B.F.A. GRAPHIC DESIGN

The Bachelor of Fine Arts in Graphic Design (Graphic Design Block) prepares students for a career through a comprehensive investigation of design practice, theory and methodology. Success is fostered through individual inquiry and group collaboration to promote critical and imaginative thinking. A tight cohort and sequenced curriculum provides content flexibility, ensuring innovative education within a continually shifting media environment.

PROGRAM FEATURES

- Rigorous program that ensures the outcome of a professional portfolio and the ability to confidently present concepts and outcomes

- Students acquire a thorough knowledge of design technologies: digital (Adobe Suite, large-format printing, 3-D modeling, interactive media) and analog (bookbinding, hand-lettering, letterpress, etc.)

- 24-hour access to dedicated design studios

PROGRAM OVERVIEW

The Graphic Design program builds cumulatively beginning with design principles, color theory, typography, and analog/digital media explorations. Advanced coursework focuses on UIUX, web and app design, motion, branding, system design, data visualization, and environmental design. Design research, interdisciplinary collaboration, professional cross-pollination, team building, community outreach, ethical inquiry and sustainable practices are tools that position our students to become top competitors in the national design job market and leaders within the profession. The program culminates with a senior exhibition and portfolio to enter the professional workforce.

Andrea Barela, Graphic Design BFA, 2022

CAREERS

- Graphic designers in studios, agencies, and in-house for companies locally, statewide, and nationally
- Teaching and research at colleges and universities (requires further graduate study)
- Exhibiting artists showing their work in galleries, museums and alternative arts spaces

ALUMNI

- **Kaitlen (Perkins) Edwards** – Senior UX Designer, Google
- **Joie Chung** – Director of Product Design at Realtor.com
- **Linh Hoang** – Designer at Gensler
- **Nuzi Barkatally** – Freelance Healthcare Startup Consultant
- **Damisi DeLaney** – Senior Communications Designer at MD Anderson Cancer Center
- **Yoko Kristiansen** – Senior Brand Designer at WeWork

PRE-BLOCK	GRAPHIC DESIGN BLOCK	
	B.F.A. YEAR ONE	**B.F.A. YEAR TWO**
• Art History I (Prehistoric to the 14th Century) • Art History II (15th Century to the Present) • Fundamentals of Drawing • Fundamentals of Graphic Design • Color, Materials and Methods • Intermediate Graphic Design • Introduction to Typography • Plus (2) 1000/2000-level plus (4) 3000/4000-level art courses	**FALL** 3 Junior Graphic Design major courses: concentration in advanced typography, UI/UX and production processes	**FALL** 3 Senior Graphic Design major courses: including system analysis, research, design strategy, branding systems, data visualization, type design, AR
	SPRING 3 Junior Graphic Design major courses: concentration in motion, UI/UX, environmental design, basic system design	**SPRING** 3 Senior Graphic Design major courses: including system analysis, research, design strategy, branding systems, data visualization, type design, AR
	• (2) 2000/3000/4000-level art history courses • ARTH 3334 History of Graphic Design (recommended)	

School of Art
Kathrine G. McGovern
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