Design

(Bachelor of Arts)

The Design major is the study of the theory and practice of contemporary graphic design and environmental design. The graphic design curriculum includes a series of core courses in the history, applications, and influences of print, video, and interactive communications, while the environmental design area includes options for study in urban design and planning. The program emphasizes the design process as a creative decision-making tool. Students learn to develop and apply problem-solving methods and use design software and hardware along with traditional image-making and modeling techniques, to develop effective design solutions.

This major provides a contemporary liberal arts education and an array of skills for a range of careers and advanced study, including graphic design, advertising and marketing, publications management, art direction, creative direction, and multi-media and website design, among others. The environmental design focus provides opportunities in urban planning, graduate studies in architecture and environmental graphic design. The program has a practicum and internship component through which students can gain professional experience and portfolio development.

Students have access to a technology studio that features design and imaging software and hardware standard to the design profession. A general-access computer laboratory also supports the Design program. Students have access to industry standard digital design software for producing illustrations, publication design as well as traditional model-building facilities.

Students may study abroad or at other campuses in the United States through UW-Green Bay's participation in international exchange programs and National Student Exchange. Travel courses are another option for obtaining academic credits and completing requirements. For more information, contact the Office of International Education at (920) 465-2190 or see http://www.uwgb.edu/international/.

Major

Code	Title	Credits
Supporting Courses:		**21**
ART 105	Introductory Drawing	
ART 106	Three Dimensional Design	
ART 107	Two-Dimensional Design	
DESIGN 131	Introduction to Design and Culture	
DESIGN 231	Graphic Design Studio I	
WF 105	Research and Rhetoric	
DESIGN 236	Environmental Design Studio I	
or ART 210	Introduction to Painting	
or ART 243	Introduction to Photography	
or ART 270	Introduction to Printmaking	
History and Theory (choose 9 credits)		**9**
Art History		
ART 202	Modern Art	
ART 376	Modern American Culture	
ART 380	History of Photography	
Theory		
UR RE ST 100	Introduction to Urban Studies	
COMM 133	Fundamentals of Public Address	
COMM 205	Elements of Media	
COMP SCI 201	Introduction to Computing & Internet Technologies	
UL Design Studio (choose 15 credits)		**15**
DESIGN 332	Graphic Design Studio II	
DESIGN 431	Graphic Design Studio III	
DESIGN 433	Advanced Studio	
DESIGN 435	Design Arts Publication Workshop	
DESIGN 437	Environmental Design Studio II	
DESIGN 438	Environmental Design Studio III	
Electives (choose 6 credits)		**6**
any 300-level Art or Design course		

any 400-level Art or Design course		
DESIGN 497	Internship	
ENGLISH 324	Sheepshead Review Practicum	
Total Credits		**51**

Minor

Code	Title	Credits
Supporting Courses		**9**
ART 107	Two-Dimensional Design	
DESIGN 131	Introduction to Design and Culture	
DESIGN 231	Graphic Design Studio I	
Upper Level Courses		**15**
Choose 15 credits		
DESIGN 332	Graphic Design Studio II	
DESIGN 431	Graphic Design Studio III	
DESIGN 433	Advanced Studio	
DESIGN 435	Design Arts Publication Workshop	
DESIGN 437	Environmental Design Studio II	
DESIGN 438	Environmental Design Studio III	
DESIGN 497	Internship	
Total Credits		**24**

Curriculum Guide

The following is a curriculum guide for a four-year Design degree program with an optional Communications Minor and is subject to change without notice. Students should consult a Design program advisor to ensure that they have the most accurate and up-to-date information available about a particular four-year degree option.

An example: Four year plan for **Design Major**
120 credits necessary to graduate.
Plan is a representation and categories of classes can be switched. Check with your advisor.

Course	Title	Credits
Freshman		
Fall		
ART 105	Introductory Drawing	3
ART 107	Two-Dimensional Design	3
WF 105	Research and Rhetoric	3
First Year Seminar		3
General Ed		3
	Credits	**15**
Spring		
ART 106	Three Dimensional Design	3

ART 210
    or ART 243
    or ART 270
	Introduction to Painting
	    or Introduction to Photography
	    or Introduction to Printmaking
		3

DESIGN 131	Introduction to Design and Culture	3
HUM STUD 160	Introduction to Language	3
General Ed		3
	Credits	**15**
Sophomore		
Fall		
DESIGN 3XX/4XX Core I		3
History/Theory (requirement)		3
General Ed		3

General Ed	3
General Ed	3
Credits	**15**
Spring	
DESIGN 3XX/4XX Core II	3
Design Arts Upper Level Elective	3
Design Arts Upper Level Elective	3
General Ed	3
General Ed	3
Credits	**15**
Junior	
Fall	
DESIGN 3XX/4XX Core III	3
History/Theory Requirement	3
Design Arts Upper Level Elective (requirement)	3
General Ed	3
General Ed	3
Credits	**15**
Spring	
Design Arts Upper Level Elective (requirement)	3
History/Theory Requirement	3
General Ed	3
Elective	3
Elective	3
Credits	**15**
Senior	
Fall	
Design Arts Applied Course	3
Design Arts/Applied Elective	3
Design Arts/Applied Elective	3
Design Arts/Applied Elective	3
Elective	3
Credits	**15**
Spring	
Design Arts/Applied Elective	3
Design Arts/Applied Elective	3
Design Arts/Applied Elective	3
Elective	3
Elective	3
Credits	**15**
Total Credits	**120**

Faculty

Jeffrey A Benzow; Associate Professor; M.F.A., University of Wisconsin - Milwaukee, chair

Abbey Kleinert; Assistant Professor; M.F.A., University of Minnesota

Addie M Sorbo; Associate Teaching Professor; B.A., University of Wisconsin - Green Bay