University of Jamestown’s Graphic Design for E-Commerce curriculum offers the theory and skills students need for a career in graphic design, as well as providing the liberal arts background that employers seek.

About Our Program
The Graphic Design for E-Commerce major at the University of Jamestown is offered by the Department of Computer Science and Technology with assistance from the Art Department, Department of Business, and Department of Communication Arts. This unique combination of courses in the areas of visual art, communication, marketing, and computer technology skills, is greatly needed to aid current business and industry. This major is offered for students whose interests and future endeavors may involve the creation or implementation of computer developed visual communications. Degrees in Graphic Design for E-Commerce lead to jobs in commercial art, illustration, advertising, marketing, communications and website development and management.

In our unique program, you will:
1) Learn the basics of good design, which include the way type and images are used to make visual statements. Whether your goal is to work in print or multimedia, you’ll learn to use the cutting-edge computer programs that every graphic designer today needs to know.  
2) Learn marketing skills that allow you to create an environment where your ultimate delivery goals are supported through market research, design and maintenance in every aspect of the organization to satisfy your target audience’s needs.  
3) Learn necessary communication skills to combine a convincing argument with the appropriate medium to effectively deliver your message.

Program Strengths
The University of Jamestown promotes each student’s development and growth in a positive learning environment with the support of both students and faculty. As a Graphics Design for E-Commerce student at University of Jamestown, you will benefit from:
- Engaged, passionate faculty who will know you and your work
- A program that will prepare you for either graduate school or a career
- Small class sizes with the focus on excellence in teaching and student learning
- Significant opportunities for hands-on field experience and co-curricular activities
- Opportunities to explore your talents and display your work
- A sound liberal arts background

Curriculum Snapshot
The following courses are required for the major in Graphic Design for E-Commerce.
- Drawing I
- Design
- Art Appreciation or Art History II
- Marketing
- Global Marketing
- Advertising
- Computer Mediated Communications
- Publicity and PR
- Photojournalism
- Video and Publication Development
- Graphics Development
- Introduction to Web Development
- Database Development
- E-Commerce Web Development
- Senior Seminar
- Three Approved Electives

University of Jamestown does not discriminate on the basis of race, color, national origin, gender, disability, sexual orientation, or other status with respect to which discrimination would be unlawful in its programs and activities.