

Graphic Design B.A.

Graphic Design Major

The Graphic Design major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements, and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Graphic Design majors are prepared to pursue careers in Graphic Design, including areas of logos and branding, publication, web design, motion graphics, and advertising/marketing. For more information, visit <https://chas.uni.edu/art> and <https://chas.uni.edu/art/graphic-design-portfolio-spring-2025>.

Foundations Sequence

| | | |
|-----------------------------|----------------------------|----------|
| ART 1011 | Drawing I | 3 |
| ART 1022 | Drawing II | 3 |
| ART 1222 | Two-Dimensional Concepts | 3 |
| ART 1333 | Three-Dimensional Concepts | 3 |
| ARTHIST 1111 | Survey of Art History I | 3 |
| ARTHIST 1222 | Survey of Art History II | 3 |
| Studio Distribution* | | 6 |

Group 1: 2-D studio distribution (select one of the following)

| | |
|----------|--|
| ART 2050 | Painting I |
| ART 2070 | Creative Photography I: Digital Photography |
| ART 2080 | Printmaking I: Strategies |

Group 2: 3-D studio distribution (select one of the following)

| | |
|----------|-------------------|
| ART 2020 | Ceramics I |
| ART 2060 | Performance Art I |
| ART 2090 | Sculpture I |
| ART 3037 | Book Arts |

Studio distribution plus (choose one course from the following) **3**

| | |
|----------|------------------------------|
| ART 3020 | Ceramics II |
| ART 3050 | Painting II |
| ART 3060 | Performance Art II |
| ART 3070 | Creative Photography II |
| ART 3080 | Printmaking II: Applications |
| ART 3090 | Sculpture II |

Art History Distribution **6**

choose two courses from any 4000-level ARTHIST courses.

Art: **6**

| | |
|----------|-------------------|
| ART 2030 | Graphic Design I |
| ART 3030 | Graphic Design II |

Graphic Design Concentration (select three courses from the following major electives): **9**

| | |
|----------|--|
| ART 3031 | Graphic Design: Identity System Design |
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|----------|---|
| ART 3032 | Graphic Design: Digital Image Design |
| ART 3033 | Graphic Design: Typography |
| ART 3034 | Graphic Design: Publication Design |
| ART 3035 | Graphic Design: Motion Design and Animation |
| ART 3036 | Graphic Design: Web and Interactive Design |
| ART 3038 | Graphic Design: Portfolio Preparation |
| ART 3039 | Graphic Design: User Experience Design |

Total Hours **48**

* *All studio distribution courses must be taken outside the student's area of concentration.

Four-Year Plan

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This is a sample plan of study with a suggested sequencing of classes for the major. University electives may be applied to earn additional academic majors, minors, or certificates. Students should regularly meet with their academic advisor to plan their specific semester schedule to include UNIFI/General Education program and/or university elective hours required.

| Course | Title | Hour |
|---|---|--------------|
| Freshman | | |
| Fall | | |
| ART 1011 | Drawing I | 3 |
| ART 1222 | Two-Dimensional Concepts (or ART 1333 Three-Dimensional Concepts) | 3 |
| ARTHIST 1111 | Survey of Art History I (or ARTHIST 1222 Survey of Art History II) | 3 |
| UNIFI/General Education or University Electives | | 6 |
| | | Hours |
| | | 15 |
| Spring | | |
| ART 1022 | Drawing II | 3 |
| ART 1333 | Three-Dimensional Concepts (or ART 1222 Two-Dimensional Concepts) | 3 |
| ARTHIST 1222 | Survey of Art History II (or ARTHIST 1111 Survey of Art History I) | 3 |
| UNIFI/General Education or University Electives | | 6 |
| | | Hours |
| | | 15 |
| Sophomore | | |
| Fall | | |
| ART 2030 | Graphic Design I | 3 |
| Studio Distribution Group 1 | | 3 |
| UNIFI/General Education or University Electives | | 9 |
| | | Hours |
| | | 15 |

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|---|-------------------|------------|
| Spring | | |
| ART 3030 | Graphic Design II | 3 |
| Studio Distribution Group 2 | | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Junior | | |
| Fall | | |
| Graphic Design Course (3000 Level) | | 3 |
| UNIFI/General Education or University Electives | | 12 |
| Hours | | 15 |
| Spring | | |
| Art Studio Distribution Plus | | 3 |
| Graphic Design Course (3000 Level) | | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| Any 4000-Level ARTHIST Course | | 3 |
| UNIFI/General Education or University Electives | | 12 |
| Hours | | 15 |
| Spring | | |
| Any 4000-Level ARTHIST Course | | 3 |
| Graphic Design Course (3000 Level) | | 3 |
| UNIFI/General Education or University Electives | | 9 |
| Hours | | 15 |
| Total Hours | | 120 |

Learning Outcomes

Graphic Design, B.A.

