

## New iMac room for Department of Graphic Design and Multimedia

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*A designer wants to be creative. A designer needs inspiration. A designer needs a great working environment. A designer needs the iMac room. International Burch University proudly presents you the new iMac room for Department of Graphic Design and Multimedia at the Faculty of Education and Humanities.*

13 latest generation iMacs with Retina display enable an immersive experience for a designer. The color you shoot is the color you see. So all three colors - red, green, and blue - are more equally represented and show off real-world color with more balance and precision. All that combined with a brightly lit room, lots of space and an air conditioner are prerequisites for a great working environment.

Graphic Design, known also as Communication Design, is the art of planning and projecting ideas and experiences visually. Designers have long been the architects of printed material, arranging the forms, type, and images printed onto posters, advertisements, and packaging. They have also been responsible for the information visualizations and graphics in newspapers and magazines. Traditionally, graphic designers lean toward print media and agency work for ads, packaging, and information design. But when graphic design is combined with multimedia, which includes animation and motion graphics for the web and presentations, a perfect blend is created. This merger of these two formerly distinct fields of expertise into a single unique blend is what makes Graphic Design and Multimedia at International Burch University so special.

Enroll, design, get creative and most importantly, do what makes you happy.

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