

# Graphic Design BFA Degree Program

## School of Art and Design

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

The major in Graphic Design requires students to hone a personal voice based on critical thinking, social awareness, and the ability to communicate across an array of platforms utilizing the full range of media, from the tactile to advanced digital technology. Topics of study include editorial design, interactive web design, and experiential design (exhibitions and wayfinding), along with advanced typography, branding, motion graphics, and new design approaches and practices. An internship is required and often leads to sustained positions in the vast field of multidisciplinary design. Curriculum below is for the entering class of fall 2021.

| <b>Semester 5</b>   |   | <b>Credits</b> | <b>TOTAL CREDIT REQUIREMENTS</b> |    |
|---------------------|---|----------------|----------------------------------|----|
| MAJOR AREA          | GD 331 - Typography and Language                        | 2              | GENERAL ELECTIVE(S)              | 2  |
|                     | GD 332 - Design in Cultural Context                     | 3              | MAJOR AREA                       | 32 |
|                     | GD 345 - Core Studio I: Design and Methodology          | 3              | RELATED AREA                     | 9  |
| RELATED AREA        | CT 303 - Dynamic Branding                               | 2              | LIBERAL ARTS                     | 18 |
|                     | CT 321 - Print and Digital Production                   | 2              | Total Credits:                   | 61 |
| LIBERAL ARTS        | choice - see Requirements*                              | 3              |                                  |    |
|                     | choice - see Requirements*: Liberal Arts/History of Art | 3              |                                  |    |
| <b>Semester 6</b>   |   |                |                                  |    |
| 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              |                                  |    |
| <b>Semester 7</b>   |   |                |                                  |    |
| 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 Elective(s)    | 2              |                                  |    |
| LIBERAL ARTS        | choice - see Requirements*                              | 3              |                                  |    |
| <b>Semester 8</b>   |   |                |                                  |    |
| MAJOR AREA          | GD 492 - Senior Thesis Project                          | 3              |                                  |    |
|                     | GD 493 - Internship                                     | 4              |                                  |    |
| LIBERAL ARTS        | choice - see Requirements*                              | 3              |                                  |    |
| GENERAL ELECTIVE(S) | choice - see Requirements*: General Elective(s)         | 2              |                                  |    |

**\*Fall 2021 Requirements:** See below.

**Liberal Arts: 18 credits**

- **History of Art: 6 credits.** CHOICE of one (1) HA course that meets the 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

Studies); 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). Click on a prefix

for a listing of courses available in the

subject area.

**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.