GRAPHIC DESIGN

Description
The graphic design major prepares students to integrate creativity with visual communication to create a wide variety of print and digital products. The School of Art, Art History and Design offers two undergraduate degrees for this major. Both include a solid base of knowledge in the principles and history of art and design. The bachelor of arts (BA) degree, with nearly fifty percent of its courses in the major, requires students to complement this foundation with another area of study. The bachelor of fine arts (BFA) degree expands on the basic coursework by providing additional experience in graphic design and related studio art areas. This intensive degree holds seventy percent of its courses in the major and is intended for those who want to work in a design career or pursue graduate study in graphic design.

Bachelor of Arts Degree at a Glance

ACE Requirements

<table>
<thead>
<tr>
<th>Graphic Design Major Requirements</th>
<th>84</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minors</td>
<td>18-24</td>
</tr>
<tr>
<td>Electives</td>
<td>3-15</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td>120</td>
</tr>
</tbody>
</table>

Bachelor of Fine Arts Degree at a Glance

ACE Requirements

<table>
<thead>
<tr>
<th>Graphic Design Major Requirements</th>
<th>84</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minors</td>
<td>18-24</td>
</tr>
<tr>
<td>Electives</td>
<td>3-15</td>
</tr>
<tr>
<td>Total Credit Hours</td>
<td>120</td>
</tr>
</tbody>
</table>

Admission
Any student who meets college admission requirements may declare a major in graphic design.

College Requirements

College Admission
Requirements for admission to the Hixson-Lied College of Fine and Performing Arts are consistent with general University admission requirements. These include:

- English (4 units)
- Mathematics (4 units)
- Social studies (3 units)
- Natural sciences (3 units)
- Foreign language (2 units)

NOTE: One unit equals one year of high school credit.

One of the following performance standards must also be met:
New Freshmen: Minimum ACT 20 (composite), minimum SAT 950 (combined), or rank in top half of high school graduating class.

Transfer and Readmit Students: Completed 12 or more semester credits from a post-secondary institution with a minimum cumulative 2.0 GPA and 2.0 GPA during the last semester of record at the time of application. (Emerging media arts majors: minimum cumulative 3.0 GPA and 3.0 GPA during the last semester of record at the time of application.)

International Students: Minimum TOEFL 70 (Internet) or 523 (paper).

Individual departments may have higher standards for acceptance into the different degrees and options. Please check with the individual departments for these standards.

Auditions/Portfolio Reviews
Auditions are required for admission to the Glenn Korff School of Music for music, music education, and dance majors. Auditions are also required for admission to the Johnny Carson School of Theatre and Film for the acting major. A separate application and portfolio review are required for acceptance into all other programs in the Johnny Carson School of Theatre and Film.

Admission Deficiencies/Removal of Deficiencies
Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at Nebraska. These conditions are in this catalog under “Removal of Deficiencies.”

Students with one deficiency, two deficiencies but not in the same category, or two deficiencies in foreign language who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at Nebraska. These conditions are explained under Admission to the University, Removal of Deficiencies in this catalog.

College Degree Requirements

College General Education Requirements

Foreign Languages/Language Requirement
The language requirement serves to help students gain a working familiarity with a language and a culture other than their own.

All students pursuing bachelor of arts or bachelor of music degrees are required to complete the intermediate level in one foreign language. Some or all of these courses may be completed while in high school. Courses approved to satisfy the language requirement are offered by the Department of Classics and Religious Studies and the Department of Modern Languages and Literatures in the College of Arts and Sciences, and the Department of Speech-Language Pathology and Audiology in the College of Education and Human Sciences. A student is required to successfully complete 202 to fulfill the languages requirement. (Exceptions: In Japanese, a student must complete JAPN 201 Second-Year Japanese I and one additional course from JAPN 202 Intermediate Grammar and Reading I, JAPN 203 Second-Year Japanese II, and JAPN 204 Intermediate Grammar and Reading II; in Greek, the student must complete two 300-level courses; in Latin, a student must take LATN 301 Latin Prose I and LATN 302 Latin Poetry I.) Instruction is currently available in Arabic, Chinese, Czech, French, German, Greek,
Japanese, Latin, Russian, Spanish, and American Sign Language. View the College page for a full listing of approved courses.

