GRAPHIC DESIGN + ILLUSTRATION

With award-winning faculty and a dynamic curriculum that supports hands-on industry knowledge, our students are set up for their career to engage, explore, and achieve.

Mission

Graphic Design is a competitive program of study and profession. It is the mission of graphic design faculty in the School of Visual Art and Design (SVAD) to make our students marketable and prepared for the commercial industry. Our curriculum encourages a seamless transition from student to professional.

B.F.A

The graphic design program teaches the theory, history, and practice of visual communications design by providing students a firm foundation in formal and conceptual design. Our courses cover typography, experimental typography, branding, editorial design, packing, web, front end to UX/UI, motion graphics, and illustration. Students are required to have an internship, which provides practical and real-world experience before graduation.

Studios, Events, & GD+I Club

Something good is always happening here! Between our visiting speaker series, our University of South Carolina GD+I Club, study abroad opportunities, and interdisciplinary projects across our School and University, our students have their pick of ways to engage with professionals and peers, practice and hone their craft as emerging creatives.

Our students also dive into practical design scenarios as you collaborate with real clients in our brand-new Design Studio. Managed by students and guided by faculty, this agency operates in both digital and print design, offering hands-on learning experiences and showcasing students' creativity to the local community.

Sarah Hoffman (GD+I Class of 2024), *The Act of Creating*, 2022.
Sketch and digital overlay. 10x8 inches.

Hoffman received a Student Gold ADDY® Award for her illustration in 2022!

Supporting Student & Alumni Success

Our students win awards and our alumni are in high places. Graphic Design alumni have gone on to secure design jobs in companies such as Nike, Google, The Charlotte Hornets, Facebook, The Tampa Bay Buccaneers, Auburn University, The Papersource, Clothed in Hope, Bumble, Stitch Design Co., The Half and Half, Lowe's Home Improvement UX development, and the South Carolina Lottery, to name a few. Our alumni's successes demonstrate the professional training our graphic design program offers.

The expectations of our program are high. Students must pass a rigorous portfolio review process, which provides them with the work ethic and foundation needed to succeed in the profession. This rigor prepares students to compete on the national stage and win awards from top-tier organizations such as the American Advertising Federation and exhibiting at universities across the nation.

School of Visual Art and Design
College of Arts and Sciences
UNIVERSITY OF SOUTH CAROLINA

VISIT US AND EXPERIENCE THE ENERGY!

Prospective student information sessions and tours of the School of Visual Art and Design take place on Friday afternoons. Make your reservation through the USC Visitor Center at sc.edu/visit.

Connections Beyond the Classroom

Our faculty hold awards from esteemed organizations like the Advertising Federation of America, HOW, Print, and Creative Quarterly. With global recognition through curated exhibitions and invitations to prestigious venues, they actively contribute to the national and international design community. Students benefit from their real-world experiences, as our faculty continues to exhibit and speak globally and nationally. Beyond the classroom, their involvement in organizations like AIGA, AIGA Design Education Steering Committee, AIGA SC, and UCDA ensures unique opportunities for students, including guest speakers, workshops, studio tours, field trips, and enriching programming that enhances their graphic design education.

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Meet our Faculty

The graphic design program boasts four full-time faculty: Stephanie Nace, Marius Valdes, Meena Khalili, and Brent Dedas. The graphic design faculty also includes several instructors that work professionally in the field as graphic designers, illustrators, and artists.

STEPHANIE NACE is a graduate of Kent State University with an MFA in Visual Communication Design. Her BFA is from Pennsylvania State University in Graphic Design, and her focus is on print design, product design and packaging, and book arts.

MARIUS VALDES earned his MFA in Visual Communication + Graphic Design from VCUarts and his BFA from Georgia State University. His focus is on typography, print design, illustration, logo and systems.

MEENA KHALILI has a BFA in Illustration and an MFA in Visual Communication + Graphic Design from VCUarts. Her focus is on typography, UX, motion, print, design for web, and experimental design.

BRENT DEDAS is a graduate of the College of Design, Art, Architecture, and Planning, University of Cincinnati. His Bachelor of Fine Arts is from the Hite Art Institute, University of Louisville. His work in drawing and mark-making bridges the Drawing and Painting and the Graphic Design and Illustration programs.

Learn More

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