

Graphic Design (BFA)

Graphic Design BFA 2023-24

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 2D Design I (BOAD, GD, MD, PI)	DSNA 122 2D Design II (BOAD, GD, MD)	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 3D Design I (ED, GD)	DSNA 123 3D Design II (ED, GD)	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 Time Based Communication (BOAD, FILM, GD, MD, VR)	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 Credit Hours

Degree Type

Bachelor of Fine Arts

Statement of Purpose

The goal of the Bachelor of Fine Arts 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.

General Education Curriculum

Liberal Arts

Item #	Title	Credits
WRIT 151	Writing Studio	3
LIBA 111	Contemporary Design Culture	3
WRIT 120	Professional Writing	3
LMST 282	Literature & Media Studies	3
	Literature and Media Studies Elective	3
	Social and Behavioral Sciences Elective	3
	Social and Behavioral Sciences Elective	3
	Arts and Humanities Elective	3

General Education

Item #	Title	Credits
	General Education Elective	3
	General Education Elective	3

Art and Design History

Item #	Title	Credits
ARTH 121	History of Graphic Design	3
ARTH 111	Development of Art & Ideas	3
	Art History Upper-Level Elective	3
	Art History Upper-Level Elective	3

Program Curriculum

First Year Community

Item #	Title	Credits
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
DSNA 113	3D Design I (ED, GD)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
DSNA 122	2D Design II (BOAD, GD, MD)	3
DSNA 123	3D Design II (ED, GD)	3

Graphic Design Major

GDES 491 Design Research Center Practicum OR GDES 496 Graphic Design Internship OR GDES 497 GD Summer Internship OR additional Graphic Design Elective

Item #	Title	Credits
GDES 124	Intro to UI/UX	3
GDES 239	Graphic Design I	3
GDES 210	Design & Typography	3
GDES 240	Graphic Design II	3
GDES 246	Designing with Type II	3
GDES 243	New Media UI/UX	3
GDES 341	Graphic Design III	3
GDES 345	Three Dimensional Problem Solving	3
GDES 342	Graphic Design IV	3
GDES 363	Designing with Type III	3
GDES 493	Graphic Design V	3
GDES 420	Visual Persuasion	3
GDES 491	Design Research Center Practicum	3
GDES 480	Portfolio	3
GDES 494	Graphic Design VI	3

Graphic Design Electives

Choose 2 courses.

Item #	Title	Credits
GDES 370	Contemporary Topics In Graphic Design	3
GDES 495	Special Topics: Wearable Messages	3
ELEC 331	Word, Image and Book	3
ELEC 341	Expressive Typography	3
ELEC 343	Design for Business	3
ELEC 353	New Media: Music Branding	3
ELEC 220	Intro to Letterpress	3
ELEC 350	Collaboratory	1-6

Open Electives

Item #	Title	Credits
	Open Elective	3
	Open Elective	3
	Open Elective	3
	Open Elective or INTE 301	3
	Total Credits	120

Course Sequencing

Year 1 Fall

Item #	Title	Credits
DSNA 112	2D Design I (BOAD, GD, MD, PI)	3
DSNA 113	3D Design I (ED, GD)	3
DSNA 114	Time Based Communication (BOAD, FILM, GD, MD, VR)	3
LIBA 111	Contemporary Design Culture	3
WRIT 151	Writing Studio	3

Year 1 Spring

Item #	Title	Credits
DSNA 122	2D Design II (BOAD, GD, MD)	3
DSNA 123	3D Design II (ED, GD)	3
GDES 124	Intro to UI/UX	3
ARTH 111	Development of Art & Ideas	3
WRIT 120	Professional Writing	3

Year 2 Fall

Item #	Title	Credits
GDES 239	Graphic Design I	3
GDES 210	Design & Typography	3
LMST 282	Literature & Media Studies	3
ARTH 121	History of Graphic Design	3
	Open Elective	3

Year 2 Spring

Item #	Title	Credits
GDES 240	Graphic Design II	3
GDES 246	Designing with Type II	3
GDES 243	New Media UI/UX	3
	Art History Upper-Level Elective	3
	Liberal Arts Elective	3

Year 3 Fall

Item #	Title	Credits
GDES 341	Graphic Design III	3
GDES 345	Three Dimensional Problem Solving	3
	Graphic Design Elective	3
	Art History Upper-Level Elective	3
	Open Elective or INTE 301	3

Year 3 Spring

Item #	Title	Credits
GDES 342	Graphic Design IV	3
GDES 363	Designing with Type III	3
	Graphic Design Elective	3
	Liberal Arts Elective	3
	Liberal Arts Elective	3

Year 4 Fall

Item #	Title	Credits
GDES 493	Graphic Design V	3
GDES 420	Visual Persuasion	3
GDES 491	Design Research Center Practicum	3
	Liberal Arts Elective	3
	Open Elective	3

Year 4 Spring

Item #	Title	Credits
GDES 494	Graphic Design VI	3
GDES 480	Portfolio	3
	General Education Elective	3
	General Education Elective	3
	Open Elective	3