GCOM MISSION STATEMENT

We are a culturally and experientially diverse group of designers and thinkers. We believe that design is an exciting and muscular means to communicate, to enable, and to create positive change in our world. We strive to make a difference in the lives of all students and faculty by empowering them to embrace design as a means for meeting the personal, social, economic and political challenges facing our community.

GCOM Philosophy of Design Education: teaching the design process

The Graphic Communication Department at Sacramento City College serves students through successful job placement, transfer to four-year institutions and personal fulfillment. To promote these outcomes, design is taught holistically.

Design is a critical thinking process rather than a product. The Graphic Communication Department instills this in students at a critical time in their careers and education. The inception of a design education is a sacred moment when students develop design thinking and design skills they will utilize for their entire lives.

Software skills and design thinking work hand-in-hand; software is a medium and a tool of expression for the design process. The Graphic Communication department immerses students in design-thinking, and, consequently, students learn the tools more effectively. By providing a context whereby software supports design, the process becomes memorable, meaningful and more effective.