

Bachelor of Arts in Graphic Design

Credits: 123

Program Description

The Bachelor of Arts in Graphic Design prepares the student to work as a graphic designer, who will master the language of design, both in its visual and non-visual dimensions and will face new physical, technological, social and cultural worlds. Graduates of the Graphic Design bachelor's program will be trained to properly judge the quality and effectiveness of design projects through rigorous use of current thinking in the field of design. As a graphic designer, you can be: Creative Director, Package Designer, Textile Designer, Corporate Identity Designer, Brand Designer, Advertising Designer, Art Director, and Print Director.

Program Outcomes

1. Demonstrate understanding of design principles by applying design theory and process from an artistic perspective.
2. Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
3. Utilize relevant applications of tools and technology in the strategy, creation, reproduction, and distribution of visual messages in the profession.
4. Apply creative problem solving and technical skills in the creation of effective design solutions for social media and website design.
5. Apply the design process, including research and analysis, search for alternatives, prototyping and evaluation of results.
6. Employ best practices and management in the design profession and within a collaborative work environment.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.



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QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar to University Life		Must be taken in the 1 st term of enrollment
General Education Courses			
Course	Title	Credits	Prerequisites
Pick 2 GE* OR SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Pick two (1) of the Approved General Education Electives OR Introduction to Spanish Language - Basic Level Introduction to Spanish Language - Intermediate Introduction to Spanish Language - Advanced Level	6	SPAN 101 FOR SPAN 102 OR SPAN 103 FOR SPAN 104 OR SPAN 105 FOR SPAN 106
ENGL 150-250 OR ENGL 101-102 or ENGL 103-104 or ENGL 105-106	English Composition I and II OR Introduction to English Language - Basic Level Introduction to English Language - Intermediate Introduction to English Language - Advanced Level	6	ENGL 150 FOR ENGL 250 OR ENGL 101 FOR ENGL 102 OR ENGL 103 FOR ENGL 104 OR ENGL 105 FOR ENGL 106
MATH 112ON	College Algebra	3	
PHIL 201	Introduction to Philosophy	3	
SOSC 101-102	Introduction to Social Science I and II	6	SOSC 101 FOR SOSC 102
SCIE 111-112	Integrated Science I and II	6	SCIE 111 FOR SCIE 112
COIS 101	Introduction to Computers	3	
HIST 101	Introduction to the Study of History	3	
ENGL 340 OR SPAN 215	Research and Writing OR Writing and Composition	3	ENGL 250 FOR ENGL 340 ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106 OR 200 LEVEL ENGLISH COURSE
COMM 140 OR ENGL 212	Effective Communication OR English Second Year Basic Level	3	ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106
COMM 240 OR ENGL 350	Interpersonal Communication OR Conversational English	3	ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106 OR 200 LEVEL ENGLISH COURSE
HUMA 101-102	World Cultures I and II	6	HUMA 101 FOR HUMA 102
TOTAL		51	
Core / Professional Courses			
Course	Title	Credits	Prerequisites
DESI 121	Drawing I	3	
DESI 315	Ethic and Legislation in Design	3	
ENTR 360	Entrepreneurship	3	
HIDE 100	History of Art	3	
HIDE 110	Representing Culture: Art & Artifact 1500-1850	3	HIDE 100
HIDE 200	History of Design 1800-Today	3	HIDE 110
TOTAL		18	
Major Courses			
Course	Title	Credits	Prerequisites
DESI 285	Digital Photography	3	DESI 121
GRAD 130	Image Studio – Black and White	3	WEDE 200

GRAD 131	Image Studio – Color	3	GRAD 130
GRAD 145	Communication Studio	3	GRAD 131
GRAD 105	Typography I	3	WEDE 200
GRAD 215	Typography II	3	GRAD 105
GRAD 202	Graphic Design Studio 1	3	GRAD 130
GRAD 210	Graphic Design Studio 2	3	GRAD 202
GRAD 310	Graphic Design Studio 3	3	GRAD 210
GRAD 320	Packaging Design	3	GRAD 210
GRAD 325	Video Editing	3	GRAD 210
GRAD 410	Senior Design Project I	3	GRAD 325
GRAD 420	Senior Design Project II	3	GRAD 410, GRAD 131, GRAD 210
GRAD 430	Portfolio Studio	3	GRAD 310, GRAD 325, GRAD 145, GRAD 320, GRAD 410
WEDE 100	Web Design and Graphics Studio 1	3	DESI 100
WEDE 200	Web Design and Graphics Studio 2	3	WEDE 100
TOTAL		48	
Elective			
	Free Elective	3	
TOTAL		48	
TOTAL CREDITS		123	

Approved General Education Electives*		
Course	Title	Credits
SPAN 110	Elementary Spanish	3
REIL 101	Research and Information Literacy	3
BIOL 150	General Biology I	3
BIOL 151	General Biology II	3
COMM 205	Communication Theory	3
COMM 210	Legal and Ethical Aspects of Communications	3
HIST 273	History of the United States of America	3

Notes:

Graduation GPA: 2.00