- **Goal 1** (ULOS: content and visual communication): Students will demonstrate the skills, concepts, and sensitivities fundamental to the creation of and communication about visual art.
 - **Outcome 1.** Students will be able to apply basic studio concepts in their work by demonstrating craft, invention, and impact where appropriate.
- **Goal 2** (ULOs: written communication, content, and critical thinking). Students will be able to demonstrate basic knowledge of art history and relate and compare works (their own, other artists).
 - **Outcome 2.** Students will be able to apply methods of historical and critical analysis to the study of works of art.
- **Goal 3** (ULOs: written communication and critical thinking) Students will understand and communicate the role of art within a wider context.
 - **Outcome 3.** Students will be able to communicate effectively about art within a wider context.
- **Goal 4** Students will be able to demonstrate depth of knowledge and skill in the selected area of emphasis and will demonstrate professional practices in Graphic Design.
 - **Outcome 4.** Graphic Design students will demonstrate facility and intentionality in a professional portfolio.

Policies

Major programs are offered by the Department of Art and Graphic Design in two baccalaureate degree areas, the Bachelor of Arts and the Bachelor of Fine Arts. The Bachelor of Arts degree is a liberal arts program offered in Graphic Design or Art with three emphasis options: studio, art history or art education (teaching). The Bachelor

of Fine Arts degree is a professional program with an intensive studio emphasis.

It is possible for students to earn both the B.F.A. degree along with the B.A. in Art-Art History emphasis or the B.A. in Art Education-Teaching. However, a double major in Art-Studio Emphasis and Graphic Design is not possible. Likewise, it is not possible to earn both the B.F.A. and a B.A. in either Art-Studio Emphasis or Graphic Design.

No grade of less than C- shall satisfy any art major or minor degree requirement whether taken at UNI or transferred from another institution. For all studio courses in the Department of Art and Graphic Design programs the ratio of student work hours to credit hours is 3:1. Therefore, additional work is required outside the regular class meeting times.

Courses in the Department of Art and Graphic Design require specialized materials, some of which are provided through art lab fees.

Foundations Sequence

The Foundations Sequence is a one-year program required for all art majors and art minors. Introductory courses are offered that will provide an intense exploration of basic art concepts and skills as preparation for specialized and advanced areas of study.

Art majors take the 18 hours of introductory courses in the first year of study. The Foundations Sequence is prerequisite to all studio and art history courses. Generally, students enroll in Drawing I, 2-D Concepts, and Survey of Art History I during the first semester and Drawing II, 3-D Concepts, and Survey of Art History II the second semester.

The Foundations Sequence is a prerequisite for introductory level courses taken only by Art majors and minors.

Foundations Sequence for majors:

| | | |
|--------------------|----------------------------|-----------|
| ART 1011 | Drawing I | 3 |
| ART 1022 | Drawing II | 3 |
| ART 1222 | Two-Dimensional Concepts | 3 |
| ART 1333 | Three-Dimensional Concepts | 3 |
| ARTHIST 1111 | Survey of Art History I | 3 |
| ARTHIST 1222 | Survey of Art History II | 3 |
| Total Hours | | 18 |

Foundations Sequence for Art Studio minors:

| | | |
|--------------------|----------------------------|-----------|
| ART 1011 | Drawing I | 3 |
| ART 1222 | Two-Dimensional Concepts | 3 |
| ART 1333 | Three-Dimensional Concepts | 3 |
| ARTHIST 1111 | Survey of Art History I | 3 |
| or ARTHIST 1222 | Survey of Art History II | |
| Total Hours | | 12 |

Foundations Sequence for Art History minors:

| | | |
|-------------|----------------------------|---|
| ART 1011 | Drawing I | 3 |
| ART 1222 | Two-Dimensional Concepts | 3 |
| or ART 1333 | Three-Dimensional Concepts | |

| | | |
|--------------------|--------------------------|-----------|
| ARTHIST 1111 | Survey of Art History I | 3 |
| ARTHIST 1222 | Survey of Art History II | 3 |
| Total Hours | | 12 |

Related Programs

- Art: Studio B.F.A.
- Communication: Digital Journalism Minor
- Graphic Technology Minor
- Marketing Minor