

Graphic Design

Statement of Purpose

The goal of the Bachelor of Fine Art in Graphic Design is to provide professional preparation for entry into the profession of graphic design or studies at the graduate level, and to prepare students to examine, anticipate and prepare for evolving roles in the information environment. The study of typography and its key role in the communication of information is the cornerstone of the Graphic Design curriculum, and typographic principles, systems and concepts are emphasized throughout. The department curriculum strives to balance the pragmatic and theoretical aspects of graphic design by building on a foundation of theory that increasingly becomes more pragmatic and complex in the solving of visual communication design problems.

Student Learning Outcomes

1. **Concept.** Demonstrate a clear understanding of a communication problem and present a meaningful solution.
2. **Research.** Apply research and analysis procedures and skills to identify an effective visual communication strategy.
3. **Composition.** Demonstrate the ability to select and arrange typography, images, diagrams, motion, sequencing, color, and other such elements effectively in the contexts of specific design projects.
4. **Interactive Experience.** Demonstrate the ability to clearly and effectively present an interactive design solution appropriate to its intended user and environment.
5. **Professionalism.** Demonstrate professional sequencing and presentation of work, clearly written project descriptions and evidence of effective team collaboration.

GRAPHIC DESIGN CURRICULUM

I. GENERAL EDUCATION CURRICULUM

A. Liberal Arts

(8 courses, 24 credit hours, 20%)

WRIT 151 Writing Studio

LIBA 111 Contemporary Design Culture

WRIT 120 Professional Writing for Designers

LMST 282 Literature & Media Studies

Literature and Media Studies Elective

Social and Behavioral Sciences Elective (recommended: SBSC 215 Intercultural Communication)

Scientific Practices Elective (recommended: MATH 256 Creative Geometry)

Arts and Humanities Elective

B. General Education

(2 courses, 6 credit hours, 5%)

Two (2) General Education Electives

C. Art and Design History (4 courses, 12 credit hours, 10%)

ARTH 121 History of Graphic Design
ARTH 111 Development of Art & Ideas
Two (2) Upper-Level Art History Electives

II. PROGRAM CURRICULUM

A. First Year Community (5 courses, 15 credit hours, 12.5%)

DSNA 112 Drawing & 2D Design I
DSNA 113 Drawing & 3D Design I
DSNA 114 4D Design
DSNA 122 Drawing & 2D Design II
DSNA 123 Drawing & 3D Design II

B. Graphic Design Major (15 courses, 45 credit hours, 37.5%)

GDES 124 Intro to UI/UX
GDES 239 Graphic Design I
GDES 210 Design & Typography
GDES 240 Graphic Design II
GDES 246 Designing with Type II
GDES 243 New Media UI/UX
GDES 341 Graphic Design III
GDES 345 3D Problem Solving
GDES 342 Graphic Design IV
GDES 363 Designing with Type III
GDES 493 Graphic Design V
GDES 420 Visual Persuasion
GDES 491 Design Research Center Practicum *or* GDES 496 Graphic Design Internship *or* GDES 497 GD Summer Internship *or* additional Graphic Design Elective
GDES 480 Portfolio
GDES 494 Graphic Design VI

C. Graphic Design Electives (choose 2 courses, 6 credit hours, 5%)

GDES 370 Contemporary Topics in Graphic Design
GDES 495 Special Topics: Wearable Messages
ELEC 331 Word, Image, and Book
ELEC 341 Expressive Typography
ELEC 343 Design for Business
ELEC 353 New Media: Music Branding
ELEC 220 Intro to Letterpress
ELEC 350 Collaboratory

III. ELECTIVES

A. Open Electives (4 courses, 12 credit hours, 10%)

Four (4) Open Electives (recommended: INTE 301 Internship)

Graphic Design Curriculum Map

Graphic Design BFA 2021-22

Year 1 Fall	Year 1 Spring	Year 2 Fall	Year 2 Spring	Year 3 Fall	Year 3 Spring	Year 4 Fall	Year 4 Spring
DSNA 112 Drawing & 2D Design I	DSNA 122 Drawing & 2D Design II	GDES 239 Graphic Design I	GDES 240 Graphic Design II	GDES 341 Graphic Design III	GDES 342 Graphic Design IV	GDES 493 Graphic Design V	GDES 494 Graphic Design VI
DSNA 113 Drawing & 3D Design I	DSNA 123 Drawing & 3D Design II	GDES 210 Design & Typography	GDES 246 Designing with Type II	GDES 345 3D Problem Solving	GDES 363 Designing with Type III	GDES 420 Visual Persuasion	GDES 480 Portfolio
DSNA 114 4D Design	GDES 124 Intro to UI/UX	LMST 282 Literature & Media Studies	GDES 243 New Media UI/UX	Graphic Design Elective	Graphic Design Elective	GDES 491 Design Center or Internship or Graphic Design Elective	General Education Elective
LIBA 111 Contemporary Design Culture	ARTH 111 Development of Art & Ideas	ARTH 121 History of Graphic Design	Upper-Level Art History	Upper-Level Art History	Liberal Arts	Liberal Arts	General Education Elective
WRIT 151 Writing Studio	WRIT 120 Professional Writing	Open Elective or Co-requisite GDES 124 for transfers	Liberal Arts	Open Elective or INTE 301 Internship	Liberal Arts	Open Elective	Open Elective
	Program Curriculum		General Education			Electives	
Color Key	First Year 15 hours 12.5%	Major Courses 51 hours 42.5%	Liberal Arts 24 Hours 20%	General Education 6 Hours 5%	Art & Design History 12 Hours 10%	Open Electives 12 Hours 10%	120 Credits