In the initial year, students pursuing a Graphic Design degree will take the School of Design foundations program - a year-long investigation into design as a making and communication field. Work conducted during this year prepares students for applying to pursue the upper division of the Graphic Design program.

**GRDS 101:** Introduction to the principles, processes and applications of meaning-making through design. Students explore the language of design, how it is influenced by form, content, audience, message and context in various applications relative to communication.

**GRDS 102:** Introduction to the principles, processes and applications of image making through design. Students explore the language of design, how it is influenced by form, content, audience, message and context through visual representation. Simultaneous introduction to image production through computer systems and software.

**GRDS 103:** Introduction to the principles, processes and applications of design across various applications. Students explore the language of design, how it is influenced by form, content, audience, message and context in two, three and four dimensional forms.

**VOL CORE CURRICULUM:** Through the Vol Core Curriculum requirements, students in the Graphic Design Foundation program explore parallel interests that both fulfill the mission of general education while also providing an expanded understanding of their strengths, skills and interests. Vol Core provides students with the foundation for successful academic study, lifelong learning, and actively engaging in the duties of local, national, and global citizenship. The university’s general education curriculum is designed to help students better understand themselves, human cultures and societies, the natural world, as well as contribute to their personal enrichment.

**GRDS 150:** An overview of design as visual message-making and as an act of cultural interpretation. Contemporary and historic design and its forms are examined, along with an introduction to design and creative concepts.

**GRDS 200: PORTFOLIO REVIEW** This is a benchmark review to gain admittance into the upper division Graphic Design degree courses. Students will present specified projects from the foundational courses and conduct an interview with the Graphic Design faculty. Faculty take great care in determining the outcome of this review with every student who has applied, providing valuable feedback and guidance, regardless of outcome.
# Bachelor of Fine Arts in Graphic Design | 4 Year Curriculum 2022-2023

## Year One
### Fall
- **GRDS 101**: Meaning-making in Design (3)
- **GRDS 102**: Design as visual message-making (3)
- **GRDS 103**: The Idea of Design (3)
- **ENGL 101**: Pass (12)

### Spring
- **GRDS 200**: Portfolio Review (3)
- **ENGL 102**: Min 30 CH (12)

## Year Two
### Fall
- **GRDS 255**: Principles of Typography & Visual Communication (4)
- **GRDS 256**: Interactive & Screen-based Design (4)
- **GRDS 271**: Principles of Typographic Visual Communication (4)

### Spring
- **GRDS 272**: Visual Theory & Design Theories (4)
- **GRDS 355**: Expanded Principles of Typographic (4)
- **ART & DSGN**: History Elective* (4)

## Year Three
### Fall
- **GRDS 310**: Design Process & Methods Research & Complexity (4)
- **GRDS 351**: Advanced Study & Representing Information (4)
- **GRDS 371**: Intermediate Study & Research Methodologies (4)

### Spring
- **GRDS 311**: Research & Complexity (4)
- **GRDS 372R**: Intermediate Study & Representing Information (4)
- **ART & DSGN**: History Elective (4)

## Year Four
### Fall
- **GRDS 312**: Professional Seminar (4)
- **GRDS 401**: Professional Seminar (4)
- **GRDS 451** or **GRDS 444/444R** or **GRDS 455**: Professional Elective* (4)

### Spring
- **GRDS 402**: Professional Seminar (4)
- **GRDS 451** or **GRDS 444/444R** or **GRDS 455**: Professional Elective* (4)
- **ART & DSGN**: History Elective (4)

## Total CH
- **(120)**

### Studio Electives
- **(12)**
- *Any CoAD course with studio, lab or workshop component
- *Any 200-level course in the School of Art

### Design / Professional Electives
- **(6)**
- **GRDS**: Professional Elective
- **ART & DSGN**: History Elective
- **ENGL**: Elective
- **ELEC**: Elective
- **NON-GRDS**: Elective
- **ELEC**: Elective

### Vol Core Requirements
- **Min 32 CH**
- **ENGL 101**
- **ENGL 102**

### uTrack Requirements
- **(12)**
- **ENGL 101**: Pass (12)
- **ENGL 102**: Min 60 CH (12)
- **9 UD hours (300-400 level)**
- **24 UD hours (300-400 level)**
- **42 UD hours (300-400 level)**

## Vol Core Categories
- **ART**: Studio Elective
- **ART**: Studio Elective
- **ART**: Studio Elective
- **ART**: Studio Elective

## Required Course
- **ENGL 101**: Pass (12)
- **ENGL 102**: Min 30 CH (12)
- **9 UD hours (300-400 level)**
- **24 UD hours (300-400 level)**
- **42 UD hours (300-400 level)**

*Courses in other departments subject to approval.