

Mo Rhodes, '23 BFA Graphic Design

BFA GRAPHIC DESIGN

Where messaging takes form.
Where impactful communications are created.

WHAT YOU'LL LEARN

Welcome to the place where ideas transform into powerful visual experiences. In the BFA Graphic Design program at Otis College, you'll learn to shape messages that matter by balancing concept, typography, imagery, motion, and interactive systems to communicate with clarity and purpose.

You'll explore how visual language works and why it works, refining a design process that is rooted in research, iteration, and experimentation. You'll strengthen your ability to think critically, collaborate effectively, and design responsibly while developing professional foundations in presentation skills, cross-disciplinary teamwork, and project management.

HOW YOU'LL WORK

Think iterative. Think collaborative. Think real-world application. This program is built like a working design studio with a hands-on, critique-centered approach rooted in solving real communication challenges.

You'll take on project briefs inspired by what designers face in leading studios and agencies today, learning to research, prototype, refine, and present work that is strategic and compelling. By your final year, you'll develop a polished, industry-ready portfolio that reflects your voice, values, and vision as a designer.

You'll build creative fluency in:

- **Branding and Identity Systems**
- **UX/UI and Interaction Design**
- **Environmental and Experiential Graphics**
- **Packaging and Print Production**
- **Motion Design and Visual Storytelling**
- **Web and App Design**
- **Publication and Printmaking**



“Our faculty all have very active professional practices, and we’re all bringing that experience to the classroom. We’re always in dialogue with agencies, technology companies, design studios, and other employers to better understand their needs.”

**—Brendan Griffiths,
Chair, Graphic Design**



**PROGRAM
OVERVIEW**



16-18 2022



CURRICULUM OVERVIEW

MORE INFORMATION

Brendan Griffiths, Department Chair, Graphic Design

Graphic Design is a STEM-designated program.

Admissions and Aid

Phone: 310-665-6820 or
800-527-Otis (6847)

Email: admissions@otis.edu

Apply: otis.edu/apply

Admitted Students Guide:
otis.edu/admitted

CAREER PATHS

Otis Graphic Design graduates step confidently into an evolving global industry that shapes culture across every medium—digital, physical, experiential, and beyond.

JOB TITLES INCLUDE:

Graphic Designer • Brand Designer • UX/UI Designer • Motion Designer • Environmental Designer • Editorial Designer • Packaging Designer • Art Director • Visual Designer • Entrepreneur

ALUMNI WORK AT:

Adidas • Amazon • Apple • Capitol Records • Disney • Google • LACMA • Mattel • Netflix • Ogilvy and more.

THE X-FACTOR

Here's what makes Graphic Design at Otis stand out:

- A studio-first, mentorship-driven model that mirrors how today's design studios and agencies actually work.
- Classes led by faculty who are active designers, creative directors, strategists, and makers, bringing industry insight into the classroom.
- Design Lab — Graphic Design students can apply for Otis's in-house creative studio which pairs students with real external clients on high-impact projects. You'll collaborate with peers from different majors and work with organizations across the arts, culture, nonprofit, and commercial sectors.
- A cross-disciplinary environment that encourages collaboration with students in Animation, Fashion Design, Illustration, Product Design, and Fine Arts.
- A curriculum grounded in ethical, inclusive, and culturally aware design, preparing graduates to create work that is visually compelling and socially responsible.

You'll leave with a portfolio that includes real client work, real outcomes, and real-world confidence.

FEATURED MINORS

Motion Design: Expand your storytelling into time, movement, and sound.

Entrepreneurship: Turn creative ideas into viable ventures with the business mindset needed to launch projects, brands, and studios.

Art and Design Education: For students driven to teach, mentor, and advocate for creative learning.

The College offers 15 minors to appeal to a wide range of interests.

Art credits, from top: Yaritza Velazquez '22 BFA Graphic Design, Isabel Kim '22 BFA Graphic Design