

# BACHELOR OF FINE ARTS IN GRAPHIC and INTERACTIVE DESIGN

## (Early Master's Start)

### 2024-2025 Degree Requirements

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

**TOTAL CREDITS FOR DEGREE: 127**

#### 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:	<b>GRID 490</b>	3 credits	_____	(Graphic Design Capstone)

##### **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	<b>ART 100</b>	3 credits	_____	(Intro Visual Arts)
Discover Technology	<b>GRID 103</b>	3 credits	_____	(Graphic Design I)

#### MAJOR REQUIREMENTS: 70 cr.

COMM 110 Mass Media Literacy	3	_____	GRID 355 Magazine and Mktg Des	3	_____
COMM 215 Video Storytelling	3	_____	GRID 405 Packaging and Retail Des	3	_____
COMM 311 Practicum	1	_____	GRID 415 Typography 2	3	_____
COMM 418 Comm Law and Regulation	3	_____	GRID 440 Interactive Design 2	3	_____
PRAD 206 Intro to PR/AD	3	_____			
PRAD 301 PR/AD Design OR BPMM 303 Mot Gra	3	_____			
PHOT 110 Foundations of Art and Design	3	_____			
PHOT 205 Digital Photography	3	_____			
PHOT 316 Studio Lighting	3	_____			
PHOT 350 Digital Image Editing	3	_____			
PHOT 368 Exploring Art Through Prose	3	_____			
ART 213 Intro to Drawing	3	_____			
ART 306 American Art	3	_____			
GRID 160 Graphic Design Thinking	3	_____			
GRID 205 Graphic Design Illustration	3	_____			
GRID 250 History of Graphic Design	3	_____			
GRID 305 Typography 1	3	_____			
GRID 307 Graphic Design 2	3	_____			
GRID 336 Branding and Corporate Identity	3	_____			
GRID 340 Interactive Design 1	3	_____			

#### MAJOR ELECTIVES: 9 cr.

##### **Choose 3 courses from the following:**

ART 305 Modern Art (3)
BPMM 329 Prof Video Tech (3)
COMM 313 Internship I (3)
COMM 412 Media Ethics (3)
COMM 413 Internship II (3)
PRAD 301 PR/AD Design OR BPMM 303 Mot Gra (3)
PRAD 306 Social Media Practices (3)
GRID 295, 395, 495 Special Topics (3)

#### MASTER'S EARLY START: 6 cr.

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### *2024-2025 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.

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