ACADEMIC CATALOG
2026-2027



MIDWAY
UNIVERSITY

Midway University

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Course

ART 440 - Applied Graphic Design

Students will use the Design Thinking process to build a series of designs for a career-focused industry or organization. Students will identify the target audience, conduct design research, and create designs with this audience in mind. Using the Design Thinking model, students will deepen their understanding of what it means to design for an audience and apply their knowledge of graphic design to gain career-related experience.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

Last updated: 07/15/2026

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