


# GRAPHIC DESIGN, EMPHASIS






Graphic designers use images and media to communicate. They work in publishing, merchandising, marketing, animation, print, motion graphics, web design, and many emerging fields. Students apprentice on campus or with a local business. The B.F.A. requires eleven studio courses, seven in the area of emphasis and four electives.



## Course Requirements

 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
<b>Core Curriculum</b>		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
MTH 121 	Concepts and Applications (CT)	3
	Critical Thinking	3
<i>Core 2</i>		
ENG 101 	Beginning Composition	3
ENG 201 	Advanced Composition	3
CMM 103 	Fund Speech-Communication	3
MTH 121 	Concepts and Applications (CT)	3
	Core II Phys./Natural Science	4
	Core II Humanities	3
	Core II Social Science	3
	Core II Fine Arts	3
<i>Additional University Requirements</i>		
	Writing Intensive	3
	Writing Intensive	3
	Multicultural/International	3
	Capstone	3
<b>Major Requirements</b>		
ART 101	Visual Culture and Research	3
ART 214	Foundations: Grid/Chroma	3
ART 215	Foundations: Form/Space	3
ART 217	Foundations: Record/Layer	3
ART 218	Foundations: Surface/Matrix	3
ART 219	Foundations: Frame/Time	3
ART 298 	Foundations Review: BFA	1
ART 201 	History of Art I (CT)	3
ART 202 	History of Art II (CT)	3
ART 389	20th Century Art	3
or ART 464	History of Modern Design	

Art History Elective		3
ART 390	Professional Practice	3
ART 489	  Graphic Design Portfolio	2
ART 490	Apprenticeship	1-3
ART 497	Capstone Studio	3
Area of Emphasis-Specific		
ART 312	Typography	3
ART 314	Graphic Design I	3
ART 317	Illustration	3
or ART 318	Art/Design for Websites	
ART 316	Graphic Design II	3
ART 440	Adv Graphic Design	3
ART 300/400 Level Emphasis Area		3
ART 300/400 Level Emphasis Area		3
Art Studio Elective		3
Art Studio Elective		3
Art Studio Elective		3
Art Studio Elective		3
Elective Outside of Major		4
Elective Outside of Major		3
Elective Outside of Major		3
Elective Outside of Major		3
Elective Outside of Major		1

## Major Information

- After completing the required six foundation courses:


Code	Title	Credit Hours
ART 101	Visual Culture and Research	3
ART 214	Foundations: Grid/Chroma	3
ART 215	Foundations: Form/Space	3
ART 217	Foundations: Record/Layer	3
ART 218	Foundations: Surface/Matrix	3
ART 219	Foundations: Frame/Time	3


Students pursuing the Bachelor of Fine Arts are required to present a portfolio of work for review by the Art and Design faculty. To do so, B.F.A. students must register for ART 298 Foundations Review: BFA before completing 21 credit hours in the Studio Art courses listed above. Successful completion of ART 298 Foundations Review: BFA is required and is a prerequisite for program advancement. Students who do not receive a passing grade of C in the Foundations Review and are within the studio art credit hour range listed above may apply for reconsideration. Students who have transferred within Marshall University will have two semesters to complete the courses listed above and participate in this review.

- Students enrolled in the Bachelor of Fine Arts degree program must complete all work in the major with a minimum grade of C. A student who receives a D or F in an art course counted toward graduation must repeat it and earn at least a C before graduation or before using that course as a prerequisite for another required course.
- Forty (40) credit hours must be earned in courses numbered 300-499.


- No course in the major requirements for graduation may be taken Credit/ Non-Credit unless the course is so specified.
- A successful exhibition of creative work must be presented by all students during the senior year as a requirement for graduation. To do so, B.F.A. students must register for ART 497 Capstone Studio

## Semester Plan



 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

### First Year




First Semester		Credit Hours
ART 101	Visual Culture and Research	3
ART 214	Foundations: Grid/Chroma	3
ART 217	Foundations: Record/Layer	3
ENG 101 	Beginning Composition	3
FYS 100	First Yr Sem Critical Thinking	3
UNI 100	Freshman First Class	1
Credit Hours		16

### Second Semester


ART 215	Foundations: Form/Space	3
ART 218	Foundations: Surface/Matrix	3
ART 219	Foundations: Frame/Time	3
CMM 103 	Fund Speech-Communication	3
MTH 121 	Concepts and Applications (CT)	3
Credit Hours		15

### Second Year

#### First Semester

ART 201 	History of Art I (CT)	3
ART 312	Typography	3
ENG 201 	Advanced Composition	3
Art Studio Elective		3
Elective Outside of Major		3
ART 298 	Foundations Review: BFA	1
Credit Hours		16

#### Second Semester

ART 202 	History of Art II (CT)	3
ART 314	Graphic Design I	3
Art Studio Elective		3
Core II Humanities (WI)		3
Elective Outside of Major		3
Credit Hours		15

### Third Year

#### First Semester

ART 317	Illustration	3
or ART 318 or Art/Design for Websites		
ART 316	Graphic Design II	3
Art Studio Elective		3
Core II Fine Arts		3



Elective Outside of Major	3
Credit Hours	15

#### Second Semester

ART 440	Adv Graphic Design	3
ART 300/400 Level Emphasis Area		3
ART 389	20th Century Art	3
or ART 464 or History of Modern Design		
ART 390	Professional Practice	3
Core II Physical/Natural Science		4
Credit Hours		16

### Fourth Year

#### First Semester

ART 489  	Graphic Design Portfolio	2
ART 490	Apprenticeship	1-3
ART Studio Elective		3
Art History Elective		3
Writing Intensive		3
Credit Hours		12-14

#### Second Semester

ART 497	Capstone Studio	3
Core I Critical Thinking		3
Core II Social Science (M/I)		3
Elective Outside of Major		3
ART 300/400 Level Emphasis Area		3
Credit Hours		15
Total Credit Hours		120-122