



Three-Year
Bachelor's Degree

Three-year, Career Focused Bachelor of Science in Graphic Design

The Three-Year, Career-Focused Bachelor of Science Degree in Graphic Design offers a condensed and focused path for students eager to enter the creative industry quickly, without sacrificing the depth and quality of their education. This program blends visual design foundation courses with real-world, project-based learning to prepare students for dynamic careers in graphic design.

Upon completion of the program, graduates are expected to:

- Demonstrate knowledge of the common elements, vocabulary, visual culture, and history of design, and the interaction of these elements in a modern context.
- Apply professional processes to analyze a problem, conduct research, propose solutions, write specifications, and execute delivery of a product.
- Communicate, create, and develop successful solutions to visual concepts reflecting the principles of visualization and design, typography, imagery, user experience, and aesthetics.
- Use traditional tools, technology, materials, and production methods of the discipline to create effective solutions to design problems.
- Design solutions that respond to the physical, cognitive, cultural, social, and/or ethical elements of the audience.

Students in this degree program prepare for a wide range of career opportunities in the creative industries where graphic design and UI/UX (web) design intersect. Sample job titles in this rapidly changing professional market include graphic designer, digital designer, visual designer, UI/UX (user interface) designer, web designer, creative/art director, digital designer, interactive designer, multi-media designer, and more.

There are two major focus areas that students can choose from: (1) UI/UX (web) Design or (2) Print Design to fine-tune skill sets in three major areas of the field.

The program focuses heavily on experiential learning, with fewer elective courses but in-depth project-based courses. This experiential learning is highlighted with real-world experience in the Design Team course. In Design Team, advanced-level students apply their knowledge to real-world problems through experiential education. Working from the John J. Bowen Center for Science and Innovation, students provide design solutions for community partners. Students hone their design skills by creating, editing, and presenting visual collateral that includes branding/logo design; print peripherals, including pamphlets, posters, organizational identity kits, and infographics; video; motion graphics; and websites. Students work in project teams supervised by faculty.

Additionally, students complete the Portfolio Capstone course, which guides them through the assembly of a comprehensive digital and physical portfolio that demonstrates their increasingly sophisticated mastery of design. With faculty guidance, students gather, revise, and organize their best work as well as enhance their portfolios with additional advanced design projects. In the final week of the course, students present and defend their work to a select group of faculty and visiting industry professionals. Students also show their work in the annual Design Student Reveal Exhibit.

Major Courses (Required)

| | | Credits |
|----------|---------------------------------------|----------------|
| GDES1xx1 | Design Thinking & Creative Process | 3 |
| GDES1020 | Design Theory and Practice | 3 |
| GDES1xx1 | Vector Drawing & Image Editing | 3 |
| GDES1040 | Foundations of Web Design | 3 |
| GDES1060 | User Experience and Content Design I | 3 |
| GDES2000 | Typography | 3 |
| GDES2030 | Editorial & Publication Design | 3 |
| GDES2050 | Content Management Systems | 3 |
| GDES3015 | Design Team I | 4 |
| GDES3250 | Brand Identity Design and Development | 3 |
| GDES2020 | Motion Graphics I | 3 |
| GDES4050 | Design Capstone (Portfolio) | 3 |
| IDES1xx1 | Design & Innovation I (new) | 3 |

Major Focus

Choose one of the areas below for a Major Focus:

Credits

9

UI/UX Design

| | |
|----------|--|
| GDES3215 | Coding for Web Design |
| GDES3235 | User Experience and Content Design II |
| GDES3355 | Web Design & User Experience Studio Print Design |

Print Design

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|----------|-------------------------------------|
| GDES3210 | Advanced Publication & Print |
| GDES3260 | Package Design |
| GDES3270 | Wayfinding & Environmental Graphics |

Applied/Experiential Learning

Students are required to complete 600 hours of Work-Integrated Learning (WIL).

Related Professional Studies

DMSM1001 Introduction to Digital/Social/Mobile Media

Credits

3

Arts & Sciences Core Experience

Communications Foundations Courses
 Integrative Learning
 Arts and Humanities
 Mathematics
 Science
 Social Sciences
 A&S Electives

Credits

9

6

6

6

3

6

6

Total Credits**90-96**