

Bachelor of Arts in Graphic Design

123 credits

Program Description

The Bachelor of Arts in Graphic Design prepares the student to work as a graphic designer, who will master the language of design, both in its visual and non-visual dimensions and will face new physical, technological, social and cultural worlds. Graduates of the Graphic Design bachelor's program will be trained to properly judge the quality and effectiveness of design projects through rigorous use of current thinking in the field of design. As a graphic designer, you can be: Creative Director, Package Designer, Textile Designer, Corporate Identity Designer, Brand Designer, Advertising Designer, Art Director, and Print Director.

Program Objectives

1. Communicate and solve visual problems.
2. Mastering the elements and principles, as well as typography, combine in solving communication problems.
3. Analyze the social impact and manage visual communication strategies in graphic design.
4. Mastering the tracking and manipulation of images, photographs, icons, multimedia shapes and other design structures.
5. Develop creative and original visual communication ideas for various formats.
6. Master digital design, layout and web programming for different delivery formats.
7. Understand the elements of color, shapes, structures suitable for visual communication and publication in various formats or media.
8. Develop business, self-management, and marketing skills.
9. Understand in a general way the art as an expression of the desires, aspirations, needs, and aesthetics of the human being, as well as the resources available on the object in interaction with the user throughout history.
10. Apply the design process, including research and analysis, search for alternatives, prototyping and evaluation of results.
11. Understand the history and theory of graphic design from different perspectives, including art history, criticism, communication theory, as well as the social and cultural uses of design objects.
12. Design and produce print, digital or mixed media works.
13. Communicate orally and in writing, in Spanish and English, applying the postulates of the discipline.
14. Apply scientific reasoning and critical thinking.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Approved General Education Electives*		
Course	Title	Credits
SPAN 110	Elementary Spanish	3
REIL 101	Research and Information Literacy	3
BIOL 150	General Biology I	3
BIOL 151	General Biology II	3
COMM 205	Communication Theory	3
COMM 210	Legal and Ethical Aspects of Communications	3
HIST 273	History of the United States of America	3

Program Curriculum

QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar to University Life	3
General Education Courses		
Course	Title	Credits
Pick 2 GE* OR	Pick two (2) of the Approved General Education Electives OR	
SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Introduction to Spanish Language – Basic Level Introduction to Spanish Language – Intermediate Level Introduction to Spanish Language – Advanced Level	6
ENGL 150-250 OR	English Composition I and II OR	
ENGL 101-102 or ENGL 103-104 or ENGL 105-106	Introduction to English Language- Basic Level Introduction to English Language – Intermediate Level Introduction to English Language - Advanced Level	6
MATH 112ON	College Algebra	3
PHIL 201	Introduction to Philosophy	3
SOSC 101-102	Introduction to Social Science I and II	6
SCIE 111-112	Integrated Science I and II	6
COIS 101	Introduction to Computers	3
HIST 101	Introduction to the Study of History	3
ENGL 340 OR	Research and Writing OR	3
SPAN 215	Writing and Composition	3
COMM 140 OR	Effective Communication OR	3
ENGL 212	English Second Year Basic Level	3
COMM 240 OR	Interpersonal Communication OR	3
ENGL 350	Conversational English	3
HUMA 101-102	World Cultures I and II	6
		Total 51
Core / Professional Courses		
Course	Title	Credits
DESI 121	Drawing I	3
DESI 315	Ethic and Legislation in Design	3
ENTR 360	Entrepreneurship	3
HIDE 100	History of Art	3
HIDE 110	Representing Culture: Art & Artifact 1500-1850	3
HIDE 200	History of Design 1800-Today	3
		Total 18
Major Courses		
Course	Title	Credits
DESI 285	Digital Photography	3
GRAD 130	Image Studio – Black and White	3
GRAD 131	Image Studio – Color	3
GRAD 145	Communication Studio	3
GRAD 105	Typography I	3
GRAD 215	Typography II	3
GRAD 202	Graphic Design Studio 1	3
GRAD 210	Graphic Design Studio 2	3
GRAD 310	Graphic Design Studio 3	3
GRAD 320	Packaging Design	3
GRAD 325	Video Editing	3
GRAD 410	Senior Design Project I	3
GRAD 420	Senior Design Project II	3
GRAD 430	Portfolio Studio	3
WEDE 100	Web Design and Graphics Studio 1	3
WEDE 200	Web Design and Graphics Studio 2	3
		Total 48
Elective		
	Free Elective	3
		Total 3
		Total credits 123