

# Graphic Design

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(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
<b>Supporting Courses</b>		<b>15</b>
ART 105	Introductory Drawing	
ART 106	Three Dimensional Design	
ART 107	Two-Dimensional Design	
DESIGN 231	Graphic Design Studio I	
<b>Choose one</b>		
DESIGN 236	Environmental Design Studio I	
ART 210	Introduction to Painting	
ART 243	Introduction to Photography	
ART 270	Introduction to Printmaking	
<b>History and Theory</b>		<b>9</b>
<b>Art History</b>		
ART 202	Modern Art	
ART 376	Modern American Culture	
ART 380	History of Photography	
<b>Theory</b>		
DESIGN 131	Introduction to Design and Culture	
COMM 133	Fundamentals of Public Address	
COMP SCI 201	Introduction to Computing & Internet Technologies	
<b>Upper Level Design Studio</b>		<b>15</b>
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	
<b>Electives</b>		<b>6</b>
any 300-level Art or Design course		
any 400-level Art or Design course		
DESIGN 497	Internship	

## 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