

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.

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

Code	Title	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 following 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 following Career Pathways:		
Art and Design Career Pathway		18
select 18 credits of ART electives, including the following two required courses:		
ART 219	Foundation Drawing II	
ART 319	Intermediate Drawing	
and 12 credits 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 Communications 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 352	Advanced Cinema Studies	
COM 361	Multi-Camera Studio Production	
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		
Fall		
ART 000	Exhibition and Convocation Attendance	0
ART 119	Foundation Drawing I	3
ART 171	Foundation Design: Two-Dimensional	3
ENG 102	Writing and Rhetoric I (GFCO1)	3
HWTR 100	First Year Seminar	1
MATH 105	Mathematics for the Liberal Arts (GT-MA1)	3
Gen Ed	General Education	3
		Credits
		16
Spring		
ART 000	Exhibition and Convocation Attendance	0
ART 172	Foundation Design: Three-Dimensional	3
ART 173	Foundation Design: Digital Art and Design	3
ENG 103	Writing and Rhetoric II (GT-CO2)	3
Gen Ed	General Education	6
		Credits
		15
Year Two		
Fall		
ART 000	Exhibition and Convocation Attendance	0
ART 222	Art History I	3
ART 246	Introduction to Photography	3
or ART 257	or Introduction to Printmaking	
CS 160	Introduction to Web Design	3
DES 270	Introduction to Graphic Design and Illustration	3
Gen Ed	General Education	3
		Credits
		15
Spring		
ART 000	Exhibition and Convocation Attendance	0
ART 223	Art History II (GT-AH1)	3
BUAD 270	Principles of Marketing	3
DES 271	Typography	3

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DES 370	Intermediate Graphic Design	3
Gen Ed	General Education	3
Credits		15
Year Three		
Fall		
ART 000	Exhibition and Convocation Attendance	0
ART 246 or ART 257	Introduction to Photography or Introduction to Printmaking	3
DES 425	History of Graphic Design	3
Gen Ed	General Education	3
Elective	Career Pathway Elective	6
Credits		15
Spring		
ART 000	Exhibition and Convocation Attendance	0
BUAD 335	Marketing Communications	3
COM 346	Multimedia Communication	3
DES 470	Advanced Design and Illustration I	3
Gen Ed	General Education	3
Elective	Career Pathway Elective	3
Credits		15
Year Four		
Fall		
ART 000	Exhibition and Convocation Attendance	0
ART 400	Artist's Portfolio/Senior Exhibition	3
DES 471	Senior Project in Design	3
DES 499		3
Elective	Career Pathway Elective	6
Credits		15
Spring		
ART 000	Exhibition and Convocation Attendance	0
Elective	Career Pathway Elective	3
Elective	Elective	9
Credits		12
Total Credits		118