

School of Arts and Humanities

School of Arts and Humanities

Dean, B. Barnett Cochran

Department of Art and Design

Department Chair, John Donnelly

Graphic Design

Faculty

Janice L. Hendrickx, MA

Program Objectives

The courses and curriculum of the graphic design program are designed to achieve the following student outcomes:

- demonstrate ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization, composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images;
- demonstrate ability to solve communication problems including the skills of problem identification, research and information-gathering, analysis, generation of alternative solutions, prototyping and user testing and evaluation of outcomes;
- demonstrate an understanding of tools and technology, including their roles in the creation, reproduction and distribution of visual messages;
- evidence understanding of and appreciation for the creative process;
- develop professional habits and skills that are essential in graphic design and related professions, including respect for person, trustworthiness, competent communication skills, an attitude of ongoing learning and growth, and self-motivation; and
- integrate faith and learning in the process of studying the theory, practice and history of graphic design that results in a personal value system based upon Christian ethical principles.

Departmental Programs

Bachelor of Arts in Graphic Design (Communication Track)

Required Core Courses

GRD1033 Graphic Communication	3
ART1023 Design Fundamentals	3
ART1033 Color Theory	3
GRD2093 Digital Photography	3
GRD2003 Computer Graphic Design I	3
GRD3003 Computer Graphic Design II	3
GRD3013 Computer Graphic Design III	3
GRD3023 History of Graphic Design	3
GRD3043 Web Design for Designers	3
GRD4073 Senior Project (enroll for two semesters)	6

Required Specialization Courses

COM1023G Public Speaking	3
COM2053G Media and Society	3
Upper division communication elective (3 hours selected from courses numbered 3000 or above.)	3
JOU2013 Basic Writing for Print Media	3
MAR3033 Principles of Marketing	3

Required Cognate Courses

ART1002G Art in the Western World	2
Total	50 Hours

Recommended Elective

GRD5029 Graphic Design Internship

The student with a major in graphic design (communication track) must complete a minor in another discipline or a second major.

Bachelor of Arts in Graphic Design (Visual Arts Track)

Required Core Courses

ART1023 Design Fundamentals	3
ART1033 Color Theory	3
GRD1033 Graphic Communication	3

Graphic Design

GRD2093 Digital Photography	3
GRD2003 Computer Graphic Design I	3
GRD3003 Computer Graphic Design II	3
GRD3013 Computer Graphic Design III	3
GRD3023 History of Graphic Design	3
GRD3043 Web Design for Designers	3
ART4073 Senior Project (enroll for two semesters)	6
Required Specialization Courses	
ART1053 Drawing I	3
ART2053 Composition Concepts	3
ART2063 Painting I	3
ART2023 Printmaking I	3
GRD3033 Illustration	3
Select one of the following art history courses:	3
ART3003 History of Art I	
ART3013 History of Art II	
ART/PHI4013 Aesthetics and Post-modern Art	
Required Cognate Courses	
ART1002G Art in the Western World	2
Total	53 Hours

Recommended Elective

GRD5029 Graphic Design Internship

The student with a major in graphic design (visual arts track) must complete a minor in another discipline or a second major.

Graphic Design Minor

ART1023 Design Fundamentals	3
GRD1033 Graphic Communication	3
GRD2003 Computer Graphic Design I	3
GRD3023 History of Graphic Design	3
Select two of the following:	6
Studio electives in graphic design or art. The electives cannot be courses that are part of the student's major.	

Total	18 Hours
--------------	-----------------