

COLLEGE OF ARTS AND SCIENCES

GRAPHIC DESIGN

Faculty

- Erin Coleman Serrano (Chair)

Program Goals

- To learn basic layout and design principles and to use a broad range of industry-standard software applications in applying those principles to the production of quality communication pieces for print and digital media.
- To demonstrate visual storytelling skills through brainstorming, ideation, and visualization.
- To craft a visual narrative in a variety of media and deliverable formats for print, production, image/video, and web.
- To learn to effectively interpret, deliver, and present a design brief for a client or audience.
- To analyze and evaluate the historical and ethical contexts within which graphic design professionals operate.

Objectives

The Graphic Design minor focuses on the development of skills in visual storytelling through personal expression in print and web media, design elements and principles, and competency in designing with industry standard apps.

The program is designed to give students the conceptual and technical skills needed to produce professional quality design deliverables for clients and employers in the Graphic Design industry such as photo, video, branding, and illustration for publication design, web, or social media content. This academic minor is ideal for any students seeking entry into a graphic design career.

Program Requirements

Students must maintain a cumulative GPA of 2.3 in all courses required for the minor.

Graphic Design Minor

Requirement Description	Credit Hours	Prerequisites
I. Required Communication Courses	8	
COMM 370 Design I Foundations	4	
COMM 371 Design II Images, Type & Branding	4	COMM 370
II. Required Art Courses	4	
Choose one:		
ART 106 Drawing, Inquiry & Expression	4	
ART 128 Makers Lab	4	
ART 180 Photography	4	
III. Electives	12	
ART 106 Drawing, Inquiry & Expression	4	
ART 128 Makers Lab	4	
ART 180 Photography	4	
ART 320 Digital Imaging	4	ART 180
ART 322 Digital Drawing	4	ART 106
COMM 300R Art of Type	2	
COMM 325 Designing Dynamic Images	4	
COMM 326 Intro to Web Writing and Design	4	
COMM 345 Video Production	4	
COMM 372 Design III User Experience	4	COMM 371
COMM 440 Internship	2-6	

Requirement Description	Credit Hours	Prerequisites
COMM 490 Portfolio Workshop	2	
THTR 145 Stagecraft	2	THTR 145L concurrently
THTR 145L Stagecraft Lab	0	THTR 145 concurrently
THTR 160 Computer Aided Drafting	3	
THTR 229 Costumes and Makeup	4	
THTR 260 Visual Storytelling Onstage	3	
Total Hours for the Graphic Design Minor	24	