

# GRAPHIC DESIGN UNDERGRADUATE MAJOR (BFA, HBFA)

The Bachelor of Fine Arts degree in Graphic Design (GD) is an exciting and rigorous program at OSU. The disciplinary foundations of graphic design are rooted in visual problem solving, design theory and history, as well as professional practices that tie into business and marketing for specific audiences. Examples of the work graphic designers engage in include both print and digital media such as the design of:

- branding and visual identities
- publication design (magazines, newspapers, catalogs)
- information design
- package design
- exhibition design
- interactive design (Web, video)

The discipline of graphic design is constantly changing due to new technologies, broader target audiences, and softer boundaries between disciplines. Students learn to be adaptable, flexible and collaborative in how they work. Graphic designers are creative thinkers and makers and may have strengths and interests in drawing, printmaking and photography.

The Graphic Design major is a professional program. Entering students are designated as Pre-Graphic Design majors.

The pre-professional Graphic Design program typically takes one year to complete. After completing the pre-professional program requirements, students may apply to the professional Graphic Design program. Students will not be permitted to take professional Graphic Design course work without acceptance into the professional Graphic Design program. If admitted into the professional Graphic Design program, it will take students three additional years to complete the professional program regardless of transfer credit standing.

Admission into the professional Graphic Design program is subject to a competitive application process. To apply and be considered for admission, all pre-professional students must meet the following requirements:

- Be declared as a Pre-Graphic Design major.
- Have completed and received a C– or better in ALL courses within the Pre-Graphic Design major by the end of spring term before applying.

Criteria for acceptance. Students will be evaluated on the following:

- Completion and grade in GD 126.
- Completion and grades in GD Foundation courses: ART 101, ART 115, ART 121, and ART 131.
- Completion and grades in Bacc Core First-Year Skills Requirements: WR 121, Speech course (choose one: COMM 111, COMM 114, or COMM 218) and College Level Math course: MTH 105 \*INTRODUCTION TO CONTEMPORARY MATHEMATICS or higher.
- Overall GPA.

**Major Code: 779**

## Pre-Graphic Design Major Code: 479

- Demonstrate design processes such as research, analysis, prototyping and synthesis, from concept to delivery, to solve communication problems.
- Create communication solutions that address audiences and context, by recognizing the human factors that determine design decisions.
- Utilize relevant application of tools and technology in the creation, reproduction, and distribution of visual messages.
- Apply graphic design principles in the creation, development, and production of visual messages.
- Identify and utilize design history, theory, and criticism from a variety of perspectives, including: art history, communication/information theory, and the social/cultural use of design objects.
- Confidently participate in professional design practice and management within a collaborative work environment.

Code	Title	Credits
<b>Baccalaureate Core <sup>1</sup></b>		
Select 48-49 credits		48-49
<b>Pre-Graphic Design Core <sup>1</sup></b>		
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
ART 115	2-D CORE STUDIO	4
ART 121	DIGITAL CORE STUDIO	4
ART 131	DRAWING CORE STUDIO	4
GD 126	GRAPHIC DESIGN PRO APPLICATION	2
<b>Lower-Division Graphic Design Professional Core <sup>1</sup></b>		
Select one of the following:		3
ART 204	*INTRODUCTION TO WESTERN ART: PREHISTORY TO THE HIGH MIDDLE AGES	
ART 205	*INTRODUCTION TO WESTERN ART: GOTHIC TO BAROQUE	
ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
ART 208	*INTRODUCTION TO ASIAN ART	
ART 264	*PHOTOGRAPHY: HISTORY, TECHNOLOGY, CULTURE AND ART	
ART 263	DIGITAL PHOTOGRAPHY	4
GD 200	GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 1	4
GD 220	GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 2	4
GD 224	INTERACTIVE DESIGN 1	4
GD 226	TYPOGRAPHY 1	4
GD 228	PROCESS: MAKING AND MEANING	4
GD 230	GRAPHIC DESIGN PROFESSIONAL DEVELOPMENT	2
GD 269	GRAPHIC DESIGN HISTORY	3
GD 499	SPECIAL TOPICS	1-16
<b>Upper-Division Graphic Design Professional Core <sup>1,2</sup></b>		
ART 367	*HISTORY OF DESIGN	3
GD 312	^CONTEMPORARY ISSUES IN DESIGN	3
GD 325	GRAPHIC DESIGN: COLLABORATIVE PROCESSES	4
GD 326	TYPOGRAPHY 2	4
GD 327	TYPOGRAPHY 3	4
GD 328	INTERACTIVE 2	4
GD 419	PORTFOLIO REVIEW	3
GD 420	PROFESSIONAL PRACTICES	3
GD 424	BRAND IDENTITY SYSTEMS	4
GD 426	GRAPHIC DESIGN CAPSTONE 1	3
GD 427	CAPSTONE 2	4
<b>Electives</b>		
100/200 Lower-Division Electives from ART, GD, or NMC		12
300/400 Upper-Division Electives from ART, GD, or NMC		20
General Electives		11

