

B.S. in Graphic Design

Program Description

The Bachelor of Science in Graphic Design degree program focuses on development of concepts, skills and sensitivities essential to the graphic designer. In addition to gaining a solid technical foundation in graphic design, students learn communication, critical and analytic thinking and problem-solving skills, as well as individual initiative and responsibility and professional knowledge.

Delivery Mode

Traditional (on campus)

Curriculum

Course	Credits
General Education Courses	40
<i>Building a Sense of Community</i> UNI 100 First-Year Seminar OR UNI 100 Intro to University Studies OR HON 100 Honors Orientation	1
<i>Composition</i> ENG 101 English Composition I OR HON 150 Honors Composition I	3
<i>Public Speaking</i> CDC 201 Argument and Advocacy	3
<i>Mathematics and Quantitative Literacy</i> Any Mathematics and Quantitative Literacy Course	3
<i>Health and Wellness</i> Any Health and Wellness Course	3
<i>Technological Literacy</i> Any Technological Literacy Course	3
<i>Humanities</i> CDC 200 Truth and Representation	3
<i>Fine Arts</i> Any Fine Arts Course	3
<i>Natural Sciences</i> Any Natural Sciences Course	3
<i>Social Sciences</i> Any Social Sciences Course	3
<i>General Education Options</i> <ul style="list-style-type: none"> • CDC 365 Media Ethics • ENG 102 Composition II OR HON 250 Honors Composition II • General Education Options Courses (two courses) 	12

Department of Culture, Media, and Performance

Course	Credits
Foundation Courses	24
CDC 120 Visual Communication I	3
DES 327 Visual Communication II	3
DES 361 Typography I	3
ART 110 Drawing	3
CDC 220 Visual Culture	3
PHI 335 Aesthetic Theory	3
Select two of the following art/art studio courses: <ul style="list-style-type: none"> • ART 119 Design 2-D • ART 120 Design 3-D • ART 350 Printmaking: Relief OR ART 351 Printmaking: Intaglio • ART 383 Painting Studio • ART 310 Advanced Drawing • ART 382 Ceramics Studio • ART 376 Jewelry/Metals: Casting OR ART 377 Jewelry/Metals: Fabrication • ART 385 Sculpture Studio 	6
Art History Courses	12
ART 212 Art History I OR ART 214 Art History II	3
ART 243 Intro to Asian Art OR ART 270 Art History Today	3
ART 422 After Modernism	3
Select one of the following: <ul style="list-style-type: none"> • ART 323 Women in Art • ART 324 Modern Art • ART 326 Contemporary Art • ART 333 American Art • ART 345 Methods of Art History • ART 420 Contemporary Issues in Art 	3
Advanced Graphic Design Courses	18
DES 328 Branding Design I	3
DES 429 Branding Design II	3
DES 431 Advertising Design	3

Department of Culture, Media, and Performance

Course	Credits
DES 362 Typography II	3
DES 497 Senior Design Seminar	3
DES 498 Senior Design Portfolio	3
Interactive/Motion Design Courses	6
Select two courses from the following: <ul style="list-style-type: none">• DES 381 Interactive Media and Culture• DES 382 Design for Interactivity• DMT 180 Foundations of Digital Media• DMT 101 Time-Based Media• DMT 320 Digital Video	6
Free Electives/Minor Courses	20
Total	120

Additional requirements, not counted toward the General Education requirements, include:

- **Special Experience Course (1 course required):** Any Special Experience Course
- **Writing-Intensive Component Courses (2 courses required):** PHI 335 Aesthetic Theory AND ART 422 After Modernism
- **Laboratory Course (1 course required):** Any Laboratory Course

Program Notes: Portfolio review requirements include DES 227, DES 327, DES 361. Portfolio review is a pre-requisite to all advanced graphic design courses.

A minimum of 9 credits (three courses) must be selected from upper-division courses (300 or 400 level) in the General Education area. 35% of the required 120 credits must include upper-division courses (300 or 400 level).

Minimum GPA: 2.0. Minimum credits: 120, with all major and general education courses completed.

Developmental courses do not count toward the 120 credits necessary for graduation.

Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/graphic-design/index.aspx>