

B.A. IN GRAPHIC DESIGN

| Code | Title | Credits |
|---|--|---------|
| Major in Graphic Design (B.A.) | | |
| 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 ¹ | 3 |
| ART 495 | Senior Seminar | 3 |
| ART 496 | Senior Exhibition | 0 |
| 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 |
| Business | | |
| BUS 309 | Brand Management | |
| BUS 318G | Global Marketing | |
| BUS 319 | Advertising and Promotion | |
| BUS 324 | Consumer Behavior | |
| BUS 357 | Principles of Digital Marketing | |
| Communication | | |
| COM 170A | Media Production I | |
| COM 216 | Content Strategy and Creation | |
| COM 264 | Storytelling | |
| COM 310K | Communication, Technology and Society | |
| COM 342 | Advanced Editing and Visual Effects | |
| COM 357 | Principles of Digital Marketing | |
| COM 363 | Methods of Communication Research ² | |
| COM 366 | Strategic Social Media in Organizations | |
| ENJ 120 | Reporting | |
| ENJ 121 | Digital Storytelling ³ | |
| ENJ 221 | Feature Writing ⁴ | |

| Code | Title | Credits |
|----------------------|-------|------------|
| Major | | 68-72 |
| General Education | | 47-48 |
| Electives | | 3-6 |
| Total Credits | | 122 |

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

² COM 210 and two courses in communication studies are prerequisites for this course.

³ ENJ 110A or ENJ 120 is a prerequisite for this course.

⁴ 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.