

OVERVIEW OF THE NEW GRAPHIC DESIGN MAJOR (BEGINNING FALL 2010)

The graphic design major is a portfolio-driven program. That means that students formulate unique responses to design problems and create original work in every course. Courses are sequenced in such a way that design problems require more complex responses as students work through the various levels (e.g. 100, 200, 300, and 400). Mastery of software is a given, however conceptual abilities and critical thinking are privileged over technical skills.

The goal of all graphic design classes is to build an individualized portfolio of original work. Students are given the same design problems, but are challenged to respond with unique solutions. Daily assignments and exercises provide opportunities for students to experiment with multiple solutions and to make mistakes. After receiving feedback, students are encouraged to modify their designs and polish their work for their portfolios.

The unstated goal of the graphic design program is to prepare students for challenges beyond their first jobs. Ideally, our graphic design majors are trained to be art directors. Students receive training in the following software:

Adobe CS3 including: Acrobat, DreamWeaver, Flash, Illustrator, InDesign, and Photoshop. Graphic Design majors are not required to take courses in Information Technology or Management Information Systems, but some choose to learn some programming as an elective.

Old Graphic Design MINOR

*Art 110 Drawing
*ART 111 Design
*ART 235 Graphic Design I
*ART 280 Multimedia
ART 335 Graphic Design II
*ART 355 Typography
ART 435 Graphic Design III
ART 436 Graphic Design IV

TOTAL 24 hours

New Graphic Design Minor

*Art 110 Drawing
*ART 1XX 2D Foundations
*ART 235 Intro to Graphic Design
*ART 280 Multimedia
ART 335 Publication Design
*ART 2XX Typography
ART 3XX Digital Imaging (new)
ART 4XX Senior Portfolio (new)

TOTAL 24 hours

*General Education Courses

Current graphic design students have options for their plans of study

The new graphic design curriculum will go into effect for all new freshmen and transfer students entering the university for the first time fall 2010. Current students will have the option of completing their current plans of study or adding the new art program requirements. Academic advisors can help students make decisions on their plans of study.

New Graphic Design MAJOR

Old Requirements

*Art 110 Drawing

*ART 111 Design
(discontinued)

***Art History (6 hours)**

*ART 235 Graphic Design I
(name change)

*ART 280 Multimedia

ART 335 Graphic Design II
(name change)

*ART 355 Typography
(number change)

ART 435 Graphic Design III
(discontinued)

ART 436 Graphic Design IV
(discontinued)

ART 403 Internship **or**
ART 499 Special Project

Choose at least one:
BA 208 Marketing Principles
BA 358 Consumer Behavior
BA 363 Advertising

TOTAL 36 hours

New Requirements

*Art 110 Drawing

*ART 1XX 2D Foundations
(new--replaces ART 111 Design)

*Art 120 3-D Foundations (new)

***Art History (9 hours) including**
*ART 2XX Graphic Design History (new)

*ART 235 Intro to Graphic Design

*ART 280 Multimedia

ART 335 Publication Design

*ART 2XX Typography

ART 3XX Digital Imaging (new)

ART 4XX Digital Illustration (new)

ART 4XX Digital Animation (new)

ART 4XX Senior Portfolio (new)

ART 403 Internship (elective)
ART 499 Special Project (elective)

Marketing electives (optional)
BA 208 Marketing Principles
BA 358 Consumer Behavior
BA 363 Advertising

TOTAL 42 hours

*General Education Courses