

# B.A. IN GRAPHIC DESIGN

Code	Title	Credits
<b>Major in Graphic Design (B.A.)</b>		
ARH 222	Survey of Art History	4
ARH 305	History of Design	3
ART 100A	Foundations: Color, Composition, and Ideation	3
ART 101A	Foundations: Materials, Space, and Meaning	3
ART 103A	Foundations: Drawing	3
ART 211	Printmaking	3
ART 240	Creative Practices <sup>1</sup>	3
ART 496	Senior Art & Design Exhibition	0
ART 499	Senior Seminar/Thesis Exhibition	3
BUS 220	Principles of Marketing	4
DES 105	Introduction to Digital Media	3
DES 150	Typography	3
DES 212	Graphic Design I	3
DES 312	Graphic Design II	3
DES 324	Interactive Design	3
DES 412	Graphic Design III	3
Choose one of the following photo courses:		3
ART 250A	Introduction to Photography	
ART 334	Photo Manipulation	
Choose any 3 ART or DES courses except ART 107A		9-10
Choose 3 courses (9-12 credits) from one of the following areas of concentration. One course must be 300 level or above		9-12
<b>Digital Humanities</b>		
COS 100	Introduction to Programming	
DIG 200A	Introduction to Digital Humanities	
DIG 310	Advanced Digital Humanities <sup>2</sup>	
<b>Business</b>		
BUS 309	Brand Management	
BUS 318G	Global Marketing	
BUS 319	Advertising and Promotion	
BUS 324	Consumer Behavior	
BUS 357	Principles of Digital Marketing	
<b>Communication</b>		
COM 170A	Media Production I	
COM 216	Content Strategy and Creation	
COM 264	Storytelling	
COM 310K	Communication, Technology and Society	
COM 357	Principles of Digital Marketing	
COM 363	Methods of Communication Research	
COM 366	Strategic Social Media in Organizations	
ENJ 120	Reporting I	

*B.A. in Graphic Design 2*

ENJ 121	Digital Storytelling <sup>3</sup>	
ENJ 221	Feature Writing <sup>4</sup>	
<b>Code</b>	<b>Title</b>	<b>Credits</b>
Major		68-72
General Education		49-50
Electives		1-4
<b>Total Credits</b>		<b>122</b>

<sup>1</sup> Must be taken concurrently with a 200-level ART or DES course. Recommended to be taken sophomore year.

<sup>2</sup> DIG 200A is a prerequisite for this course.

<sup>3</sup> ENJ 110A or ENJ 111, or ENJ 120 is a prerequisite for this course.

<sup>4</sup> ENJ 120 is a prerequisite for this course.

Courses whose number is followed by a letter fulfill a General Education requirement.

Students may not declare a B.A. in Graphic Design and a Minor in Graphic Design.

**ART 100A • Foundations: Color, Composition, and Ideation** 3 Credits

An exploration of foundational aspects of visual expression, including the elements and principles of design, color theory, experimentation, and critique. Students gain experience in a variety of materials and processes through both solo and collaborative projects.

*Offered: Fall, Occasionally interim, Spring.*

**ART 101A • Foundations: Materials, Space, and Meaning** 3 Credits

An introductory level investigation of three-dimensional form and making. Diverse materials and media are explored and applied to both formal and expressive studio problems. Developmental approaches to artmaking are emphasized.

*Offered: Fall, Occasionally interim, Spring.*

**ART 103A • Foundations: Drawing** 3 Credits

Development of visual perception through observation, drawing, and a study of structural form and space relationships. Experiences in line, value, texture, basic perspective, and composition using various materials and techniques.

*Offered: Fall, Spring.*

**ART 106A • Screen Printing** 3 Credits

Screen printing as a means of creating hand-printed, multi-color fine art prints. Methods include handmade and photo emulsion stenciling and studio art practice.

*Offered: Occasionally interim.*

**ART 107A • Clay Forms** 3 Credits

Explores hand building and wheel throwing techniques in the formation of archetypal ceramic forms and processes.

*Offered: Fall, Occasionally interim, Occasionally spring.*

**ART 203 • Advanced Drawing** 3 Credits

Advanced work in drawing medium with emphasis on individual, conceptual development and material exploration.

*Prerequisites: ART 103A. Offered: Spring, even # years. Special Notes: This course is repeatable for credit.*

**ART 206 • Sculpture** 4 Credits

Sculptural concepts, processes, and materials are used within a guided studio experience that includes an introduction to public art. Students are not required to have specific fabrication skills.

*Offered: Fall, Occasionally spring.*

**ART 208 • Advanced Ceramics** 4 Credits

Use of clay as a medium for art forms. Instruction includes glaze formulation and study of kiln and firing techniques.

*Prerequisites: ART 107A or ART108A. Offered: Occasionally. Special Notes: This course is repeatable for credit.*

**ART 210A • Painting** 4 Credits

An introduction to the fundamentals of painting and personal painting practices. Students develop subject matter as well as the ability to organize pictorial space and compositional ideas.

*Offered: Fall, Spring.*

**ART 211 • Printmaking** 3 Credits

Hand-printing processes with an emphasis on drawing and composition. Experience in such media as etching, lithography, woodcut, linocut, collagraphy, monotype and color printing.

*Prerequisites: ART 100A or ART 103A. Offered: Fall, Spring.*

**ART 240 • Creative Practices** 3 Credits

Exploration of creative processes that moves past introductory ways of generating visual ideas to developing self-sustaining and self-directed investigation and enriching techniques for the artist.

*Corequisites: Another 200-level or above ART or DES course, recommended course be taken sophomore year. Offered: Spring.*

**ART 250A • Introduction to Photography** 3 Credits

Photography as a means of aesthetic and conceptual ideas within the fine arts, rather than for family and vacation snapshots, through both digital and analog forms. Includes technical instruction in camera operation, black and white film developing, printing, and basic Adobe Photoshop. Introduction to photo history and contemporary theory.

*Offered: Fall, Occasionally interim, Spring.*

**ARH 222 • Survey of Art History 4 Credits**

Survey of history from prehistoric painting to the contemporary period, examining major developments, artists, aesthetic concepts, stylistic practices, and use of materials. Compares the way material use and thematic ideas are addressed in different historical and geographic regions around the globe.

*Offered: Spring.*

**ARH 305 • History of Design 3 Credits**

Examination of the history of design from the invention of writing to interactive digital spaces. Looking at the development of aesthetics, materials, style, and function in design as it develops in response to cultural and historical changes.

*Offered: Fall.*

**ARH 440 • Topics in Art History 3 Credits**

Art history investigation focused on a specific time period, culture, medium, or theme designed to provide students with a deep knowledge of the major features, artists, and contexts of the designated topic. Specific topics will be announced prior to registration.

*Offered: Occasionally fall, Occasionally interim, Occasionally spring. Special Notes: This course is repeatable for credit.*