

Career-Focused Bachelor of Science in Graphic Design

(subject to review)

The 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 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, multimedia designer, and more.

There are two major focus areas that students can choose from: (1) web design or (2) print design courses to fine-tune skill sets in two 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.

Other opportunities such as study abroad, national competitions, and school exhibitions are also available to qualified students and complement the college experience.

Major Courses

GDES1xxx	Design Thinking & The Creative Process	3
GDES1020	Design Theory and Practice	3
GDES1xx1	Vector Drawing & Image Editing	3
GDES1040	Foundations of Web Design	3
GDES1050	Image Editing and 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	Senior Portfolio Assessment	3
IDES1xx1	How to Make Things	3

Major Focus

Choose one of the areas below for a Major Focus:

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UI/UX Design

[GDES3215](#)

Coding for Web Design

[GDES3235](#)

User Experience and Content Design II

[GDES3355](#)

Web Design & User Experience Studio

Print Design

[GDES3210](#)

Advanced Publication & Print

[GDES3260](#)

Package Design

[GDES3270](#)

Wayfinding & Environmental Graphics

Applied/Experiential Learning

Students in this program are required to complete 600 hours of Work Integrated Learning.

Related Professional Studies

[DMSM1001](#)

Introduction to Digital/Social/Mobile Media

3

A&S Core Experience

Communications Foundations Courses

9

Integrative Learning

6

Arts and Humanities

6

Mathematics

6

Science

3

Social Sciences

6

A&S Electives

6

Total Credits

94.0