

# BACHELOR OF FINE ARTS IN GRAPHIC + INTERACTIVE DESIGN

## *2021-2022 Degree Requirements*

Name: \_\_\_\_\_

ID Number: \_\_\_\_\_

**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: GRID 490	<b>GRID 490</b>	3 credits	(Graphic & Interactive 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	(Introduction to the Visual Arts)
Discover Technology	<b>GRID 103</b>	3 credits	(Graphic Design I)

### MAJOR REQUIREMENTS: 70 cr.

BPMM 215 Video Storytelling (3)  
COMM 311 Practicum (1)  
COMM 418 Comm Law and Regulation (3)  
COMM 110 Media Literacy (3)  
PRAD301 Ad Copy **OR** BPMM 303 Mot Graph (3)  
PRAD 206 Intro to Advertising & PR (3)  
PHOT 110 Foundations of Art and Design (3)  
PHOT 205 Intro to Digital Photo (3)  
PHOT 316 Studio Photo (3)  
PHOT 350 Digital Photo 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 II (3)  
GRID 336 Branding and Corporate Identity (3)  
GRID 340 Interactive Design 1 (3)  
GRID 355 Magazine and Mktg Des (3)

GRID 405 Packaging and Retail Des (3)  
GRID 415 Typography 2 (3)  
GRID 440 Interactive Design 2 (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)  
MULT 280 Intro to Multimedia (3)  
PRAD 301 Ad Copy **OR** 303 Mot Gra (3)  
PRAD 306 Social Media Prac (3)  
GRID 295,395,495 (3)

### GENERAL ELECTIVES: 6 cr.

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

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### **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.