

Graphic Design - B.S.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

The Graphic Design bachelor's degree program combines visual design foundation courses and pre-professional educational experience to prepare students for careers in professional graphic design.

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 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 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.

Students in this degree program prepare for a wide range of career opportunities in the creative industries where graphic design and web design intersect. Sample job titles in this rapidly changing professional market include graphic designer, digital designer, visual designer, UI/UX (user interface) designer, web designer, creative/art director, digital designer, interactive designer, multimedia designer and more.

The academic and experiential focus of this program prepares students to solve various digital communication problems using visual design and digital tools. Learning is professionally focused and performance-based using current digital software and hardware in university labs and studios.

There are two major focus areas that students can choose from: (1) web design or (2) print design courses to fine tune skills sets in two major areas of the field.

In their sophomore year, students assemble a comprehensive portfolio that demonstrates their increasingly sophisticated mastery of design. Students begin to identify and present themselves as independent designers through the development of focused identity that carries through to all of their presentation materials.

The senior year is highlighted with real-world experience in the Design Solutions Team courses and through internships. Students develop competitive skills in project management by creating, managing and presenting graphic design projects for real-world clients in nonprofit organizations.

In Design Solutions Team I and II, senior-level students apply their knowledge to real-world problems through experiential education. Working from the John J. Bowen Center for Science and Innovation Design Center on campus, students provide design solutions for nonprofit organizations. Students hone their design skills by creating, editing and presenting visual collateral that includes branding/logo design; print peripherals, including pamphlets, posters, organizational identity kits and info graphics; video; motion graphics; and websites. Students work in project teams supervised by faculty.

Students complete the Senior Portfolio Assessment course, which guides them through the assembly of a comprehensive digital and physical portfolio that demonstrates their increasingly sophisticated mastery of design. With faculty guidance, students gather, revise and organize their best works as well as enhance their portfolios with additional advanced design projects. In the final week of the course, students present and defend their work to a select group of faculty and visiting industry professionals. This course is the springboard for students to start applying for internships and other experiential education opportunities that are required of the program.

Other opportunities such as study abroad, national competitions and school exhibitions are also available to qualified students and complement the college experience.

Graphic Design

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

Major Courses		
GDES1000	Foundation Drawing and Digital Tools	4.5
GDES1020	Design Perspectives	4.5
GDES1030	Principles of Composition & Design	4.5
GDES1040	Screen Design & Coding I	4.5
GDES1050	Imaging for Digital Media	4.5
GDES1060	User Experience and Content Design I	4.5
GDES2000	Typography	4.5
GDES2020	Motion Graphics I	4.5
GDES2030	Editorial and Publication Design I	4.5
GDES2040	Portfolio Assessment	4.5
GDES2050	Content Management Systems	4.5
GDES3010	Design Solutions Team I	4.5
GDES3020	Design Solutions Team II	4.5
GDES3300	Digital Video I	4.5
GDES4050	Senior Portfolio Assessment	4.5
MCST1210	Foundations of Digital Photography	4.5
Major Focus		
Choose one of the areas below for a Major Focus:		13.5
Web Design		
GDES3215	Screen Design and Coding II	
GDES3235	User Experience and Content Design II	
or GDES3315	Introduction to Programming with JavaScript	
GDES3345	Advanced Content Management Systems	
Print Design		
GDES3200	Print Production	
GDES3210	Editorial and Publication Design II	
GDES3250	Brand Identity Design and Development	
Related Professional Studies		
ADVC1010	Marketing Communications	4.5
ADVC2001	Creative Concepts and Strategy	4.5
CAR0010	Career Management	1
PRMG2010	Introduction to Project Management	4.5
Applied/Experiential Learning		
Choose 9 credits of the following: *		9
DEE3999	Directed Experiential Education **	
TECX4045	Technical Solutions Team I	
TECX4046	Technical Solutions Team II	
TECX4099	College of Engineering & Design Internship ***	
A&S Core Experience		
Communications Foundation Courses		13.5
ENG1020	English Composition	
ENG1021	Advanced Composition and Communication	
ENG1030	Communication Skills	
Integrative Learning		9
Two ILS courses, one at the 2000 level, and one at the 4000 level.		
Arts and Humanities		9
ART3020	Art History	
One course from HIST, HUM#, LIT, PHIL or REL		
Mathematics		9
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics	
Science		4.5
One course from BIO [^] , CHM [±] , PHY [°] or SCI		
Social Sciences		9
SOC1001	Sociology I	
One course from ANTH [°] , ECON, LEAD, PSCL or PSYC		
A&S Electives		9
Two courses with an EASC attribute, at least one at 3000 level or higher.		
Free Electives #		

- * Students not meeting the requirements for experiential education may take other course options with Dept. Chair and Dean approval.
- ** 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).
- *** Students wishing to do 13.5 credits of TECX4099 College of Engineering & Design Internship must use 4.5 credits of free elective requirements.

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

°PHY courses are not offered in Charlotte.

°°ANTH courses are not offered in North Miami or Charlotte.

In addition to classes, free elective credit can be applied to a number of options such as Directed Experiential Education (DEE), Internship, Minor or Study Abroad. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact an adviser before scheduling free elective credits.

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.