**NOTE:**

- A student who has completed three years of one foreign language study in high school may fulfill the languages requirement by taking a fourth-semester-level course.
- A student who has completed the fourth-year level of one foreign language in high school is exempt from the languages requirement.
- Any student who achieves a specified scaled score in the College Level Examination Program (CLEP) subject exam in French, German, and Spanish, levels 1 and 2, will be exempt from the languages requirement and will also receive credit for the fourth-semester course in the language.
- A transfer student with 11 or 12 semester hours of accepted credit has two choices: 1) to complete 6 hours in the same language at the 200 level; or 2) with permission of the chair of the department to enroll in a fourth-semester course.
- A student from a foreign country who has demonstrated acceptable proficiency in his or her native language (other than English) is exempted from the languages requirement without credit toward the degree. American students who present acceptable evidence that their second language is English are exempted from the languages requirement without credit toward the degree. All such students should see the Dean’s Office, 102 Woods Art Building, for this exemption.

### Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation from the Hixson-Lied College of Fine and Performing Arts. Students in the College are required to maintain a minimum current and cumulative GPA of 2.0. Individual departments may require a higher current and cumulative GPA.

### Grade Rules

#### C- and D Grades

The College will accept no more than 15 semester hours of D grades from schools outside of the University of Nebraska system.

Grades lower than C earned at Nebraska or transferred from other schools cannot be applied toward requirements in a major, but may be applied toward total hours.

#### Pass/No Pass

University regulations for the Pass/No Pass privilege state: The Pass/No Pass option is designed to be used by a student seeking to expand his/her intellectual horizons by taking courses in areas where he/she may have minimum preparation without adversely affecting his/her grade point average.

1. Neither the P nor the N grade contribute to a student’s GPA.
2. P is interpreted to mean C or above. Some professional education courses require a C+ or above.
3. A change to or from Pass/No Pass may be made until mid-term (1/2 of the course). This date coincides with the final date to drop a course without the instructor’s approval.

### GPA Requirements

Students are expected to maintain a minimum 2.0 grade point average each semester. Some programs within the College may have higher GPA requirements to keep in good academic standing.

### Transfer Credit Rules

Ordinarily, hours earned at an accredited college are accepted by the University. The College, however, will evaluate all hours submitted on an application for transfer and reserves the right to accept or reject any of them. The maximum number of hours the University will accept on transfer from a two-year college is 60.

Normally, credit is not given for pre-university work. In some instances, however, it may be possible to receive credit through satisfactory examination.

All transfer students must complete the Residency Requirement (see “Residency Requirement”), and at least 9 hours in the major field must be completed at the University regardless of the number of hours transferred.

The Hixson-Lied College of Fine and Performing Arts will accept no more than 15 semester hours of D grades from schools other than UNO or UNK. All grades may be transferred from UNO or UNK. However, transfer
courses within a student's major or minor will be evaluated by that unit and held to the same minimum grade standards as courses taken at the University of Nebraska–Lincoln.

**Transfer Credit from Foreign Institutions**
Credit for courses taken at foreign universities and colleges will be transferred only after validation by the appropriate department. This evaluation may include examination of the student over subject matter studied at the foreign institution.

**International Baccalaureate Credit**
Students who have studied art, music, or theatre within the International Baccalaureate Program will be given credit for courses at the University of Nebraska–Lincoln according to the guidelines established by each academic unit. Contact the department office for specific course information.

**Course Level Requirements**
Upper-Level Requirement: Thirty of the 120 semester hours of credit must be in courses numbered above 299.

**Residency**
Students must meet either of the following residency qualifications:

- At least 30 of the last 36 hours of credit must be registered for and completed while enrolled at the University of Nebraska–Lincoln.
- A total of 90 credits must be registered for and completed while enrolled at the University of Nebraska–Lincoln.

Credit earned during education abroad may be used toward degree requirements if students participate in prior approved programs and register through the University of Nebraska–Lincoln. Credit awarded from an institution other than Nebraska will be subject to transfer credit and residency rules.

**Experiential Learning Requirement**
All undergraduates in the Hixson-Lied College of Fine and Performing Arts must complete an Experiential Learning (EL) designated course.

