

GRAPHIC DESIGN, BFA

Bachelor of Fine Arts in Graphic Design (C10104BFA)

More on the Graphic Design major (<https://www.uakron.edu/art/academics/graphic-design.dot>)

Graphic Design is the largest program within the Myers School of Art. It is a professional program for students pursuing careers in the expanding multidisciplinary field of visual communication design. Critical thinking and logical problem solving in print, web and interactive media are emphasized.

Purpose

The curriculum prioritizes creative thinking and problem solving through design theory but also emphasizes contemporary production processes using industry-standard technology. Our program requires students engage in the process of creating and encourages them to explore unexpected solutions. Students gain an understanding that design is an investment in research and ideation, innovative thinking, knowledge of tools and materials, and results-oriented solutions that create value for businesses. Considering this philosophy, our purpose is simple: to educate and prepare students for excellent and diverse careers around the country, appropriate to their talents, skills, and interests.

Goals

- Unapologetically encourage diverse perspectives, viewpoints, ideas and thinking from all students, staff, faculty, guests and visitors.
- Create engaged, socially-responsible, and thoughtful critical thinkers.
- Maintain a diverse and accomplished faculty, knowledgeable and prepared to engage students on the ever-expanding field of graphic design.
- Promote ethical standards of business and communication, while cultivating an environment for a responsible and socially-aware graphic design industry.
- Research and develop modern techniques for graphic designers, including committing to emerging technologies and new industries.
- Archive and maintain the oral and written history of visual communication design.

Distinctions

- A comprehensive graphic design program within an interdisciplinary school of art.
- Graduates of the program have instruction in all areas of the expanding graphic design industry, including traditional print, web, interactive, user experience, motion, animation, environmental, and experimental design.
- Design x Nine is a unique in-house student design studio opportunity creating real-world solutions for on and off-campus clients.
- 100% of our graduates develop business connections and entrepreneurial skills through professional internships; unique in-class client opportunities with companies like the Akron Zoo, MiLB's Akron Rubber Ducks, NASA, Bridgestone, or Microsoft; or various portfolio reviews and local affiliated events with industry professionals.
- Students have access to industry specific and emerging technology, including computer labs, camera/video equipment, various printing

solutions, 3D prototyping and printing, laser cutting, augmented and virtual reality systems, projection mapping, software solutions, and materials.

- Finding inspiration through travel, our students regularly visit design epicenters such as Miami, New York, and Chicago as well as unique travel experiences to other areas of the United States and Europe.

The following information has official approval of **The Mary Schiller Myers School of Art** and **The Buchtel College of Arts & Sciences**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (DPR) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Students are encouraged to visit the The Mary Schiller Myers School of Art their freshman year to obtain preliminary information regarding the program requirements and to learn more about on-campus opportunities available to students.

Three year accelerated option: for first time students who have earned credits for at least the first year of courses. Credits can be earned through qualifying scores on appropriate Advanced Placement (AP) exams or through [College Credit Plus Program \(CCP\)](#) courses. Credits for qualifying AP scores or [CCP](#) courses are determined by the appropriate academic department. Departments may assign varied course credit, depending on the student's score on an AP exam or [grade in a CCP](#) course. Students may also receive credit by examination or via placement tests, where appropriate.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	Art History Requirements	12
	Foundation Core	12
	Graphic Design Requirements	54
	Photography Requirement	3
	Electives	3
Total Hours		120

Note: A 2.5 cumulative GPA in all ART courses is required for graduation.

Recommended General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.		
Academic Foundations		12

<i>Mathematics, Statistics and Logic: 3 credit hours</i>	
<i>Speaking: 3 credit hours</i>	
<i>Writing: 6 credit hours</i>	
Breadth of Knowledge	22
<i>Arts/Humanities: 9 credit hours</i>	
ART 101	Survey of Global Art 1: Prehistory to 1250 CE
ART 102	History of Global Art 2: 1250 CE - 1850 CE
<i>Natural Sciences: 7 credit hours</i>	
<i>Social Sciences: 6 credit hours</i>	
Diversity	
Domestic Diversity	
Global Diversity	
ART 101	Survey of Global Art 1: Prehistory to 1250 CE
Integrated and Applied Learning	2
<i>Select one class from one of the following subcategories:</i>	
Complex Issues Facing Society	
Capstone	
<i>Review the General Education Requirements page for detailed course listings.</i>	
Total Hours	36

College of Arts & Sciences Requirement

Code	Title	Hours
Students must also complete a minimum of 40 credits (excluding workshops) consisting of either:		
Upper-level (300/400) courses both in and outside of the student's major;		
or other courses outside the major department approved by the student's major department chair (permission should be obtained prior to enrollment); these may not include workshops		

