## 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.
- 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**

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Course         Title         Credits           Pick 2 GE* OR         Pick two (2) of the Approved General Education Electives OR         6           SPAN 103-104 or         Introduction to Spanish Language – Intermediate Level         6           SPAN 103-104 or         Introduction to Spanish Language – Advanced Level         6           SPAN 105-106         Introduction to English Language – Advanced Level         6           ENGL 102-07         Introduction to English Language – Advanced Level         6           ENGL 103-104 or         Introduction to English Language - Advanced Level         6           ENGL 103-106         Introduction to English Language - Advanced Level         6           MATH 1120N         College Algebra         3           SOS 101-102         Introduction to Social Science I and II         6           COIS 101         Introduction to Social Science I and II         6           SOS 101-102         Introduction to Social Science I and II         6           COIS 101         Introduction to Computers         3           HIS 101         Introduction to Computers         3           COIM 140 OR         Effective Communication OR         3           ENGL 212         English Second Year Basic Level         7           COMM 240 OR         Interpersonal Communication OR		Induction Seminar to University Life	
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Total     48       Elective     3       Free Elective     3       Total     3	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 145           GRAD 105           GRAD 215           GRAD 210           GRAD 310           GRAD 310           GRAD 320           GRAD 420           GRAD 420           GRAD 430	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography II         Graphic Design Studio 1         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Elective 3 Free Elective 3 Total 3	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 145           GRAD 105           GRAD 215           GRAD 210           GRAD 310           GRAD 310           GRAD 320           GRAD 420           GRAD 420           GRAD 430	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography II         Graphic Design Studio 1         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Free Elective 3 Total 3	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 145           GRAD 105           GRAD 215           GRAD 210           GRAD 310           GRAD 310           GRAD 320           GRAD 420           GRAD 420           GRAD 430	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography II         Graphic Design Studio 1         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio         Web Design and Graphics Studio 1	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Total 3	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 145           GRAD 105           GRAD 215           GRAD 210           GRAD 310           GRAD 310           GRAD 320           GRAD 420           GRAD 420           GRAD 430	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography II         Graphic Design Studio 1         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio         Web Design and Graphics Studio 1         Web Design and Graphics Studio 2	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 131           GRAD 145           GRAD 215           GRAD 210           GRAD 310           GRAD 320           GRAD 325           GRAD 440           GRAD 430           WEDE 100	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography II         Graphic Design Studio 1         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio         Web Design and Graphics Studio 1         Web Design and Graphics Studio 2	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Total credits 123	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 131           GRAD 145           GRAD 215           GRAD 210           GRAD 310           GRAD 320           GRAD 325           GRAD 440           GRAD 430           WEDE 100	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography I         Graphic Design Studio 1         Graphic Design Studio 2         Graphic Design Studio 3         Packaging Design         Video Editing         Senior Design Project I         Senior Design Project II         Portfolio Studio         Web Design and Graphics Studio 2         Total	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
	Course           DESI 121           DESI 315           ENTR 360           HIDE 100           HIDE 110           HIDE 200           Major Courses           Course           DESI 285           GRAD 130           GRAD 131           GRAD 145           GRAD 215           GRAD 210           GRAD 310           GRAD 320           GRAD 325           GRAD 440           GRAD 430           WEDE 100	Title         Drawing I         Ethic and Legislation in Design         Entrepreneurship         History of Art         Representing Culture: Art & Artifact 1500-1850         History of Design 1800-Today         Total         Title         Digital Photography         Image Studio – Black and White         Image Studio – Color         Communication Studio         Typography I         Typography I         Graphic Design Studio 1         Graphic Design Studio 2         Graphic Design Project I         Senior Design Project I         Senior Design Project II         Portfolio Studio         Web Design and Graphics Studio 1         Web Design and Graphics Studio 2         Total	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3