**ACE Requirements**
All students must fulfill the Achievement Centered Education (ACE) requirements. Information about the ACE program may be viewed at ace.unl.edu (https://ace.unl.edu).

**Catalog Rule**
Students who first enroll at Nebraska under the 2023-2024 Undergraduate Catalog must fulfill the requirements stated in this catalog or in any other catalog which is published while they are enrolled in the College, provided the catalog they follow is no more than ten years old at the time of graduation. A student must, however, meet the requirements from one catalog only rather than choosing a portion from one catalog and the remainder from another.

**Exception:** Students pursuing any degree in the Glenn Korff School of Music who fail to take at least one course that will fulfill their major requirements during a 12-month period must re-audition. They will then move to the catalog in effect at that time.

Students who have transferred from a community college may be eligible to fulfill the requirements as stated in the catalog for an academic year in which they were enrolled at the community college prior to attending the University of Nebraska-Lincoln. The decision to utilize a previous catalog should be made in consultation with academic advisors and must be requested within the first two semesters of enrollment after transferring. Students must complete all degree requirements from a single catalog year and within the time frame allowable for that catalog year.

Eligibility to use a prior catalog is dependent upon:

- Admission to the university as a transfer student
- Enrollment at a community college during the catalog year being used
- Continuous enrollment at the previous institution for one academic year or more
- Proceeding to enrollment at the University of Nebraska-Lincoln within one calendar year from the last enrollment at the previous institution
- Maintaining the same major after the admission process

**Learning Outcomes**
Graduates of graphic design (BA) will be able to:

1. Explore the depth and breadth of graphic design and the roles of designers.
2. Develop a graphic design vocabulary.
3. Demonstrate a contextualized understanding of design history.
4. Explore technological innovation and problem solving strategies through rigorous study and an engagement with a wide variety of tools and media.
5. Discover and apply user-centered design methods and practices in order to solve complex design problems.
6. Examine the concepts and ethical responsibilities inherent to design authorship.
7. Build strong verbal, visual, and written communication skills.
8. Engage in collaboration with others, both inside and outside the design discipline, to understand the ways in which visual communication design has the ability to contribute knowledge and social capital.
9. Study the complexities of visual information as it relates to form, structure, and context in order to gain a better understanding of how meanings are constructed.
10. Learn how to visualize complexity in ways that are interesting, appropriate, ethical, beautiful, and functional.
11. Acquire meaningful knowledge in an academic area outside of art.
12. Develop a practical grasp of a foreign language.

Graduates of graphic design (BFA) will be able to:

1. Explore the depth and breadth of graphic design and the roles of designers.
2. Develop a graphic design vocabulary.
3. Demonstrate a contextualized understanding of design history.
4. Explore technological innovation and problem solving strategies through rigorous study and an engagement with a wide variety of tools and media.
5. Discover and apply user-centered design methods and practices in order to solve complex design problems.
6. Examine the concepts and ethical responsibilities inherent to design authorship.
7. Build strong verbal, visual, and written communication skills.
8. Engage in collaboration with others, both inside and outside the design discipline, to understand the ways in which visual communication design has the ability to contribute knowledge and social capital.

9. Study the complexities of visual information as it relates to form, structure, and context in order to gain a better understanding of how meanings are constructed.

10. Learn how to visualize complexity in ways that are interesting, appropriate, ethical, beautiful, and functional.

11. Iteratively engage in the study and practice of key design research theories, methods, and processes in preparation for industry application and future graduate study in design.

