







## Graphic Media Management at FERRIS STATE UNIVERSITY

### QUICK FACTS ABOUT GRAPHIC MEDIA MANAGEMENT AT FERRIS STATE:

- 1) Four Gold Medalists in the National SkillsUSA Graphic Communications competition have been Ferris students.
- 2) Together, 35 Graphic Media Management and Graphic Communications students have received more than \$80,000 in scholarships from industry sponsors.
- 3) The Graphic Media Management program receives more than \$100,000 each year in supplies, equipment and software donations from industry sponsors.
- 4) Approximately 26 companies visit Ferris each year to recruit Graphic Media Management graduates.

*The Graphic Communications and Graphic Media Management programs at Ferris State University prepare the graphic communicators of tomorrow. Learn more about admission to our programs by calling (231) 591-2420 or visiting us online.*

**GRAPHIC COMMUNICATIONS**  
[FERRIS.EDU/BUSINESS/GRAPHIC-COMMUNICATION](http://FERRIS.EDU/BUSINESS/GRAPHIC-COMMUNICATION)

**GRAPHIC MEDIA MANAGEMENT**  
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Today's print media industry is a global communication industry that uses every type of technology available to help customers communicate their messages. **Graphic Media Management** is just that – the cutting edge of print and digital communications technology.

The Bachelor of Science in Graphic Media Management at **FERRIS STATE UNIVERSITY** will help you build the skills you need to develop and deliver visual communications to a global audience, in print, online and via mobile technology.

Leaders in the print media industry must be knowledgeable in all traditional printing methods and know how to best use leading-edge technology to remain competitive. At Ferris State, students learn hands-on the processes of print production, color management, Web-to-print automation and customer relations. Graduates enjoy successful careers ranging from media sales and customer service to information technology and operations.

Your exciting future in Graphic Media Management starts with your choice of our Graphic Communications or Graphic Design associate degrees.

*“My bachelor's degree from Ferris' Graphic Media Management program helped me connect all of the dots between my Network Services associate degree, my love for the graphics industry and my fascination with automated graphic communications solutions.”*

– 2010 graduate **BRANDON MARTINEZ** – senior software engineer, Orion Energy Systems, Ludington, Mich.

## OPPORTUNITY

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LEARN MORE

The Associate in Applied Science Degree in **Graphic Communications** serves as a foundation for the Bachelor of Science in Graphic Media Management and includes instruction in new digital imaging methods, the traditional offset lithographic printing process and finishing processes. Students who excel in the program tend to be visually creative, embrace computer and mechanical technology, and gain satisfaction from making and sharing visual media content.

Learn more at [FERRIS.EDU/BUSINESS/GRAPHIC-COMMUNICATION](http://FERRIS.EDU/BUSINESS/GRAPHIC-COMMUNICATION).

The Graphic Media Management program builds on the technical and design foundation of the associate degrees in Graphic Communications or Graphic Design. Upon completion of your chosen associate degree, you will have the option to continue studies in Graphic Media Management.

A variety of opportunities are available for careers in the graphic media industry. Ferris State's program is designed to prepare students for success with the best combination of specialized and general-knowledge courses. Students will learn the core operations processes of production planning, estimating, cost analysis, process and color management and workflow automation. Students may also choose additional instruction in information technology, marketing, advertising, public relations, international business, general management and many other areas.

Learn more at [FERRIS.EDU/BUSINESS/GRAPHIC-MANAGEMENT](http://FERRIS.EDU/BUSINESS/GRAPHIC-MANAGEMENT).

*"Ferris State's Graphic Media Management program is the first place I call when I am looking for new employees. Customer service representatives, production supervisors or information technologists – they all are well-prepared, coming from Ferris"*

– JOE CORCORAN – plant director, Quad/Graphics, Greenville, Mich.

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foundation scholarships

Graphic Media Management students at Ferris State have the opportunity to compete for a variety of academically challenging and portfolio-building honors and scholarships.

*Graphic Media Management students at Ferris State won more than \$24,800 in scholarship awards from the Printing and Graphics Scholarship Foundation and more than \$45,000 from the Ann Arbor Graphic Arts Memorial Foundation in 2012.*

The Printing and Graphics Scholarship Foundation awarded 11 Ferris Graphic Media Management students over \$24,800 in scholarships for 2012. Ferris consistently ranks amongst the top five schools for total dollars awarded and total number of students receiving scholarships from PGSF. Students compete nationally for more than \$125,000 awarded by PGSF each year.

The Ann Arbor Graphic Arts Memorial Foundation also awarded 18 Ferris Graphic Media Management students over \$45,000 in scholarships for 2012. Ferris consistently is among the top schools for total award amounts and number of students receiving A2GAMF scholarships. Students compete statewide for more than \$100,000 awarded each year.

*“When I was a Graphic Media Management student at Ferris State, I received both the PGSF and the Ann Arbor Memorial Scholarship, as well as a few others. The faculty were great at making us aware of the industry-sponsored opportunities available to students and graduates.”*

– 2008 graduate **MALLORIE WRIGHT** – continuous improvement manager, Quad/Graphics, Lomira, Wis.

