

GRAPHIC DESIGN, B.A.

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 (p. 1)
- Interactive Web Design (p. 1)
- Interdisciplinary (p. 1)
- Marketing (p. 2)

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 (GE)	3
or ART 2001	History of Art II (GE)	
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 3050	Color Theory	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 (GE)	3
or ART 2001	History of Art II (GE)	
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

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 (GE)	3
or ART 2001	History of Art II (GE)	
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
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 (GE)	3
or ART 2001	History of Art II (GE)	
ART 2002	Introduction to Computer Graphics	3
ART 2003	Graphic Design I: Visual Symbolism	3
MKT 2032	Principles of Marketing	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
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