

# BACHELOR OF FINE ARTS IN GRAPHIC and INTERACTIVE DESIGN

## 2023-2024 Degree Requirements

Name \_\_\_\_\_ ID# \_\_\_\_\_

**TOTAL CREDITS FOR DEGREE: 124**

### UNIVERSITY CORE CURRICULUM: 42 credits

#### **Required Fundamental Courses:**

|                           |                      |           |       |
|---------------------------|----------------------|-----------|-------|
| COMM 101                  | Oral Comm. & Pres.   | 3 credits | _____ |
| ENGL 101                  | College Composition  | 3 credits | _____ |
| UNIV 101                  | City-University Life | 3 credits | _____ |
| Senior Capstone: GRID 490 |                      | 3 credits | _____ |

#### **Choose Thematic Core courses in the following:**

|                              |         |           |       |
|------------------------------|---------|-----------|-------|
| Explore the World - Choice 1 |         | 3 credits | _____ |
| Explore the World - Choice 2 |         | 3 credits | _____ |
| Investigate Science          |         | 3 credits | _____ |
| Investigate Mathematics      |         | 3 credits | _____ |
| Interpret Creative Works     |         | 3 credits | _____ |
| Understand People - Choice 1 |         | 3 credits | _____ |
| Understand People - Choice 2 |         | 3 credits | _____ |
| Succeed in Business          |         | 3 credits | _____ |
| Appreciate & Apply the Arts  | ART 100 | 3 credits | _____ |
| Discover Technology          |         | 3 credits | _____ |

### BFA COMM CORE REQUIREMENTS: 18 CR

|                                       |   |       |
|---------------------------------------|---|-------|
| ART 305 or 306 American or Modern Art | 3 | _____ |
| COMM 214 Video Storytelling           | 3 | _____ |
| GRID 103 Graphic Design I             | 3 | _____ |
| PHOT 110 Foundations of Art & Design  | 3 | _____ |
| PHOT 205 Digital Photography          | 3 | _____ |
| PHOT 350 Digital Image Editing        | 3 | _____ |

### MAJOR ELECTIVES: 6 cr.

#### **Choose 2 Courses:**

|                                       |   |       |
|---------------------------------------|---|-------|
| ART 305 or 306 American or Modern Art | 3 | _____ |
| BPMM 329 Prof. Video Tech             | 3 | _____ |
| BPMM 303 Motion Graphics              | 3 | _____ |
| COMM 313 Internship                   | 3 | _____ |
| COMM 412 Media Ethics                 | 3 | _____ |
| COMM 413 Internship II                | 3 | _____ |
| GRID 295, 395, 495 Special Topics     | 3 | _____ |
| PHOT 368 Exploring Art through Prose  | 3 | _____ |
| PHOT 385 Commercial and Editorial     | 3 | _____ |
| PRAD 306 Social Media Practices       | 3 | _____ |

### Major Requirements 46 cr

|                                      |   |       |
|--------------------------------------|---|-------|
| COMM 311 Practicum                   | 1 | _____ |
| COMM 418 Comm Law and Regulation     | 3 | _____ |
| GRID 160 Graphic Design Thinking     | 3 | _____ |
| GRID 205 Graphic Design Illustration | 3 | _____ |
| GRID 250 History of Graphic Design   | 3 | _____ |
| GRID 305 Typography I                | 3 | _____ |
| GRID 307 Graphic Design II           | 3 | _____ |
| GRID 336 Branding and Corporate      | 3 | _____ |
| GRID 340 Interactive Design          | 3 | _____ |
| GRID 405 Packaging and Retail        | 3 | _____ |
| GRID 414 Professional Practices      | 3 | _____ |
| GRID 415 Typography II               | 3 | _____ |
| GRID 440 Interactive Design II       | 3 | _____ |
| PHOT 316 Studio Lighting             | 3 | _____ |
| PRAD 206 Intro to AD/PR              | 3 | _____ |
| PRAD 301 PR/AD Design                | 3 | _____ |

### GENERAL ELECTIVES: 12 cr.

# **BACHELOR OF FINE ARTS IN GRAPHIC and INTERACTIVE DESIGN**

## *2023-2024 Degree Requirements*

### **PROGRAM OBJECTIVES**

**Upon successful completion of this program, a student will be able to:**

1. Research, create, design, and produce materials for a variety of graphic and interactive design projects.
2. Demonstrate an understanding of design principles, aesthetics, and composition.
3. Apply ethical and legal principles to design, production, and implementation.
4. Demonstrate the ability to customize design projects for a variety of audiences and messages.
5. Demonstrate the ability to use industry-standard hardware, software, and tools to create professional quality projects for a variety of print and digital platforms.
6. Design and produce professional-level visual communication design projects.
7. Create a professional-level portfolio of graphic and interactive design work.