Students learn to thrive in the conditions and context of the profession that they aspire to enter, and have the opportunity to develop practical creative, technical, and collaborative skills.
Graphic design lives at the convergence of many areas of visual art, communication and culture. To thrive in this complex place, aspiring designers must have a thorough understanding of the design profession — as well as an ability to interpret the world around them. At the New York Film Academy, our graphic design students study, develop projects, and experience real-world design scenarios with a prestigious faculty of working designers, professionals who offer individual support and mentorship to students of all backgrounds. Our dedication to hands-on learning means that students learn to thrive in the conditions and context of the profession that they aspire to enter, and have the opportunity to develop practical creative, technical, and collaborative skills.

Graphic design students at NYFA have the option to enroll in the Graphic Design BFA program in Los Angeles, or the 1-Year Graphic Design conservatory-style program in New York City. Whether students choose our conservatory program in New York City or our degree program at the Los Angeles campus, their course will afford them many opportunities to gain hands-on experience and explore their creative potential, all while creating their own projects in our professional-grade facilities. Students enrolled in our graphic design programs should be prepared for an exhilarating full-time commitment, with classes five days a week and many evenings and weekends spent working on original projects. We are committed to imparting the expertise and experience necessary to develop the next generation of well-trained and successful designers, from training in industry-standard software to answering client briefs under deadline.

In all our graphic design programs, students learn from a faculty of award-winning design professionals who have served as public artists; have founded and served as directors, principals, and senior designers at top-level studios; have founded art collectives; have had their work featured in Elle, Harper’s Bazaar, InFashion, The New York Times, The New York Daily News, The New York Post, Metropolitan Home, Vogue Interior Design, Metropolitan Life, Fortune Magazine, Business Week, Print Magazine, Eye Magazine, I. D. Magazine; and have worked with clients including Brioni, Lavazza, The United Nations, FedEx, IBM, United Way, Tommy Hilfiger, Nine West, Givenchy, ABC, NBC, and CBS.

Students embark on a challenging creative journey while focusing on areas of design practice relating to communication, narrative structure, storytelling, motion graphics, and the integration of design and film.

Please Note: Curriculums and projects are subject to change and may vary depending on location. Students should consult the most recently published campus catalog for the most up to date course information.
Graphic Design Programs

Bachelor of Fine Arts

The New York Film Academy Bachelor of Fine Arts in Graphic Design in Los Angeles is an accelerated, three-year, eight-semester program designed by leading graphic designers to educate, train and immerse prospective graphic designers, while also offering a firm foundation in the liberal arts to support their artistic work. Our BFA graphic design students receive hands-on training in practical and professional skills to prepare them for the realities of today’s profession, while also expanding a well-rounded and inspiring liberal arts curricula that challenges them to develop the critical thinking skills and knowledge of the world that form an important foundation for all creative work.

At the culmination of the program, students synthesize their skills to create a personal portfolio in multiple formats, demonstrating advanced creative vision, technical skill and personal aesthetic while also reflecting professional presentation skills.

Bachelor of Fine Arts Courses

The following courses comprise the BFA program in Graphic Design:

- Graphic Design I (Type, Image, Layout Fundamentals)
- Elements of Design I (Design Principles)
- Drawing & Imagery (Introduction to Image Making)
- Drawing & Imaging II (Digital Processes)
- Type II (Type Vision)
- Elements of Design II
- Intro to Digital Printmaking
- Graphic Design II
- Type III (Text as Image)
- Communication Design I
- Digital Photography & Digital Printing I
- Elements of Design II (4D/Time Based Media)
- Typ IV (Motion)
- Communication Design II
- Digital Photography & Digital Printing II
- Package Design (3D Graphics)
- Advertising
- Publication Design
- Data Visualization & Information Graphics
- Design Studio I
- Communication Design III (Message)
- Interactive Design I
- Pre-Press & Print Production I (for Print)
- Pre-Press & Print Production II (for Print & Web)
- Design Studio II
- Branding
- Interactive Design II
- Thesis I
- Portfolio Production & Business Practices
- Thesis II
- Independent Studio

1-Year Conservatory

The New York Film Academy is a one-year Graphic Design program in New York City as an intensive course that offers special focus on areas of design practice relating to communication, narrative structure, storytelling, motion graphics, and the integration of design and film. Students embark on a challenging creative journey under the guidance of active professional graphic designers, working with state-of-the-art equipment and facilities and discovering connections between aesthetic sensibilities and commercial objectives.

Our conservatory students are guided through professional design processes from start to finish — from understanding client design briefs to generating ideas, sketching, refining, prototyping, and production. Class projects challenge students to create branding and visual identity, and explore interactive design and design for interaction (mobile, responsive design and app design), motion graphics (on screen branding and identity, film titles, campaigns and trailers), and print materials (editorial, book and collateral).

We equip our 1-year students with the technical knowledge, design theory, and studio skills they need to reach a truly competitive level of professionalism and creativity. At the culmination of the program, students synthesize their skills to create a personal portfolio in multiple formats, demonstrating advanced creative vision, technical skill and personal aesthetic while also reflecting professional presentation skills.

