

Graphic Design

(Bachelor of Arts)

The Graphic Design major emphasis is the study of the theory and practice of contemporary graphic design. The graphic design curriculum includes a series of core courses in the history, applications, and influences of print and web /interactive communications. The major emphasis 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, 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 program has a practicum and internship component through which students can gain professional experience and portfolio development.

Major

Code	Title	Credits
Supporting Courses		15
ART 105	Introductory Drawing	
ART 106	Three Dimensional Design	
ART 107	Two-Dimensional Design	
DESIGN 231	Graphic Design Studio I	
Choose one		
DESIGN 236	Environmental Design Studio I	
ART 210	Introduction to Painting	
ART 243	Introduction to Photography	
ART 270	Introduction to Printmaking	
History and Theory		9
Art History		
ART 202	Modern Art	
ART 376	Modern American Culture	
ART 380	History of Photography	
Theory		
DESIGN 131	Introduction to Design and Culture	
COMM 133	Fundamentals of Public Address	
COMP SCI 201	Introduction to Computing & Internet Technologies	
Upper Level Design Studio		15
DESIGN 332	Graphic Design Studio II	
DESIGN 350	Typography	
DESIGN 431	Graphic Design Studio III	
DESIGN 433	Advanced Studio	
DESIGN 435	Design Arts Publication Workshop	
DESIGN 475	Professional Practice Capstone	
Electives		6
any 300-level Art or Design course		
any 400-level Art or Design course		
DESIGN 497	Internship	

Minor Area of Emphasis (<http://catalog.uwgb.edu/archive/2024-2025/undergraduate/programs/graphic-design/minor/>)

Students must complete requirements in one of the following areas of emphasis: (<http://catalog.uwgb.edu/archive/2024-2025/undergraduate/programs/graphic-design/minor/>)

- Environmental Design & Community Planning (<http://catalog.uwgb.edu/archive/2024-2025/undergraduate/programs/graphic-design/minor/>)
- General (<http://catalog.uwgb.edu/archive/2024-2025/undergraduate/programs/graphic-design/minor/>)

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