GRAPHIC DESIGN, B.A.

Program Learning Outcomes

Students who complete the program in Graphic Design with concentrations in Marketing, Interdisciplinary, Interactive Web, and Illustration will be able to:

1. Use current graphic design tools and technologies to create, produce, and distribute visual messages.
2. Identify historically important design styles, movements, artists, and designers.
3. Write and speak intelligently about their design strategies, problem solving, aesthetic choices, and contemporary design trends.
4. Produce an entry-level professional quality portfolio of graphic design work to help secure employment in a design-related career or pursue graduate studies.
5. Articulate their own philosophy regarding mass media and its relationship to graphic design.

Computer Requirements

All Graphic Design majors are required to own a personal Mac OS operated laptop capable of supporting and operating Adobe Creative Suite. A personal Mac OS laptop is required upon entry into ART 2002, which is typically taken in the fall or spring of the freshman year.

Concentrations

Illustration Design Concentration

Code	Title	Units
Lower-Division Requirements		
ART 1003	Two-Dimensional Design	3
ART 1004	Three-Dimensional Design: Composition and Space	3
ART 1015	Drawing I	3
ART 2000	History of Art I (FE)	3
or ART 2001	History of Art II (FE)	
ART 2002	Introduction to Computer Graphics	3
ART 2003	Graphic Design I: Visual Symbolism	3
ART 2010	Painting: Color and Technique	3
Choose one (1) course from the following:		3
ART 2006	Drawing 2: Advanced Practices	
ART 2023	Printmaking I	
ART 2026	Photography: Digital	
Upper-Division Requirements		
ART 3003	Graphic Design II: Typography	3
ART 3004	Modern Art History	3
or ART 3005	Contemporary Art History	
ART 3015	Introduction to Interactive Web Design	3
ART 3030	Illustration I	3
ART 3031	Illustration II	3
ART 3033	Graphic Design III: Branding and Identity Programs	3
or ART 3035	Design History: Industrial Revolution to Contemporary Design	
ART 3045	Life Drawing	3
ART 4050	Interactive Web Design	3
ART 4068	Graphic Design Portfolio Preparation	3
ART 4070	Internship (1 unit required)	1
ART 4071	Graphic Design Portfolio Review	3
Total Units		**55**

Interactive Web Design Concentration

Code	Title	Units
Lower-Division Requirements		
ART 1003	Two-Dimensional Design	3
ART 1004	Three-Dimensional Design: Composition and Space	3
ART 1015	Drawing I	3
ART 2000	History of Art I (FE)	3
or ART 2001	History of Art II (FE)	
ART 2002	Introduction to Computer Graphics	3
ART 2003	Graphic Design I: Visual Symbolism	3
Choose one (1) course from the following:		3
ART 2006	Drawing 2: Advanced Practices	
ART 2010	Painting: Color and Technique	
ART 2022	Sculpture: Materials and Fabrication	
ART 2023	Printmaking I	
ART 2026	Photography: Digital	
Upper-Division Requirements		
ART 3003	Graphic Design II: Typography	3
ART 3004	Modern Art History	3
or ART 3005	Contemporary Art History	
ART 3015	Introduction to Interactive Web Design	3
ART 3033	Graphic Design III: Branding and Identity Programs	3
ART 3035	Design History: Industrial Revolution to Contemporary Design	3
ART 4050	Interactive Web Design	3
ART 4068	Graphic Design Portfolio Preparation	3
ART 4070	Internship (1 unit required)	1
ART 4071	Graphic Design Portfolio Review	3
Choose one (1) course from the following:		3
ART 3021	Photography: Alternative Processes	
ART 3031	Illustration II	
MGT 3082	Applied Entrepreneurship	
Total Units		**49**

Code	Title	Units
Lower-Division Requirements		
ART 1003	Two-Dimensional Design	3
ART 1004	Three-Dimensional Design: Composition and Space	3
ART 1015	Drawing I	3
ART 2000	History of Art I (FE) [1]	3
or ART 2001	History of Art II (FE)	
ART 2002	Introduction to Computer Graphics	3

