GRAPHIC DESIGN (BA)

Graphic designers plan and execute designs for visual communication according to the needs of audiences and clients. The graphic design major prepares graduates to go into entry-level graphic design jobs and freelance work; or potentially, to develop a career path that moves into marketing, digital media, or continue on to graduate level studies.

Program Mission

The mission of the Graphic Design program is to inspire, educate, and prepare students, artistically, technically, and professionally, for careers in the field of visual communications. Rooted in the liberal arts tradition of the College, students gain a broad knowledge and develop focused dedication, using their well-honed skills to influence and transform culture through design.

Program Outcomes

1. Graduates will have visual communication problem solving skills using good typography, layout, text, and images.
2. Graduates will have proficiency in current graphic design software.
3. Graduates will have a good understanding of best practices for the production of both print and digital design deliverables.
4. Graduates will have a professional portfolio reflecting a variety of media used in the industry.
5. Graduates will have perspectives on the role of design in promoting the good of people and societies and experience working with diverse clientele.

Process to Declare a Major in Graphic Design

Students interested in declaring a major in Graphic Design must submit a review packet by February 15, ideally of their sophomore year. It will generally take a student at least four semesters to complete the major requirements after acceptance to the major. In order to submit a packet for review, a student must have completed ART-2300 Graphic Design I, and be enrolled in (or have completed) ART-3310 Typography.

Faculty carefully consider each applicant's comprehensive review packet that includes: an application, an essay, a portfolio, an entrance exam, and 2−3 evaluations from instructors. (See details on preparing each component in the *Graphic Design Major's Handbook*.)

Upon review, each review packet's status will be changed from Applicant to one of the following:

Acceptance to the major

1. Indicates that the student not only met, but exceeded the minimum expectations for the packet, and has demonstrated the necessary motivation, skill, dedication, and creativity required for successful completion of the requirements of the Graphic Design major.
2. Allows the student to submit the Petition for Acceptance into a Major Program to the Department Chair.
3. Allows the student to enroll in upper-division Graphic Design courses (ART-33XX, ART-43XX)

Provisional Approval

1. Indicates that the student's packet did not meet or exceed expectations on all criteria but demonstrated sufficient motivation

and dedication that the faculty believe the student could show the necessary improvement with an additional semester of study.
2. Allows the student to enroll in junior-level Graphic Design courses (ART-33XX) for the following semester only.
3. Student will submit an updated packet after mid-term the following semester for a final determination of Acceptance or Denial of Admission

Denial of Admission

1. Indicates that the applicant has not met the minimum requirements for acceptance into the major and does not demonstrate potential to improve to a sufficient level to continue progressing through the curriculum.
2. Student may submit a new packet for review the following year.

Notification

Applicants will be notified of the admission status in writing before enrollment for summer and fall semester courses begins. An applicant may appeal any adverse decision by submitting a written petition to the Graphic Design faculty.

Transfer Students

Students accepted into Benedictine College as a transfer from another institution who want to major in Graphic Design must be accepted into the program using the same review process detailed above, but may request to go through it over the summer if appropriate.

Basic information for all majors in the department

Each major will create a degree plan with his or her Art and Design academic advisor, based on interests, abilities, and projected career path. Students are encouraged to design the most intensive studio program possible. This is especially important for students with future plans for studying at the graduate level and those who plan to be practicing graphic designers.

A "C−" or better must be earned in each required course to count toward completion of the degree.

Transfer students pursuing a major in the Department of Art and Design must take a minimum of 60% of the coursework required for the major at Benedictine College.

Program Requirements

Code	Title	Hours
Studio Core (24 hours)		
ART-1000	Drawing I	3
ART-1010	Foundations of 2-D Design: Comp & Color	3
ART-1030	Foundations of 3-D Design: Form & Space	3
ART-2300	Graphic Design I	3
ART-2500	Printmaking I	3
ART-2800	Basic Digital Photography	3
ART-3301	Graphic Design II	3
ART-3302	Graphic Design III	3
ART-3310	Typography	3
Art History Component (9 hours)		
ART-3412	Art History II (survey)	3
ART-3413	Twentieth Century Art	3
ART-3415	History of Graphic Design	3

Complementary Studies in Mass Communications and Marketing (6 hours)

JOUR-4750	Mass Media Law & Ethics	3
MKTG-3100	Principles of Marketing	3

Internship (0–4 hours)

ART-4780	Art Internship	0

Graphic Design Electives (9 hours)

Select two of the following:		6
Any course numbered ART-33** or ART-43** not otherwise required for the major		
MKTG-3810	Consumer Behavior	
MKTG-3880	Integrated Marketing Communications	

Capstone Experience (7 hours)

ART-4310	Design Thinking & Practice	2
ART-4311	Design for Social Good	3
ART-4950	Senior Project & Portfolio	2
Total Hours		**55**

Suggested Sequence of Courses for a Bachelor of Arts Degree in Graphic Design

Course	Title	Hours
Freshman Year		
First Semester		
ART-1000	Drawing I	3
ART-1010	Foundations of 2-D Design: Comp & Color	3
THEO-1100	Introduction to Theology	3
ENGL-1010	English Composition	3
GNST-1000	BC Experience	1
Elective		3
	Hours	**16**
Second Semester		
ART-1030	Foundations of 3-D Design: Form & Space	3
ART-2800	Basic Digital Photography	3
PHIL-1750	Principles of Nature	3
Mathematical Reasoning Foundation		3-4
EXSC Fitness Course		1
Elective		3
	Hours	**16-17**
Sophomore Year		
First Semester		
ART-2300	Graphic Design I	3
ART-2500	Printmaking I	3
Foreign Language		4
Select one of the following:		3
Faith Foundation		
Philosophical Inquiry Foundation		
Elective		3
	Hours	**16**
Second Semester		
ART-3301	Graphic Design II	3
ART-3412	Art History II (survey)	3
Foreign Language		4
Natural World Foundation (w/o lab)		3
Elective		3
	Hours	**16**
Junior Year		
First Semester		
ART-3415	History of Graphic Design	3
ART-3310	Typography	3
Natural World Foundation (w/lab)		4
Select one of the following:		3
Faith Foundation		
Philosophical Inquiry Foundation		
Graphic Design Elective		3
	Hours	**16**
Second Semester		
ART-3413	Twentieth Century Art	3
MKTG-3100	Principles of Marketing	3
ART-3302	Graphic Design III	3
Select one of the following:		3
Faith Foundation		
Philosophical Inquiry Foundation		
EXSC-1115	Wellness for Life	1
Elective		3
	Hours	**16**
Summer		
Summer Internship		0-4
	Hours	**0-4**
Senior Year		
First Semester		
ART-4310	Design Thinking & Practice	2
ART-4311	Design for Social Good	3
Graphic Design Elective		3
Select one of the following:		3
Faith Foundation		
Philosophical Inquiry Foundation		
Electives		6
	Hours	**17**
Second Semester		
ART-4950	Senior Project & Portfolio	2
JOUR-4750	Mass Media Law & Ethics	3
Graphic Design Elective		3
Global Perspective		3
Electives		4
	Hours	**15**
	Total Hours	**128-133**