Design - B.S.

Curriculum

The Design bachelor's degree program is built for creative thinkers who turn ideas into impact. Through a curriculum that blends foundational design practice with advanced digital tools, students gain hands-on experience in industry-relevant software and develop skills in graphic design, UI/UX, and/or industrial design. From typography and image-making to user experience and product innovation, learning happens in project-based studios that mirror real-world workflows and professional expectations.

Students choose one of three creative paths: graphic design, web (UI/UX) design, or product design. They collaborate with community partners and interdisciplinary teams in the Design Studio course and the client-facing Design Team. Working through scaffolded experiences that grow in complexity each semester, students tackle open-ended briefs, test ideas with users, and deliver polished solutions.

In their last year, students apply their skills in a Design Capstone course, culminating in the Reveal Showcase where they present their work to faculty, peers and industry professionals. Additionally, students have the option to embark on a six-credit embedded internship or other applied experiential opportunity that provides an essential bridge to the professional world, ensuring graduates are well-prepared for industry challenges and innovation opportunities.

Upon completion of the program, graduates are expected to:

- Demonstrate knowledge of the common elements, vocabulary, visual culture and history of design, and the interaction of these elements in a modern context.
- Apply professional processes to analyze a problem, conduct research, propose solutions, write specifications and execute delivery of a product.
- Communicate, create and develop successful solutions to visual concepts reflecting the principles of visualization and design, typography, imagery, user-experience, materials, technologies and aesthetics.
- Use traditional tools, technology, materials and production methods of the discipline to create effective solutions to design problems.
- Design solutions that respond to the physical, cognitive, cultural, social and/or ethical elements of the audience.

Graduates of this degree program are prepared for creative career opportunities in fields like technology, healthcare, education, entertainment and retail as graphic designers, UI/UX designers, web designers, digital product designers, industrial designers, motion designers, creative technologists, art directors, design researchers, packaging designers, environmental graphic designers and more.

Design

A four-year program leading to the bachelor of science degree

Major Courses

GDES1010	Design Thinking & Creative Process	3
GDES1020	Design Theory and Practice	3
GDES1040	Foundations of Mobile & Web Design	3
GDES1060	User Experience and Content Design I	3
GDES1080	Vector Design & Image Editing	3
GDES2000	Typography	3
GDES2020	Motion Design I	3
GDES2030	Editorial & Publication Design	3
GDES2065	Portfolio Design & Development	3
GDES3250	Brand Identity Design and Development	3
GDES4050	Design Capstone	3
IDES2010	Human Factors	3

Major Electives

Choose 9 credits from the following:		9
Graphic Design		
GDES3210	Advanced Publication & Print	
GDES3260	Package Design	
GDES3270	Wayfinding & Environmental Graphics	
Web (Ui/UX) Design		
GDES3215	Web Design & Development	
GDES3235	User Experience and Content Design II	
GDES3355	Web Design & User Experience Studio	
Product Design		
IDES2005	Digital Modeling for Product Design	
IDES2040	Materials and Processes	
IDES3010	System Design	

Applied/Experiential Learning

Choose 6 credits from the following:		6
ASCI4799	College of Arts & Sciences Internship [Ic]	
IDES3060	Design Studio [*]	
TECX4190	Technical Solutions Design Project	
Study Abroad [Sa]		

Related Professional Studies

DMSM1001	Introduction to Digital/Social/Mobile Media	3
IDES2070	Innovation and Design I	3
Choose 6-8 credits of Design Studio Experiences:		6-8
GDES3015	Design Team I	
GDES3025	Design Team II	
IDES3060	Design Studio [*]	

University Core Curriculum

Communicating		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Connecting		6
Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level		
Experiencing		6
ART3020	Art History	
Additional course with the Experiencing attribute (EEXP) in a different discipline		
Measuring		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Exploring		3
One course with the Exploring attribute (EEPL)		
Interacting		6
SOC1001	Sociology I	
or SOC2005	Honors Seminar: Social Inequalities	
Additional course with the Interacting attribute (EINT) in a different discipline		
A&S Electives		6
MCOM1210	Foundations of Digital Photography	
One course with the Arts & Sciences elective attribute (EASC)		

Free Electives [#]

18 credits selected from 1000-4999 numbered offerings within the university		18
Total Credits		**123.0-125.0**

* IDES3060 may be taken multiple times.

[Ic]Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

[Sa]To be eligible to count toward Applied/Experiential Learning, a Study Abroad offering must meet certain requirements. Contact Experiential Education & Career Services to discuss eligible Study Abroad options for this degree program and visit the study abroad website for information, program descriptions and online applications.

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, and courses in a specialization or minor as relevant. For students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

Admissions Requirements

Johnson & Wales University holistically reviews all elements of a student's application to identify those students most likely to succeed at the university.

For first-year applicants, a completed application and high school transcript(s) are required. For transfer applicants, a completed application and high school and/or college transcript(s) are required. Completion of optional materials is encouraged.

Successful candidates for first year admission have taken a high school, college preparatory academic program including English, mathematics, science, social science and foreign language. Admissions decisions may also consider individual experiences and particular circumstances unique to each student. Other considerations are made based upon recommendations, writing ability and extracurricular activities.

Visiting campus, both in-person or virtually, is a valuable way of assuring that JWU is the right university for you.

Accelerated Program Options

J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

Note: Not all graduate courses are included as part of this policy. Courses offered as part of the Master of Arts in Teaching, Master of Education, Master of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

Eligibility Criteria

To be eligible to enroll in graduate-level courses (excludes: Master of Arts in Teaching, Master of Education, Master of Science in Physician Assistant Studies, doctoral courses, Counseling graduate program courses, and other programs as outlined by the colleges), undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed and registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

Appeal to Eligibility Criteria

College dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College dean/designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.