

GRAPHIC DESIGN, CERTIFICATE (1762)

Program Coordinator

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Program Requirements (18 hours)

This 6-course, 18-hour Graphic Design Certificate includes four required courses and two restricted electives, all taught in the Department of Art. Required courses are ART 130 OR ART 140 ; ART 243; ART 231; and ART 334 (an art history course). Electives can be selected from ART 330; ART 331; ART 430; ART 431; ART 432; ART 433; ART 436 and ART 438. 100-level courses are prerequisites for 200-level courses; 200-levels are prerequisites for 300-levels; and 300-levels are prerequisites for 400-levels. If no 400-level courses are selected, the certificate can be completed in three semesters, or two semesters and a summer / winter session.

This certificate will teach students to become more effective visual communicators. Students will learn the basic tenets, strategies and tools of visual communication and graphic design, including how to generate and edit images and visually-based multimedia content. Students will learn industry-standard tools and software for both analog and computer-aided design for digital, print and web applications; including page layout, image editing, and illustration. Students will gain experience in creating assets for use in book and scientific illustration and layout, advertising or marketing campaigns, and infographics. Elective courses allow students to cater to more specific interests (for example illustration) if desired. This certificate can be paired with any major that would benefit from an enhanced ability in visual communication, including studio art, professional writing, marketing, advertising, journalism, broadcasting, film, entrepreneurship, and biology, among others.

Code	Title	Hours
Required Courses (12 hours)		
ART 130 or ART 140	Two-Dimensional Design Drawing	3
ART 243	Digital Media	3
ART 231	Graphic Design I: Typography	3
ART 334	Survey of Graphic Design	3
Restricted Electives (6 hours)		6
Select two courses from the following Art courses:		
ART 330	Graphic Design II: Layout & Information Design	
ART 331	Visual Thinking	
ART 430	Graphic Design III: Advanced Graphic Design	
ART 431	Illustration	
ART 432	Portfolio	
ART 433	Package Design	
ART 436	Digital Illustration	
ART 438	Advanced Media Design	
Total Hours		18