



Graphic Design 4 Year Sample Plan of Study

Year One

| Fall | | | Spring | | |
|---------|---------------------------------------|---------|---------|------------------------------|---------|
| Session | Course | Credits | Session | Course | Credits |
| 1 | FYE 099 First Year Experience | 0 | 4 | | |
| | FYS 101 First Year Writing Seminar | 3 | | Math Selective | 3 |
| | FOUN 110 Line + Space | 3 | | FOUN 130 Object + Matter | 3 |
| 2 | AH 101 Art History Survey I | 3 | 5 | AH 102 Art History Survey II | 3 |
| | FOUN 120 Color + Composition | 3 | | FOUN 141 Image + Time | 3 |
| 3 | FOUN 140 Digital Production + Process | 3 | 6 | FOUN 131 Site + Research | 3 |
| Total | | 15 | Total | | 15 |

Year Two

| Fall | | | Spring | | |
|---------|---|---------|---------|---|---------|
| Session | Course | Credits | Session | Course | Credits |
| 1 | Social Science Selective | 3 | 4 | GDH 201 History of Graphic Design I | 3 |
| | AH 103 Art History Survey III | 3 | | General Education Elective | 3 |
| 2 | GD 201 Human-centered Design Thinking and Methods | 3 | 5 | Natural Science Selective | 3 |
| | GD 202 Logos, Brand & Identity | 3 | | GD 204 Information & Way Finding Design | 3 |
| 3 | GD 203 Publication & Editorial Design | 3 | 6 | GD205 Poster & Art Direction | 3 |
| Total | | 15 | Total | | 15 |

Year Three

| Fall | | | Spring | | |
|---------|---------------------------------------|---------|---------|---|---------|
| Session | Course | Credits | Session | Course | Credits |
| 1 | General Education Elective | 3 | 4 | GDH 301 History of Graphic Design II | 3 |
| | GD 301 Entrepreneurship & Freelancing | 3 | | GD 302 Packaging Design Systems | 3 |
| 2 | Humanities Selective | 3 | 5 | General Education Elective | 3 |
| | CAP 320 Internship | 3 | | GD 303 Principles of User Experience (UX) Design | 3 |
| 3 | Open Elective | 3 | 6 | CAP 303 Research & Independent Practice for Designers | 3 |
| Total | | 15 | Total | | 15 |

Year Four

| Fall | | | Spring | | |
|---------|--|---------|---------|---|---------|
| Session | Course | Credits | Session | Course | Credits |
| 1 | General Education Elective | 3 | 4 | GD 304 Socially Conscious & Sustainable Design | 3 |
| | CAP 401 Senior Capstone I: Inquiry + Proposal | 3 | | Open Elective | 3 |
| 2 | General Education Elective | 3 | 5 | GD 305 Motion Graphics & Film Title Design | 3 |
| | CAP 402 Senior Capstone II: Development + Production | 3 | | CAP 403 Senior Capstone III: Execution + Refinement | 3 |
| 3 | CAP 410 Professional Seminar | 3 | 6 | CAP 404 Senior Capstone IV: Public Presentation | 3 |
| Total | | 15 | Total | | 15 |

Total Credits Required: 120

Programmatic Learning Outcomes

Graduates of the BFA in Graphic Design will be able to:

1. Apply design thinking and human-centered design strategies to solve visual communication problems with empathy and creativity.
2. Demonstrate technical proficiency in typography, motion graphics, publication design, and digital tools.
3. Analyze the historical, cultural, and technological contexts of graphic design to inform contemporary practice.
4. Create cohesive brand identities and information designs that communicate effectively across media and audiences.
5. Exhibit professionalism through project management, collaboration, and ethical engagement in client- and team-based environments.