Major Requirements
Bachelor of Arts Requirements

Required Foundation

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTP 151</td>
<td>Color and Composition</td>
<td>3</td>
</tr>
<tr>
<td>ARTP 152</td>
<td>Three Dimension Design</td>
<td>3</td>
</tr>
<tr>
<td>DRAW 201</td>
<td>Drawing</td>
<td>3</td>
</tr>
<tr>
<td>DRAW 202</td>
<td>Life Drawing</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 12

Capstone Experience

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRPH 428</td>
<td>Design Studio II: Design Capstone</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 3

Graphic Design Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRPH 221</td>
<td>Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 222</td>
<td>Critical and Creative Thinking</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 223</td>
<td>Typography I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 224</td>
<td>Graphic Design History and Visual Culture</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 321</td>
<td>Graph Design II</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 325</td>
<td>Interaction Design I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 421</td>
<td>Graphic Design III</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 426</td>
<td>Design Studio I</td>
<td>3</td>
</tr>
</tbody>
</table>

Select two courses from the following graphic design electives: 6

- Any GRPH courses
- ADPR 329 Jacht Ad Lab
- ADPR 339 Student Ad Competitions
- ADPR 458 Interactive Media Design
- ARTP 270 Computational Creativity
- ARTS 291Q Special Topics in Digital Arts
- PHOT 365 Time-Based Media
- MUSC 291Q Special Topics in Digital Arts
- THEA 282 Digital Video Production
- THEA 291Q Special Topics in Digital Arts
- THEA 368 Digital Media Production
- THEA 387 Digital Animation Basics

Credit Hours Subtotal: 30

Art History

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHIS 101</td>
<td>Cave Paintings to Cathedrals</td>
<td>3</td>
</tr>
<tr>
<td>AHIS 102</td>
<td>Renaissance to Modern Art</td>
<td>3</td>
</tr>
</tbody>
</table>

Art History electives (including a minimum of 3 credits in courses numbered above 299) 6

Credit Hours Subtotal: 30

Bachelor of Fine Arts Requirements

Required Foundation

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTP 151</td>
<td>Color and Composition</td>
<td>3</td>
</tr>
<tr>
<td>ARTP 152</td>
<td>Three Dimension Design</td>
<td>3</td>
</tr>
<tr>
<td>DRAW 201</td>
<td>Drawing</td>
<td>3</td>
</tr>
<tr>
<td>DRAW 202</td>
<td>Life Drawing</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 12

Capstone Experience

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRPH 428</td>
<td>Design Studio II: Design Capstone</td>
<td>3</td>
</tr>
</tbody>
</table>

Credit Hours Subtotal: 3

Graphic Design Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRPH 221</td>
<td>Graphic Design I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 222</td>
<td>Critical and Creative Thinking</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 223</td>
<td>Typography I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 224</td>
<td>Graphic Design History and Visual Culture</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 321</td>
<td>Graph Design II</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 323</td>
<td>Typography II</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 325</td>
<td>Interaction Design I</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 421</td>
<td>Graphic Design III</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 425</td>
<td>Interaction Design II: Interactive Storytelling</td>
<td>3</td>
</tr>
<tr>
<td>GRPH 426</td>
<td>Design Studio I</td>
<td>3</td>
</tr>
</tbody>
</table>

Select five courses from the following graphic design electives: 15

- Any GRPH course
- ADPR 329 Jacht Ad Lab
- ADPR 339 Student Ad Competitions
- ADPR 458 Interactive Media Design
- ARTP 270 Computational Creativity
- ARTS 291Q Special Topics in Digital Arts
- PHOT 365 Time-Based Media
- MUSC 291Q Special Topics in Digital Arts
- THEA 282 Digital Video Production
- THEA 291Q Special Topics in Digital Arts
- THEA 368 Digital Media Production
- THEA 387 Digital Animation Basics

Credit Hours Subtotal: 45

Studio Art Electives

Select 12 hours of Studio Art Electives from the following areas: ceramics, drawing, painting, photography, printmaking, sculpture, special topics, digital arts, Gallery Management, Art at Cedar Point, up to 9 credits of selected emerging media arts. (Excludes studio foundation courses)

Credit Hours Subtotal: 12

Art History

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHIS 101</td>
<td>Cave Paintings to Cathedrals</td>
<td>3</td>
</tr>
<tr>
<td>AHIS 102</td>
<td>Renaissance to Modern Art</td>
<td>3</td>
</tr>
</tbody>
</table>

Art History electives (including a minimum of 3 credits in courses numbered above 299) 6

Credit Hours Subtotal: 30

Total Credit Hours: 57

Minor Requirements

BA students are required to complete a minimum of one minor. A second major can be used to satisfy the minor requirement.
Art History electives (including a minimum of 3 credits in courses numbered above 299)

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Credit Hours: 84

**Additional Major Requirements**

**BA Degree**

**Grade Rules**

C- and D Grades

The minimum grade for all major requirements is C.

