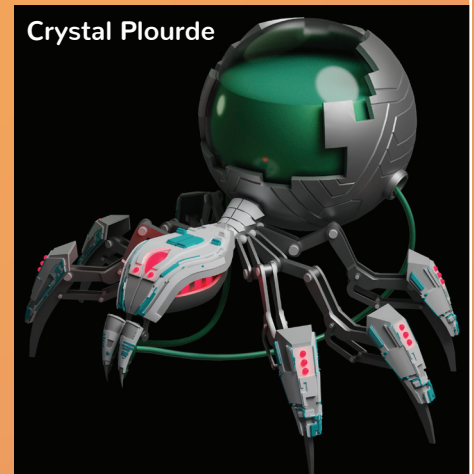
We love to show off our students' work. Check out our alumni websites at this address: <https://artdesign.buffalostate.edu/student-alumni-websites> or scan the QR code below. Lastly, see the latest student animations: <https://vimeo.com/656783052>



Kay Budziszewski



Matt Miller



Crystal Plourde



Juliana Quebral



Student websites



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