

# Graphic Design - B.S.

## Curriculum

This interdisciplinary degree combines the creative and technical foundations of 2D and 3D design to develop the next generation of multidisciplinary designers skilled in both graphic and product design. Through a curriculum that blends traditional design skills with advanced digital tools, students gain hands-on experience with the Adobe Creative Suite, UI/UX design, CAD software, and Rhino 3D modeling, as well as creative fabrication techniques.

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 emerge from the program with a strong foundation to enter top-earning design careers such as UX designer, product designer, and industrial designer as well as explore diverse career paths across industries where both graphic and product design skills are increasingly valuable, from tech and consumer goods to specialized fields in digital design.

The program emphasizes real-world problem-solving through the Design Studio course, which serves as the backbone of design thinking at JWU. Students from different disciplines collaborate in teams on open-ended projects, working through scaffolded experiences that grow in complexity each semester. Students develop critical skills in user-centered design, iterative testing, computational design, and ethics within collaborative environments.

In their last year, students apply their skills in a capstone project, 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.

## Graphic 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 Web Design	3
GDES1060	User Experience and Content Design I	3
GDES1080	Vector Drawing & Image Editing	3
GDES2000	Typography	3
GDES2020	Motion Graphics I	3
GDES2030	Editorial & Publication Design	3
GDES2050	Content Management Systems	3
GDES3250	Brand Identity Design and Development	3
GDES4050	Design Capstone	3
IDES1030	Direct Modeling	3
IDES2010	Human Factors	3
IDES2040	Materials and Processes	3
IDES2050	Parametric Modeling	3
IDES3010	System Design	3
IDES3030	Simulation, Analysis and Optimization	3

### Major Electives

Choose 12 credits of the following:		
GDES3210	Advanced Publication & Print	12
GDES3215	Coding for Web Design	
GDES3235	User Experience and Content Design II	
GDES3260	Package Design	
GDES3270	Wayfinding & Environmental Graphics	
GDES3300	Design for Video I	

GDES3355	Web Design & User Experience Studio	
<b>Applied/Experiential Learning</b>		
Choose 6 credits of the following:		
ASCI4799	College of Arts & Sciences Internship <sup>1c</sup>	6
DEE3999	Directed Experiential Education <sup>D</sup>	
IDES3060	Design Studio <sup>X</sup>	
TECX4190	Technical Solutions Design Project	
<b>Related Professional Studies</b>		
DMSM1001	Introduction to Digital/Social/Mobile Media	3
IDES2070	Innovation and Design I	3
IDES3200	Innovation and Design II	3
Choose One Design Studio Experience:		
GDES3015	Design Team I	
IDES3060	Design Studio <sup>X</sup>	
<b>University Core Curriculum</b>		
Communicating		
ENG1020	Rhetoric & Composition I	9
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Connecting		
Two courses with the Connecting attribute (ECNG), one at the 2000 level, one at the 4000 level		
Experiencing		
ART3020	Art History	6
Additional course with the Experiencing attribute (EEXP) in a different discipline		
Measuring		
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	6
MATH2001	Statistics I	
Exploring		
One course with the Exploring attribute (EEPL)		
Interacting		
SOC1001	Sociology I	6
or SOC2005	Honors Seminar: Social Inequalities	
Additional course with the Interacting attribute (EINT) in a different discipline		
A&S Electives		
MCOM1210	Foundations of Digital Photography	6
One course with the Arts & Sciences elective attribute (EASC)		
<b>Total Credits</b>		<b>124.0-126.0</b>

<sup>D</sup> Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>1c</sup>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.

<sup>X</sup> IDES 3060 can serve as a Design Studio Experience, which can also serve as additional credits for Applied Experiential Learning. IDES3060 can also be taken multiple times.

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.

In collaboration with academic colleges Study Abroad offer several options, direct enroll with international universities, domestic and digital options meet with a Study Abroad Advisor to learn more about how your major, minor, free electives, experiential learning and transferable courses would benefit by a Study Abroad program. There are many options for students during a semester, spring and/or summer breaks. Faculty-led, exchange, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

## Admissions Requirements

Please see a campus catalog for Admissions Requirements for this program.

## 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: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral 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.