

Graphic Design BFA Degree Program

School of Art and Design

Applications accepted for fall only. NYSED: 24515 CIP: 50.0409

The Graphic Design major provides students with the knowledge and skills necessary to assume entry-level design positions in fashion, retailing, publishing, nonprofit organizations, and innovative design firms. Curriculum below is for the entering class of fall 2020.

Semester 5		Credits
MAJOR AREA	GD 331 - Typography and Language	2
	GD 332 - Design in Cultural Context	3
	GD 345 - Core Studio I: Design and Methodology	3
RELATED AREA	CT 303 - Dynamic Branding	2
	CT 321 - Print and Digital Production	2
LIBERAL ARTS	choice - see Requirements*	3
	choice - see Requirements*: Liberal Arts/History of Art	3
Semester 6		
MAJOR AREA	GD 333 - Typeface Design	2
	GD 346 - Core Studio II: Design and Culture	3
	choice - see Requirements*: Major Area Elective(s)	2
RELATED AREA	CT 341 - Design for Web-based User Interface	3
LIBERAL ARTS	choice - see Requirements*	3
	choice - see Requirements*	3
Semester 7		
MAJOR AREA	GD 444 - Core Studio III: Design and Innovation	3
	GD 461 - Professional Preparation	2
	GD 491 - Senior Thesis Research	3
	choice - see Requirements*: Major Area Elective(s)	2
RELATED AREA	choice - see Requirements*: Related Area Electives	2
LIBERAL ARTS	choice - see Requirements*	3
Semester 8		
MAJOR AREA	GD 492 - Senior Thesis Project	3
	GD 493 - Internship	4
LIBERAL ARTS	choice - see Requirements*	3
GENERAL ELECTIVE(S)	choice of General Elective(s)	2
TOTAL CREDIT REQUIREMENTS		
	GENERAL ELECTIVE(S)	2
	MAJOR AREA	32
	RELATED AREA	9
	LIBERAL ARTS	18
	Total Credits:	61

***Fall 2020 Requirements:** See below.

Liberal Arts: 18 credits

- **History of Art: 6 credits.** CHOICE of one (1) HA course that meets General Education Other World Civilizations requirement (G9) and one (1) additional HA course. See the full list of Art/Design History courses under HA: History of Art and Civilization.

Liberal Arts Elective(s): 12 credits.

Select Liberal Arts courses (for which prerequisites have been met) from the following subject areas: **AB** (Arabic); **CH** (Chinese); **EN** (English); **FI** (Film and Media) – any FI course other than FI 205, 261, 361, 461, 362, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301; **IT** (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Sciences).

Major Area Elective(s): 4 credits

CHOICE of GD 334, GD 335, GD 347, or GD 361

Related Area Elective(s): 2 credits

CHOICE of any one or two elective course(s) in Art and Design (for which prerequisites have been met) totaling 2 credits

Upon graduating from the Graphic Design BFA program, students will be able to:

1. Design with typography as a primary element in graphic design.
2. Execute innovative typographic solutions that transcend cultural trends.
3. Implement professional presentation techniques (including verbal and visual) and apply them when needed.
4. Discuss and explain current design issues.
5. Create a professional portfolio that demonstrates problem-solving expertise (including advanced typography, creative concepts, and innovative solutions necessary for an entry-level design position at leading graphic design firm).
6. Create original work which meets professional industry standards.
7. Analyze industry trends and adapt to evolving design challenges.