Art History Requirements

Code	Title	Hours
ART 101	Survey of Global Art 1: Prehistory to 1250 CE	3
ART 102	History of Global Art 2: 1250 CE - 1850 CE	3
ART 103	History of Global Art 3: 1850 CE - Today	3
ART 307	History of Graphic Design	3
Total Hours		12

Foundation Core

Code	Title	Hours
ART 131	Foundation Drawing I	3
ART 144	Foundation 2D Design	3
ART 145	Foundation 3D Design	3
ART 250	Foundation Lecture	1
ART 252	Foundation Studio	2
Total Hours		12

Graphic Design Requirements

Code	Title	Hours
ART 132	Introduction to Design	3
ART 184	Typography I	3

ART 189	Production I	3
ART 280	Digital Media	3
ART 281	Web and Devices I	3
ART 283	Drawing Techniques	3
ART 288	Typography II	3
ART 310	Motion Design	3
ART 311	UI/UX Design	3
ART 380	Illustration	3
ART 382	Graphic Design Junior Review	1
ART 384	Professional Design Practices	2
ART 387	Typography III	3
ART 471	Web and Devices II	3
ART 480	Advanced Graphic Design	3
or ART 481	Design X Nine	
or ART 485	Advanced Illustration	
ART 482	Corporate Identity & Graphic Systems	3
ART 483	Graphic Design Presentation	3
ART 487	Packaging Design	3
ART 488	Typography IV	3
ART 495	Senior Exhibition	0
Total Hours		54

Photography Requirement

Code	Title	Hours
Select three credits:		3
ART 273	Introduction to Digital Photography	
ART 275	Introduction to Photography	
ART 276	Introduction to Commercial Photography	
ART 318	Portrait Lighting	
ART 320	Product Photography	
ART 375	Photography II	
ART 377	Medium and Large Format Photography	
ART 473	Photography III: Color	
ART 475	Advanced Photography	
Total Hours		3

Electives

Code	Title	Hours
Complete five credits:¹		5
ART 213	Introduction to Printmaking	
ART 214	Relief/Screenprint	
ART 216	Intaglio/Lithography	
ART 222	Introduction to Sculpture	
ART 223	Sculpture: Stone	
ART 234	Anatomy for Artists	
ART 243	Introduction to Painting	
ART 324	Installation Art	
ART 351	Intermediate Drawing	
Total Hours		5

¹ A minimum of three credits must come from ART Studio Arts. The remaining two may be studio arts or open electives.

Recommended Sequence

1st Year

Fall Semester		Hours
ART 100	Arts Orientation	0
ART 131	Foundation Drawing I	3
ART 144	Foundation 2D Design	3
ART 145	Foundation 3D Design	3
	Writing Requirement ¹	3
	Mathematics, Statistics and Logic Requirement	3
Hours		15

Spring Semester

ART 101	Survey of Global Art 1: Prehistory to 1250 CE	3
ART 132	Introduction to Design	3
ART 189	Production I	3
ART 250	Foundation Lecture	1
ART 252	Foundation Studio	2
	Writing Requirement	3
Hours		15

2nd Year

Fall Semester

ART 102	History of Global Art 2: 1250 CE - 1850 CE	3
ART 184	Typography I	3
ART 280	Digital Media	3
COMM 105	Introduction to Public Speaking	3
	Photography Requirement	3
Hours		15

Spring Semester

ART 283	Drawing Techniques	3
ART 288	Typography II	3
ART 307	History of Graphic Design	3
	Natural Science Requirement with Lab	4
	Art Studio Elective	3
Hours		16

3rd Year

Fall Semester

ART 103	History of Global Art 3: 1850 CE - Today	3
ART 310	Motion Design	3
ART 382	Graphic Design Junior Review	1
ART 384	Professional Design Practices	2
ART 387	Typography III	3
ART 281	Web and Devices I	3
Hours		15

Spring Semester

ART 311	UI/UX Design	3
ART 380	Illustration	3
ART 488	Typography IV	3

Social Science Requirement 3

Humanities Requirement 3

Hours 15

4th Year

Fall Semester

ART 482	Corporate Identity & Graphic Systems	3
ART 487	Packaging Design	3
	Art Studio or Open Elective	2
	General Education course	3
	General Education course	3
Hours		14

Spring Semester

ART 471	Web and Devices II	3
ART 483	Graphic Design Presentation	3
ART 495	Senior Exhibition	0
	Global Diversity Requirement ²	3
	Natural Science Requirement	3
	Social Science Requirement	3
Hours		15
Total Hours		120

¹ See adviser for placement

² ART 480 Advanced Graphic Design, ART 481 Design X Nine, or ART 485 Advanced Illustration