**Pass/No Pass**

All courses taken for major requirements must be for a letter grade unless the course is only offered Pass/No Pass.

**Course Level Requirement**

A minimum of 3 credits of studio art and 3 credits of art history must be taken in courses numbered above 299.

**Extended Education, Independent Study Rules, Internship Credit Rules, Transfer Credit Rules**

No more than 6 hours of independent study courses may count toward the major in the BA degree. This includes all courses numbered 390, 392, 395, 396, 490, 492, 495, 496, and 499H offered by the School of Art, Art History and Design.

At least 15 credit hours in graphic design and 6 credit hours in art history of the required BA courses must be taken at the University of Nebraska–Lincoln. Courses taken at other academic institutions may be substituted for the remaining required courses subject to evaluation by the department.

**Time and Credit Guidelines**

The School of Art, Art History and Design adheres to the following time and credit guidelines established by the National Association of Schools of Art and Design (NASAD):

- In studio courses, 1 hour of credit represents three hours of work each week of the 16-week semester. Two of the hours are spent in class with the instructor, and one hour of additional work is expected outside of regularly scheduled class time.
- In lecture/discussion courses, 1 hour of credit represents one hour each week in class, and two hours each week of work outside of class for the duration of the 16-week semester.

**BFA Degree**

**Grade Rules**

C- and D Grades

The minimum grade for all major requirements is C.

**Pass/No Pass**

All courses taken for major requirements must be for a letter grade unless the course is only offered Pass/No Pass.

**Course Level Requirement**

A minimum of 3 credits of art history must be taken in courses numbered above 299.

**Extended Education, Independent Study Rules, Internship Credit Rules, Transfer Credit Rules**

No more than 9 hours of independent study courses may count toward the major in the BFA degree. This includes all courses numbered 390, 392, 395, 396, 490, 492, 495, 496, and 499H offered by the School of Art, Art History and Design.

At least 36 credit hours in graphic design and 6 credit hours in art history of the required BFA courses must be taken at the University of Nebraska–Lincoln. Courses taken at other academic institutions may be substituted for the remaining required courses subject to evaluation by the department.

**Time and Credit Guidelines**

The School of Art, Art History and Design adheres to the following time and credit guidelines established by the National Association of Schools of Art and Design (NASAD):

- In studio courses, 1 hour of credit represents three hours of work each week of the 16-week semester. Two of the hours are spent in class with the instructor, and one hour of additional work is expected outside of regularly scheduled class time.
- In lecture/discussion courses, 1 hour of credit represents one hour each week in class, and two hours each week of work outside of class for the duration of the 16-week semester.

**GRPH 121 Digital Literacy**

Description: Instruction in design principles and tools of industry standard digital media production.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Course and Laboratory Fee: $60

**GRPH 221 Graphic Design I**

Prerequisites: ARTP 151, ARTP 152, GRPH 222

Description: Introduction to the field of visual communications, the use of the tools, materials and methods of the graphic designer.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: GRPH 321; GRPH 323; GRPH 324; GRPH 325

Course and Laboratory Fee: $80

**GRPH 222 Critical and Creative Thinking**

Prerequisites: Graphic Design Major

Description: Study of methodologies used for creative problem solving.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: GRPH 221; GRPH 223

Course and Laboratory Fee: $80

**GRPH 223 Typography I**

Prerequisites: ARTP 151, ARTP 152, GRPH 222

Description: Introduction to the practice, history, and theory of typography.