Code	Title	Units
ART 2003	Graphic Design I: Visual Symbolism	3
ART 2010	Painting: Color and Technique	3
Choose one (1) course from the following:		3
ART 2006	Drawing 2: Advanced Practices	
ART 2023	Printmaking I	
ART 2026	Photography: Digital	
Upper-Division Requirements		
ART 3003	Graphic Design II: Typography	3
ART 3004	Modern Art History	3
or ART 3005	Contemporary Art History	
ART 3015	Introduction to Interactive Web Design	3
ART 3030	Illustration I	3
ART 3031	Illustration II	3
ART 3033	Graphic Design III: Branding and Identity Programs	3
or ART 3035	Design History: Industrial Revolution to Contemporary Design	
ART 3045	Life Drawing	3
ART 4050	Interactive Web Design	3
ART 4068	Graphic Design Portfolio Preparation	3
ART 4070	Internship (1 unit required)	1
ART 4071	Graphic Design Portfolio Review	3
Total Units		**55**

Interdisciplinary Concentration

Code	Title	Units
Lower-Division Requirements		
ART 1003	Two-Dimensional Design	3
ART 1004	Three-Dimensional Design: Composition and Space	3
ART 1015	Drawing I	3
ART 2000	History of Art I (FE)	3
or ART 2001	History of Art II (FE)	
ART 2002	Introduction to Computer Graphics	3
ART 2003	Graphic Design I: Visual Symbolism	3
ART 2026	Photography: Digital	3
Choose one (1) course from the following:		3
ART 2006	Drawing 2: Advanced Practices	
ART 2010	Painting: Color and Technique	
ART 2022	Sculpture: Materials and Fabrication	
ART 2023	Printmaking I	
Upper-Division Requirements		
ART 3003	Graphic Design II: Typography	3
ART 3004	Modern Art History	3
or ART 3005	Contemporary Art History	
ART 3015	Introduction to Interactive Web Design	3
ART 3033	Graphic Design III: Branding and Identity Programs	3
ART 3035	Design History: Industrial Revolution to Contemporary Design	3
ART 4050	Interactive Web Design	3
ART 4068	Graphic Design Portfolio Preparation	3
ART 4070	Internship (1 unit required)	1
ART 4071	Graphic Design Portfolio Review	3
Choose one (1) course from the following:		3

Code	Title	Units
ART 3010	Painting II	
ART 3021	Photography: Alternative Processes	
ART 3022	Sculpture II: Objects and Installation	
ART 3023	Printmaking II	
ART 3026	Photography II: Contemporary Images	
ART 3031	Illustration II	
Total Units		**52**

Marketing Concentration

Code	Title	Units
Lower-Division Requirements		
ART 1003	Two-Dimensional Design	3
ART 1004	Three-Dimensional Design: Composition and Space	3
ART 1015	Drawing I	3
ART 2000	History of Art I (FE)	3
or ART 2001	History of Art II (FE)	
ART 2002	Introduction to Computer Graphics	3
ART 2003	Graphic Design I: Visual Symbolism	3
Upper-Division Requirements		
ART 3003	Graphic Design II: Typography	3
ART 3004	Modern Art History	3
or ART 3005	Contemporary Art History	
ART 3015	Introduction to Interactive Web Design	3
ART 3033	Graphic Design III: Branding and Identity Programs	3
ART 3035	Design History: Industrial Revolution to Contemporary Design	3
ART 4050	Interactive Web Design	3
ART 4068	Graphic Design Portfolio Preparation	3
ART 4070	Internship (1 unit required)	1
ART 4071	Graphic Design Portfolio Review	3
MKT 3032	Principles of Marketing	3
Choose three (3) courses from the following:		9
MKT 3033	Consumer and Organizational Buying Behavior	
MKT 3036	Integrated Marketing and Sales Communication	
MKT 3050	Digital Marketing Essentials	
MGT 3082	Applied Entrepreneurship	
Total Units		**55**