2 Graphic Design Undergraduate Major (BFA, HBFA)

Total credits required to graduate with the BFA is 180

Total Credits 180-196

\*  
Baccalaureate Core Course (BCC)

^  
Writing Intensive Course (WIC)

1  
Courses cannot be counted twice to fulfill requirements of the major

2  
Required upper-division credits is 60

Major Code: 779

Pre-Graphic Design Major Code: 479

First Year

Fall		Credits
ART 115	2-D CORE STUDIO	4
ART 121	DIGITAL CORE STUDIO	4
Select one of the following:		3
COMM 111	*PUBLIC SPEAKING	
COMM 114	*ARGUMENT AND CRITICAL DISCOURSE	
COMM 218	*INTERPERSONAL COMMUNICATION	
Bacc Core (DPD)		3
General Elective		1
Credits		15

Winter

ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
ART 131	DRAWING CORE STUDIO	4
WR 121	*ENGLISH COMPOSITION	3
GD Lower-Division Elective		4
Credits		14

Spring

ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY (or Lower-Division Art History)	3
GD 126	GRAPHIC DESIGN PRO APPLICATION	2
MTH 111	*COLLEGE ALGEBRA	4
Bacc Core (SPI)		3
GD Lower-Division Elective		4
Credits		16

Second Year

Fall		Credits
GD 200	GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 1	4
GD 226	TYPOGRAPHY 1	4
GD 2xx		2
Bacc Core (Physical Lab Science)		4
Credits		14

Winter

ART 263	DIGITAL PHOTOGRAPHY	4
GD 224	INTERACTIVE DESIGN 1	4
GD 269	GRAPHIC DESIGN HISTORY	3
Bacc Core (Biological Lab Science)		4
Credits		15

Spring

GD 220	GRAPHIC DESIGN TECHNOLOGY AND PRODUCTION 2	4
GD 228	PROCESS: MAKING AND MEANING	4
GD Lower-Division Elective		4
Bacc Core (Lab Science)		4
Credits		16

Third Year

Fall		Credits
GD 326	TYPOGRAPHY 2	4
GD 328	INTERACTIVE 2	4
GD Upper-Division Elective		4
Bacc Core (WR II)		3
Credits		15

Winter

GD 325	GRAPHIC DESIGN: COLLABORATIVE PROCESSES	4
GD Upper-Division Elective		4
GD Upper-Division Elective		4
Bacc Core (Literature and Arts)		3
Credits		15

Spring

ART 367	*HISTORY OF DESIGN	3
GD 312	*CONTEMPORARY ISSUES IN DESIGN	3
GD 327	TYPOGRAPHY 3	4
HHS 231	*LIFETIME FITNESS FOR HEALTH	2
PAC Course		1
General Elective		2
Credits		15

Fourth Year

Fall		Credits
GD 420	PROFESSIONAL PRACTICES	3
GD 424	BRAND IDENTITY SYSTEMS	4
Bacc Core (Cultural Diversity)		3
General Elective		5
Credits		15

Winter

GD 419	PORTFOLIO REVIEW	3
GD 426	GRAPHIC DESIGN CAPSTONE 1	3
GD Upper-Division Elective		4
Bacc Core (Upper-division CGI)		3
General Elective		2
Credits		15

Spring

GD 427	CAPSTONE 2	4
GD Upper-Division Elective		4
Bacc Core (Upper-division STS)		3
Bacc Core (Western Culture)		3
General Elective		2
Credits		16

Total Credits 181

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Baccalaureate Core Course (BCC)

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Writing Intensive Course (WIC)