Credit Hours: 3

Max credits per semester: 3

Max credits per degree: 3

Grading Option: Graded

Prerequisite for: GRPH 323; GRPH 325; GRPH 421

Course and Laboratory Fee: $80
GRPH 224 Graphic Design History and Visual Culture
Description: Investigation of the history and principles of Graphic Design and the connections to the social context that impacted the evolution of visual culture.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Offered: SPRING

GRPH 321 Graphic Design II
Prerequisites: GRPH 221 with grade of C or better; GRPH 22 or 23; Graphic Design Major
Description: Emphasis on the creation of meaning through visual form and the responsibility of visual communicators as authors of the creative process.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: GRPH 327; GRPH 328; GRPH 421
Course and Laboratory Fee: $80

GRPH 323 Typography II
Prerequisites: GRPH 221 and GRPH 223 with grades of C or better; GRPH 22 or 23; Graphic Design Major
Description: Emphasis on relationships between typographic systems and the connective language to society and culture.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 324 Publication Design
Prerequisites: GRPH 221
Description: Instruction in publication models such as digital editorial design, the modern book, magazine design, book cover design and the history of bookmaking.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 325 Interaction Design I
Prerequisites: GRPH 221 and GRPH 223 with grades of C or better; GRPH 22 or 23; Graphic Design Major
Description: Introduction to the fundamental concepts of user-centered design for web, tablet, mobile devices and screen-based media.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: GRPH 326
Course and Laboratory Fee: $80

GRPH 326 Interaction Design II
Prerequisites: GRPH 325
Description: Critical engagement with the process of designing responsive, reactive and interactive experiences.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRPH 327 Digital Book Design
Prerequisites: GRPH 321
Description: Book forms from traditional multipage formats to present-day on-demand digital publications.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 328 Design & Integrated Brand Promotion
Prerequisites: GRPH 321 with grade of C or better
Description: Instruction in design and integrated brand promotion such as social media, point of purchase, product launch, in-game advertising, television, radio, and print.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 24
Grading Option: Graded

GRPH 391 Special Topics in Graphic Design
Prerequisites: Graphic Design Major and permission
Description: Studio-based course exploring subject matter in emerging areas of graphic design.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 24
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 395 Internship in Graphic Design
Prerequisites: Junior standing and permission
Description: Internship in the field of graphic design exploring areas of study relating to professional development.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Pass No Pass

GRPH 396 Problems in Graphic Design
Prerequisites: Graphic Design Major and permission
Notes: Topics, activities, and delivery methods vary depending on individual course expectations.
Description: Independent study course exploring subject matter in specialized areas of graphic design.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 421 Graphic Design III
Prerequisites: GRPH 321 and GRPH 223
Description: Visual form and content are studied in the context of aesthetic, cultural, historical and critical issues.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: GRPH 426
Course and Laboratory Fee: $80
GRPH 425 Interaction Design II: Interactive Storytelling
Crosslisted with: GRPH 825
Prerequisites: GRPH 325
Description: Exploration of interactive, multi-dimensional storytelling on the web, mobile devices, gaming systems and tablets.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: GRPH 925
Course and Laboratory Fee: $80

GRPH 426 Design Studio I
Prerequisites: GRPH 421
Description: Focus on the application of advanced graphic design principles and systems in the generation of a self-authored body of written and visual work.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: GRPH 428
Course and Laboratory Fee: $80

GRPH 428 Design Studio II: Design Capstone
Prerequisites: GRPH 426
Description: Emphasis in advanced design research development, peer and professional collaboration, and critical thinking
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
ACE: ACE 10 Integrated Product
Course and Laboratory Fee: $80
Experiential Learning: Case/Project-Based Learning

GRPH 491 Special Topics in Design
Prerequisites: Graphic Design Major
Description: Studio-based course exploring subject matter in emerging areas of graphic design.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 18
Grading Option: Graded
Course and Laboratory Fee: $80

GRPH 491A Special Topics in Design
Prerequisites: Graphic Design Major
Description: Lecture-based course exploring subject matter in emerging areas of graphic design.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 18
Grading Option: Graded

GRPH 495 Internship in Graphic Design
Prerequisites: Senior standing and permission
Description: Advanced level Internship in the field of graphic design exploring areas of study relating to professional development.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Pass No Pass

GRPH 496 Problems in Graphic Design
Crosslisted with: GRPH 896
Prerequisites: Graphic Design major and permission.
Notes: Topics, activities, and delivery methods vary depending on individual course expectations.
Description: Independent study course exploring subject matter in specialized areas of graphic design.
Credit Hours: 1-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Graded
Course and Laboratory Fee: $80

PLEASE NOTE
This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

Graphic Design (B.A.)

Graphic Design (B.F.A.)