1-Year Conservatory Courses

The following courses comprise the 1-Year program in Graphic Design:

- Term 1: Building a Design Skill Set (acquisition)
  - Elements of Design
  - Communication Design
  - Fundamentals of Typography
  - Drawing & Image Making
  - History of Graphic Design
- Tech Lab 1

- Term 2: Design Problem Solving (application)
  - Communication Strategies (Branding and Visual Identity)
  - Design for Interaction
  - Type and Motion
  - Design Studio
  - Portfolio Production and Business Practices
- Tech Lab 2

Graphic Design Faculty

Debra Drozdowski, Chair
BFA/ Cooper Union, MFA/ Yale University

After receiving her BFA from Cooper Union, Debra Drozdowski worked for the graphic design studio Deliria and Photon. She attended the Graphic Design program at Yale University School of Art, from which she graduated in 1980. She worked as a senior designer at several New York design studios, including Bureau and Design Writing Research, and was a founding member of the art collective Class Action. In 1995, she established her own New York based graphic design consulting firm, Notion Studio. Her work has been published in Print Magazine, Ego Magazine, I D Magazine, American Corporate Identity, Society of Publication Designers, The Type Directors Club of New York, Gilbert Paper Exquisite Corp., American Center for Design Statements, AGA Annual No. 16, "From Surfing to the Surf" by Liz Mikusant, and "The Design of Disaster" by Mirko Illy and Milton Glaser.

Debra was Chairman of the Graphic Design department at the University of the Arts in Philadelphia from 1998–2006, where she also taught and was an Associate Professor. She has also taught at The Cooper Union, Yale University, The School of Visual Arts, Pratt, and Parsons The New School for Design.

Keith Godard
BFA/ Landen College of Printing and Graphic Design, MFA/ Yale School of Arts and Architecture

An award-winning industry trailblazer in graphic design for over four decades, Godard is regarded as a Renaissance man in the fields of public art and exhibition design. As the principal behind the esteemed design firm StudioWorks, which he founded over 25 years ago, he has created numerous exhibitions, and for print clients such as University of Virginia, Fortune Magazine, Business Week, and much more. He focuses on integrating his imagination with a broad range of new media, print, animation, and websites and environmental designs.

Sophia Biljensky
BFA/ The University of the Arts/ Philadelphia

Sophia Biljensky is the founder and creative director of AllerCat Design, a creative strategy firm focused on developing initiatives that drive business and social outcomes. Sophia is a highly regarded leader in the design community with 20+ years experience in branding and business strategies. Known for innovative thinking, Sophia brings her passion for art, identity and world design to her design, integrating strategy and culture in ways that align organizations with purpose and meaning. Partnering with a variety of prestigious brands that include FedEx, IBM, United Way, Tommy Hilfiger, Nike West, Givency and the Memphis Grizzlies Foundation, Sophia has created a body of work notable for its relevance to mission, time, place and goals.

Erin Callon
BFA/ The School of the Art Institute of Chicago, MA/ The New School

Erin Callon is a multidisciplinary artist with a background in animation, motion graphics, video production, and fine art photography. She attended The Art of Institute of Chicago and recently finished her Masters of Media Studies at The New School in New York. Her projects have been exhibited widely, including shows in New York, Chicago, Tokyo and Hamburg. Her recent work, The Anonymous Heartache Project (a collaborative transmedia documentary) debuted on the New Media Festival Icons in Brooklyn, and was featured on American Public Media’s “The Story with Dick Gordon.” She currently resides in Brooklyn where she works as a freelance graphic artist, a part-time professor of digital media, and co-founder of Citizens Collective, Broadcast.

Jee-yeon Lee
BFA/ Fashion Institute of Technology

Jee-yeon Lee is an independent designer in New York currently serving as design director at Thought&Matter, a branding studio with an artistic perspective. She has extensive experience in branding, packaging, and identity work for industries ranging from hospitality to nonprofit clients. In the past, Jee-yeon has worked for renowned designers including Mirko Illy and Milton Glaser, where she was in charge of developing concepts and creating various designs for Brooklyn Brewery. She has taught publication design at the Fashion Institute of Technology.

Alexander Polakow
BFA/ The University of the Arts/ Philadelphia

Over a long and varied career, Alexander has worked extensively as a graphic designer, a design instructor, a furniture-designer, and a journalist primarily focused on subjects related to graphic design. His diverse portfolio includes work for clients such as Interior Design, DesignX, Boffard Furniture, Metropolitan Life, Amari🖶, Straehlein Paper, Independent Curators Inc., Mirror Cunningham Dance Company, Red Top Architects, Duarte Construction, The Carpenter Group, Outdoor Life, Good Harbor, and Red Top Architects. In addition to his commercial successes, Alexander has taught graphic design at Rutgers University, FIT, MICA and Pratt Institute.
Graphic Design Student Work

John Meneses

Kevin Zhang

Gunsel Hasanli

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