

GRAPHIC DESIGN MAJOR (BA)

Department website (<https://www.uwp.edu/learn/programs/graphicdesignmajor.cfm>)

College: College of Arts & Humanities

The graphic design major includes the art core curriculum as well as courses in specialized areas pertinent to the commercial graphic design industry. In all, the major provides a holistic curriculum that offers diverse approaches to visual language. The emphasis of this curriculum is one that focuses on the designer as artist and not simply a technician. In addition, students in the major have opportunities to work with regionally-based clients within the classroom setting. This provides a sample of real-world experiences similar to those in the career field while still maintaining the mentorship of professional instructors.

Program Learning Outcomes

1. Creativity: Using various art-making techniques, students create works that reveal and communicate their personal style and conceptual ideas. (Communication and Personal/Social Responsibility)
2. Visual Analysis: Students analyze and evaluate the historical, formal, and conceptual components of artwork, including their own. (Reasoned Judgment)
3. Communication: Students communicate competently in formats expected in the profession. (Communication)
4. Personal and Social Responsibility: Students are responsible and thoughtful as contributors to visual culture and as members of UW-P studio/lab/lecture areas. (Personal and Social Responsibility)

All graphic design majors must maintain a minimum 2.75 grade point average in the major to remain in the program. If a student cannot maintain the required GPA, he/she may consider completing the 48-credit "general" art major and design certificate instead.

Requirements for the Graphic Design Major

All graphic design majors must maintain a minimum 2.75 grade point average in the major to remain in the program. If a student cannot maintain the required GPA, he/she may consider completing the 48-credit "general" art major and design certificate instead.

All students earning a graphic design major must complete a minimum of 21 credits within the major at UW-Parkside.

| Code | Title | Credits |
|---|--|---------|
| Core Curriculum | | |
| <i>Foundation Studio and Graphic Design Courses</i> | | |
| These courses serve as prerequisites for most of the curriculum | | |
| ART 102 | Introduction to Two Dimensional Design | 3 |
| ART 103 | Introduction to 3-D Design | 3 |
| ART 104 | Introduction to Digital Art | 3 |
| ART 105 | Introduction to Graphic Design | 3 |
| ART 122 | Introduction to Drawing | 3 |
| <i>Foundation Art History Courses</i> | | |
| ART 100 or ART 125 | Foundations of Art and Visual Culture Survey of World Art | 3 |
| ART 226 | Modern Art and Graphic Design | 3 |

| <i>Developmental Drawing</i> | |
|--|----------------------|
| Each course can only count toward one requirement area | |
| Select one of the following: 3 | |
| ART 322 | Intermediate Drawing |
| ART 331 | Life Drawing |

| <i>Two Dimensional Experience</i> | |
|---|--------------------------|
| Each course can only count toward one requirement area. | |
| Prerequisites apply | |
| Select two of the following: 6 | |
| ART 251 | Beginning Printmaking |
| ART 282 | Beginning Painting |
| ART 322 | Intermediate Drawing |
| ART 331 | Life Drawing |
| ART 351 | Intermediate Printmaking |
| ART 382 | Intermediate Painting |
| ART 422 | Advanced Drawing |
| ART 431 | Figure Studio |

| <i>Three Dimensional Experience</i> | |
|---|---|
| Each course can only count toward one requirement area. | |
| Prerequisites apply | |
| Select two of the following: 6 | |
| ART 203 | Beginning Ceramics |
| ART 236 | Beginning Sculpture |
| ART 238 | Beginning Woodworking and Furniture Design |
| ART 289 | Topics in Three-Dimensional Studio Art: |
| ART 303 | Intermediate Ceramics |
| ART 336 | Intermediate sculpture |
| ART 338 | Intermediate Woodworking and Furniture Design |
| ART 370 | Digital Fabrication II |
| ART 470 | Digital Fabrication III |

| <i>Graphic Design Experience</i> | | |
|----------------------------------|--------------|---|
| ART 274 | Typography I | 3 |

