## **GRAPHIC DESIGN, BACHELOR OF ARTS**

All majors require a minimum of 60 credits and completion of one of the following career pathways for 18 credits. A senior exhibition is required of all majors. A quality representation of the student's artwork from their junior and senior years is used for the senior exhibition.

**Credits** 

DES 271

Typography

A minimum of 60 credits is required and completion of one of the following career pathways:

Title

Code

Code	ritte	Credits
Base Curriculum	(BA):	
ART 000	Exhibition and Convocation Attendance	0
ART 119	Foundation Drawing I	3
ART 171	Foundation Design: Two-Dimensional	3
ART 172	Foundation Design: Three-Dimensional	3
ART 173	Foundation Design: Digital Art and Design	3
ART 222	Art History I	3
ART 223	Art History II (GT-AH1)	3
ART 246	Introduction to Photography	3
ART 257	Introduction to Printmaking	3
ART 400	Artist's Portfolio/Senior Exhibition	3
DES 270	Introduction to Graphic Design and Illustration	3
DES 271	Typography	3
DES 370	Intermediate Graphic Design	3
DES 425	History of Graphic Design	3
DES 470	Advanced Design and Illustration I	3
DES 471	Senior Project in Design	3
DES 499	, ,	
And the followin	g Required courses:	
BUAD 270	Principles of Marketing	3
BUAD 335	Marketing Communications	3
COM 346	Multimedia Communication	3
CS 160	Introduction to Web Design	3
One of the follow	ving Career Pathways:	
Art and Design C		18
select 18 crec required cours	lits of ART electives, including the following two ses:	
ART 219	Foundation Drawing II	
ART 319	Intermediate Drawing	
and 12 credits	s of the following:	
ART 203	Introduction to Ceramics	
ART 230	Introduction to Sculpture	
ART 235	Introduction to Jewelry	
ART 280	Introduction to Painting	
ART 286	Introduction to Watercolor	
ART 346	Intermediate Photography	
ART 357	Intermediate Printmaking	
Strategic Comm	unications Career Pathway	18
COM 151	Introduction to Mass Media (GT-AH2)	
COM 241	Media Writing	
COM 264	Introduction to Media Production I	

COM 274	Public Relations Communication	
COM 323	Media/ Arts Management	
COM 351	Media Theory and Research	
COM 375	Social Media Skills	
COM 474	Campaign Planning in Advertising and Public Information	
Film and Theatre	Career Pathway	18
COM 119	Introduction to Film	
COM 231	Stagecraft I	
COM 234	Aesthetics, Lighting and Film Theory	
COM 235	Introduction to Acting	
COM 261	Introduction To Audio Communication	
COM 264	Introduction to Media Production I	
COM 306	Scriptwriting	
COM 330	Stagecraft II	
COM 331	Scenography in Film and Theatre	
COM 335	Intermediate Media Production II	
COM 353	Advanced Cinema Studies	
	Multi-Camera Studio Production	
COM 361	man camera cradic i roduction	
COM 385	Experimental Media Production	
COM 389	Media Production: Narrative	
COM 390	MEDIA PRODUCTION: DOCUMENTARY	
COM 490	Advanced Media Production	
And 9 credits of	free electives	9
Course	Title	Credits
Year One		
Year One Fall		
	Exhibition and Convocation Attendance	0
Fall ART 000 ART 119	Foundation Drawing I	0
Fall ART 000 ART 119 ART 171	Foundation Drawing I Foundation Design: Two-Dimensional	3
Fall ART 000 ART 119 ART 171 ENG 102	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1)	3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar	3 3 3
Fall ART 000 ART 119 ART 171 ENG 102	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1)	3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1)	3 3 3 1
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education	3 3 3 1 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education	3 3 3 1 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional	3 3 3 1 3 3 3 3 16 0 0 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design	3 3 3 1 1 3 3 16 0 0 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2)	3 3 3 1 1 3 3 3 16 0 3 3 3 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education	3 3 3 1 1 3 3 3 16 6
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2)	3 3 3 1 1 3 3 3 16 0 3 3 3 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education	3 3 3 1 1 3 3 3 16 6
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education	3 3 3 1 1 3 3 3 16 6
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits	3 3 3 1 3 3 16 0 3 3 3 3 6
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography	3 3 3 1 3 3 16 0 3 3 3 6 15
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Printmaking	3 3 3 1 16 0 3 3 3 6 15
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography	3 3 3 1 16 0 3 3 3 3 6 15
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257 CS 160	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Web Design	3 3 3 1 3 3 16 0 3 3 3 16 15 0 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257 CS 160 DES 270	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Printmaking Introduction to Web Design Introduction to Graphic Design and Illustration	3 3 3 1 3 3 16 0 3 3 3 6 15 0 3 3 3 3 3 3 3 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257 CS 160 DES 270	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Printmaking Introduction to Web Design Introduction to Graphic Design and Illustration General Education	3 3 3 1 3 3 16 0 3 3 3 6 15 0 3 3 3 3 3 3 3 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257 CS 160 DES 270 Gen Ed  Spring ART 000	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Web Design Introduction to Graphic Design and Illustration General Education Credits  Exhibition and Convocation Attendance	3 3 3 11 3 3 16 0 3 3 3 3 3 3 3 3 3 3 3 5 0 0 0 3 3 3 3
Fall ART 000 ART 119 ART 171 ENG 102 HWTR 100 MATH 105 Gen Ed  Spring ART 000 ART 172 ART 173 ENG 103 Gen Ed  Year Two Fall ART 000 ART 222 ART 246 or ART 257 CS 160 DES 270 Gen Ed  Spring	Foundation Drawing I Foundation Design: Two-Dimensional Writing and Rhetoric I (GT-CO1) First Year Seminar Mathematics for the Liberal Arts (GT-MA1) General Education Credits  Exhibition and Convocation Attendance Foundation Design: Three-Dimensional Foundation Design: Digital Art and Design Writing and Rhetoric II (GT-CO2) General Education Credits  Exhibition and Convocation Attendance Art History I Introduction to Photography or Introduction to Web Design Introduction to Graphic Design and Illustration General Education Credits	3 3 3 11 3 3 16 0 3 3 3 6 15

	Total Credits	118
	Credits	12
Elective	Elective	9
Elective	Career Pathway Elective	3
ART 000	Exhibition and Convocation Attendance	0
Spring	Credits	15
Elective	Career Pathway Elective	6
DES 499 Elective	Caraar Pathway Flaatiya	3
DES 471	Senior Project in Design	3
ART 400	Artist's Portfolio/Senior Exhibition	3
ART 000	Exhibition and Convocation Attendance	0
Fall	5177	
Year Four	Credits	15
Elective	Career Pathway Elective	3
Gen Ed	General Education	3
DES 470	Advanced Design and Illustration I	3
COM 346	Multimedia Communication	3
BUAD 335	Marketing Communications	3
ART 000	Exhibition and Convocation Attendance	0
Spring	Credits	15
Elective	Career Pathway Elective	6
Gen Ed	General Education	3
DES 425	History of Graphic Design	3
or ART 257	or Introduction to Printmaking	
ART 000 ART 246	Exhibition and Convocation Attendance Introduction to Photography	0
Year Three Fall		
	Credits	15
Gen Ed	General Education	3