

# GRAPHIC DESIGN

## Description

The graphic design major prepares students to create a wide variety of print and digital products. Foundational course work provides a solid base of knowledge in the principles and history of art and design. 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.

## Degree at a Glance

<i>ACE Requirements</i>	30
Some ACE outcomes may be satisfied by courses taken for other requirements	
<i>Graphic Design Major Requirements</i>	81
<i>Electives</i>	9
<b>Total Credit Hours</b>	<b>120</b>

## 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 a world 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

#### World 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 world language. The language requirement is fulfilled by the completion of the 4th level of a single language (either in high school or in college). Language study at UNL is currently available in Arabic, Chinese, Czech, French, German, Greek, Japanese, Latin, Russian, Spanish, and American Sign Language. Courses offered at UNL that complete the sequence include: ARAB 202, CHIN 202, CZEC 202, FREN 202 or FREN 210, GERM 202, GREK 301 & GREK 302, JAPN 202, LATN 301 & LATN 302, SLPA 202, SPAN 202 or SPAN 210 or SPAN 300A.

NOTE:

- A student who has completed the fourth-year level of one world language in high school is exempt from the language requirement.
- A student whose language proficiency is not reflected on a transcript may demonstrate proficiency of the intermediate level through assessment with the Department of Modern Languages and Literatures. (Greek, Latin, and American Sign Language are not included in this process.) Report of the results will be made to the academic advisor for consideration of a waiver of the language requirement without credit toward the degree.
- International and domestic students whose first language is not English will be exempt from the requirement without credit toward the degree based on documentation of previous study.

## 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 grades lower than C (includes C-, D+, D, and D- grades) from schools outside of the University of Nebraska system.

Courses with grades lower than C—either those earned at Nebraska or transferred from other schools—cannot be applied toward requirements in a major, but may be applied toward total hours and other requirements that do not have a minimum grade threshold.

### 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.

- Neither the P nor the N grade contribute to a student's GPA.
- P is interpreted to mean C or above. Some professional education courses require a C+ or above.
- A change to or from Pass/No Pass may be made until mid-term (1/2 of the course).
- The Pass/No Pass or grade registration cannot conflict with the professor's, department's, college, or University policy governing grading option.
- Prior to the mid-term deadline, changing to or from the Pass/No Pass requires using the MyRED system to change the grading option or filing a Schedule Adjustment Form with Husker Hub in the Canfield Administration Building. After the mid-term deadline, a student registered for Pass/No Pass cannot change to a grade registration unless the Pass/No Pass registration is in conflict with a professor's, department's, college, or University policy governing Pass/No Pass.
- The Pass/No Pass grading option cannot be used for the removal of C- or D or F grades.

Pass/No Pass privileges in the Hixson-Lied College of Fine and Performing Arts are extended to students according to the following additional regulations:

- Pass/No Pass hours can count toward fulfillment of ACE requirements up to the 24-hour maximum.
- Students may not elect to take courses on a Pass/No Pass basis to fulfill degree requirements in the major. Departments may allow up to 6 hours of Pass/No Pass to be taken in the minor offered by the Hixson-Lied College of Fine and Performing Arts.
- Departments may specify that certain courses can be taken only on a Pass/No Pass basis.
- The College will permit no more than a total of 24 semester hours of Pass/No Pass grades to be applied toward degree requirements. This total includes all "pass" grades earned at Nebraska and other schools.

Individual departments vary in their policies regarding Pass/No Pass hours as applied to the major and minor. Consult the individual departmental listings for these policies.

## 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.

Students wishing to include credits transferred from another institution in their program of study must submit a transcript to the Office of Admissions. **Students who have previously had transfer credits evaluated in another University of Nebraska–Lincoln college must have the credits reevaluated upon entering the Hixson-Lied College of Fine and Performing Arts.**

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.

The applicability of transfer credits toward major requirements is determined by the school offering the major. Requests for waiver or substitution involving courses not offered by the student's home school must have the approval of the appropriate University of Nebraska–Lincoln department.

### 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) (<https://ace.unl.edu>).

## Catalog Rule

Students who first enroll at Nebraska under the 2025-2026 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 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

### Required Foundation

ARTP 151	Color and Composition	3
ARTP 152	Three Dimensional Design	3
DRAW 201	Drawing	3
DRAW 202	Life Drawing	3
Credit Hours Subtotal:		12

### Capstone Experience

GRPH 428	Design Studio II: Design Capstone	3
Credit Hours Subtotal:		3

### Graphic Design Courses

GRPH 221	Graphic Design I	3
GRPH 222	Critical and Creative Thinking	3
GRPH 223	Typography I	3
GRPH 224	Graphic Design History and Visual Culture	3
GRPH 321	Graphic Design II	3
GRPH 325	Interaction Design I	3
GRPH 421	Graphic Design III	3
GRPH 426	Design Studio I	3

Select six courses from the following graphic design electives (minimum of 6 credits from GRPH):

Any GRPH course		
ADPR 329	Jacht Ad Lab	
ADPR 339	Student Ad Competitions	
ADPR 429	Jacht Student Ad Agency	
ADPR 458	Interactive Media Design	
ARTS 291Q	Special Topics in Digital Arts	
DSGN 123	Computer Applications in Design	
PHOT 365	Time-Based Media	
MUSC 291Q	Special Topics in Digital Arts	
THEA 291Q	Special Topics in Digital Arts	
TMFD 425	Advanced Design for Printed Textiles	
Credit Hours Subtotal:		42

### Studio Art Electives

Select 12 hours of Studio Art Electives from the following areas: ceramics, drawing, painting, photography, printmaking, sculpture, special topics, digital arts, up to 9 credits of selected emerging media arts. (Excludes studio foundation courses) Select from ARTP, ARTS, CERM, DRAW, PANT, PHOT, PRNT, SCLP, WATC; EMAR 160, EMAR 242, EMAR 331, EMAR 332, EMAR 349, EMAR 361, EMAR 440; MUSC 283, MUSC 291Q, MUSC 350, MUSC 383; THEA 291Q.

Credit Hours Subtotal: 12

#### Art History

AHIS 101 Cave Paintings to Cathedrals 3

AHIS 102 Renaissance to Modern Art 3

Art History electives (including a minimum of 3 credits in courses numbered above 299). Select from: any AHIS, ARCH 240, ARCH 241. 6

Credit Hours Subtotal: 12

**Total Credit Hours** 81

## Additional Major Requirements

### 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 art and 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.

#### 12 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; GRPH 424

**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:** 3

**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

### 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

### 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 424 Design Lab

**Prerequisites:** GRPH 321 with grade of C or better; permission

**Description:** Provides practical experience working in a Design Lab that collaborates with units at UNL. Apply design principles to real-world situations, while working on projects that help other units promote their programs, events, and initiatives. Use design-related processes, including research, storytelling, design thinking, branding, prototyping, print design and production, and User Experience and User Interface Design (UX/UI).

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 6

**Grading Option:** Graded

**Offered:** FALL/SPR



**GRPH 425 Interaction Design II**

**Crosslisted with:** GRPH 825

**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

**Offered:** FALL/SPR

**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