Additional Art History or related coursework ¹

| | | |
|---|--------------------------------|---|
| Each course can only count toward one requirement area. | | |
| Prerequisites apply. | | |
| ART 391 | Selected Topics in Art History | 3 |
| Select one of the following: 3 | | |
| ANTH 200/ INTS 210 | Cultural Anthropology | |
| ART 124 | Lowriders, Kicks, and Graffiti | |
| ART 391 | Selected Topics in Art History | |
| ENGL 252 | Introduction to Film | |
| ENGL 266 | Literary Analysis | |
| PHIL 213 | Aesthetics | |

| <i>Professional Practice</i> | | |
|---|-----------------------|---|
| Prerequisite: Junior-level standing | | |
| ART 392 | Professional Practice | 3 |
| <i>Upper Division Elective</i> | | |
| Each course can only count toward one requirement area. | | |
| Prerequisites apply | | |
| Select one of the following: 3-4 | | |
| Two Dimensional Studio | | |
| ART 322 | Intermediate Drawing | |

| | | |
|--|---|--------------|
| ART 331 | Life Drawing | |
| ART 351 | Intermediate Printmaking | |
| ART 382 | Intermediate Painting | |
| ART 422 | Advanced Drawing | |
| ART 431 | Figure Studio | |
| ART 451 | Advanced Printmaking | |
| ART 482 | Advanced Painting | |
| Three Dimensional Studio | | |
| ART 303 | Intermediate Ceramics | |
| ART 336 | Intermediate sculpture | |
| ART 338 | Intermediate Woodworking and Furniture Design | |
| ART 370 | Digital Fabrication II | |
| ART 403 | Advanced Ceramics | |
| ART 436 | Advanced Sculpture | |
| ART 438 | Advanced Woodworking and Furniture Design | |
| ART 470 | Digital Fabrication III | |
| Graphic Design | | |
| ART 371 | Digital Photography | |
| ART 387 | Topics in Graphic Design | |
| ART 494 | Art Internship | |
| Core Curriculum Subtotal | | 51-52 |
| Graphic Design Course Work | | |
| <i>Required Graphic Design Foundations</i> | | |
| ART 372 | Graphic Design I | 3 |
| ART 374 | Typography II | 3 |
| <i>Advanced Graphic and Web Design Course Work</i> | | |
| Each course can only count toward one requirement area. Prerequisites apply | | |
| Select three of the following: | | 9 |
| ART 377 | Interactive Design I | |
| ART 387 | Topics in Graphic Design | |
| ART 472 | Graphic Design II | |
| ART 477 | Interactive Design II | |
| <i>Professional Seminar Capstone</i> | | |
| Each course can only count toward one requirement area. Prerequisites apply | | |
| ART 487 | Design Portfolio | 3 |
| Graphic Design Course Work Subtotal | | 18 |
| Total Credits | | 69-70 |

¹ Other relevant, upper division courses that address the history of art or visual culture may be approved on a case-by-case basis by the art history advisor.

General University Degree Requirements (Bachelor's Degree)

In addition to individual program requirements, students must also fulfill the following requirements:

| Requirement | Credits |
|--------------------|---------|
| Skills | 7-8 |
| General Education | 36 |
| Foreign Language** | 6-8 |

| | |
|------------------|--------------|
| Ethnic Diversity | 3 |
| Total | 52-55 |

** Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

| Code | Title | Credits |
|------------------------------|---------------------------------------|------------|
| Reading and Writing | | |
| ENGL 101 | Composition and Reading | 3 |
| Computational Skills | | |
| Select one of the following: | | 4-5 |
| MATH 102 | Quantitative Reasoning | |
| MATH 103 | Elementary Statistics | |
| MATH 104 | College Mathematics with Applications | |
| MATH 111 | College Algebra I | |
| Total Credits | | 7-8 |

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

Degree Requirements

| Requirement | Credits |
|--|---------|
| Minimum Total Credits | 120 |
| Upper Level Credits (300 level or above) | 36 |
| Residency | 30 |

Cumulative Degree GPA: 2.0 minimum

| Course | Title | Credits |
|-------------------------|--|-----------|
| Year 1 | | |
| Fall Semester | | |
| MATH 102 | Quantitative Reasoning | 4 |
| ENGL 100 | Fundamentals of English | 3 |
| Introductory Language | | 4 |
| COMM 107 | Communication and the Human Condition | 3 |
| Credits | | 14 |
| Spring Semester | | |
| ENGL 101 | Composition and Reading | 3 |
| COMM 105 or COMM 205 | Public Speaking for the 21st Century or Oral Interpretation | 3 |
| COMM 108 | Media and Society | 3 |
| Introductory Language | | 4 |
| Credits | | 13 |
| Total Credits | | 27 |