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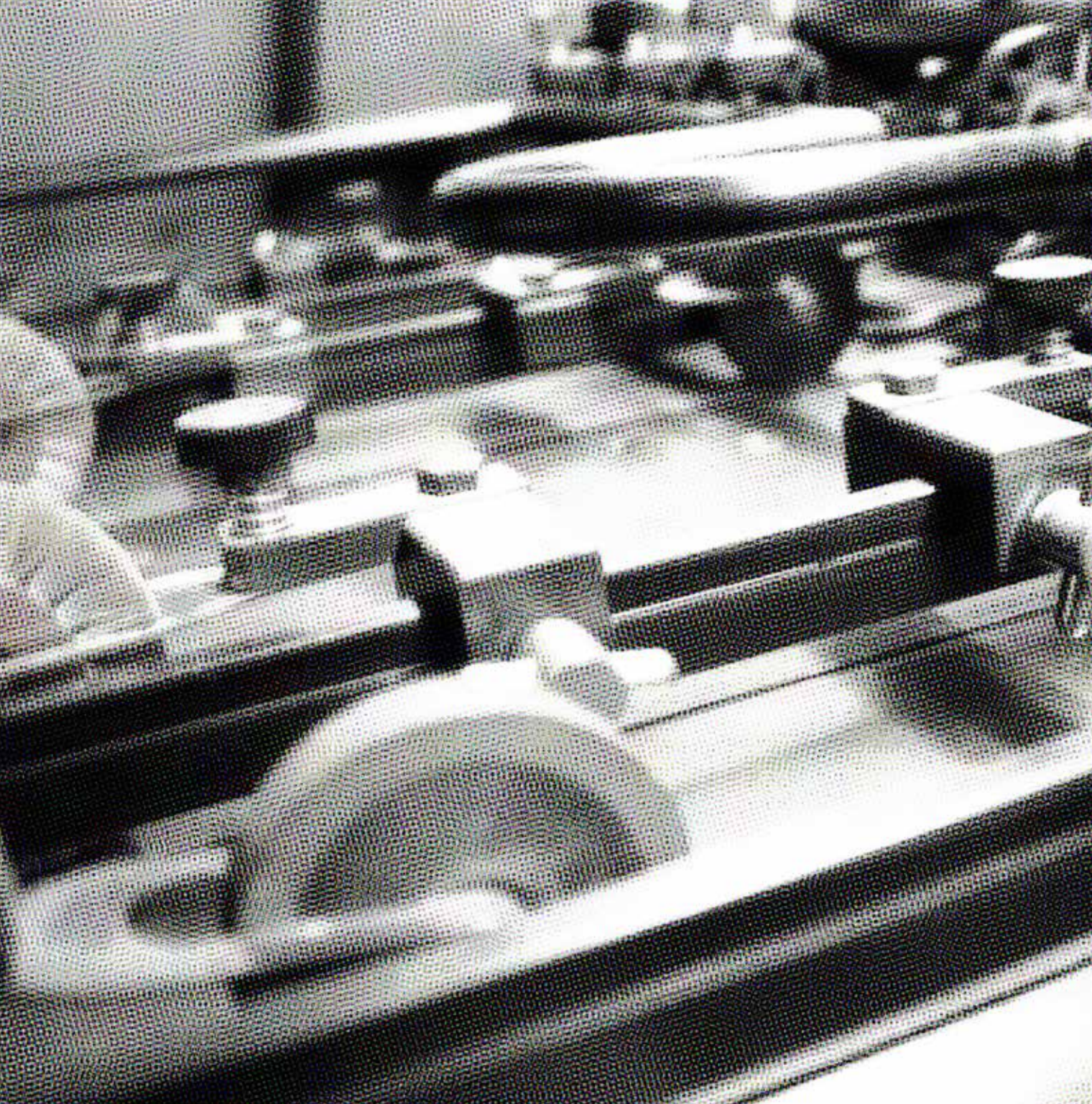
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WHAT IS PRINT

### PRINT IS BIG BUSINESS!

45 trillion pages are printed each year.

41% of Americans shop using both catalogs and the Internet.

74% of college students prefer a printed textbook.

Almost half of all magazine readers read their favorite magazines only in print.

Graduates of *Ferris State's Graphic Media Management* program typically gain employment in the industry before or within six months of graduation.

### PRINT IS GREEN!

Each year, the average consumer's computer wastes more than two times the energy that it takes to produce all of the paper that he or she uses.

The U.S. has 20 percent more trees today than on the first Earth Day in 1970.

Paper recovery for recycling has increased by 70% since 1990. In the U.S., wood chips and sawmill scraps account for 33% of the paper supply, and another 33% comes from recycled paper.

BILBOARDS

inographics

small book

album covers

smartphone apps

the Internet

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# FERRIS STATE UNIVERSITY

COLLEGE OF BUSINESS

119 South St., BUS 212, Big Rapids, MI 49307-2284

Management  
UNIVERSITY

