



Department of Art and Design
BFA in Studio Art, Graphic Design Emphasis

Foundations – 18 credits		
– ART 150	2-D Design	3
– ART 155	Drawing 1	3
– ART 153	Creative Problem Solving	3
– ART 151	3-D Design	3
– ART 152	Color and Design	3
– ART 157	Drawing 2	3
Art History – 12 credits		
– ART 221	Survey 1	
– ART 222	Survey 2	3
– ART 218	History of Design	3
– ART (300 or 400 level)	History Elective	3
Graphic Design -54 credits		
– ART 210	Graphic Design 1 –Typography	3
– ART 211	Graphic Design 2 –Logo/Identity	3
– ART 310	Graphic Design 3 Publication	3
– ART 312	Graphic Design 4 –Exp Design 3	3
– ART 410	Graphic Design 5 –Design Issues	3
– ART 491 or Art 417, 418	Internship (off-campus) Practicum (on-campus experience)	3-6
– ART 495	Capstone	3
– ART 413	Portfolio	3
– ART 415	Senior Thesis – Project	3
– CPH 175 or CPH 171	Understanding Still Photography Prerequisite for CPH 373 Photo 1 Prerequisite for all other photo classes	3
– ART 257	Life Drawing	3
– Business Elective	(see next column)	
– Studio Elective	(see next column)	3
– Studio Elective		3
TOTAL CREDITS - 84		
CR	Business Elective Choices	
	BUS 201	Legal Environment for Business
	CAP 210	Fundamentals of Advertising
	CAP 220	Fundamentals of Public Relations
	MKT 350	Marketing Management
Studio Elective Choices		
	ART 321	Digital 3-D
	ART 307	Digital Prepress
	ART 313	3-D Graphic Design (Exhib and Pkg)
	ART 380	Experimental studio classes
	ART 258	Intermediate Drawing
	ART 355, 356	Advanced Drawing
	ART 245, 346, 347	Jewelry and Metalsmithing
	ART 260, 361, 362	Painting
	ART 265, 366, 367	Printmaking
	ART 270, 371, 372	Sculpture
	ART 275, 376, 377	Ceramics
	ART 391, 392, 393	Visual Studies
	394, 395, 396	
	CPH 172	Photo 2
	CPH 273	4x5 Photography
	CPH 279	Color Printing
	CPH 371	Experimental Black and White
	CPH 372	Computer Photography
	CPH 373	Computer Photography 2
	CPH 374	Color Photography
	CPH 375	Studio Photography
	Studio electives in other areas must be approved by by an advisor. Access cannot be guaranteed for Art and Design majors.	
	MGT 350	Principles of Electronic Commerce Covers Dreamweaver and Flash Prereq MGT 268
	MGT 451	Into to E-Commerce Applications Covers Flash, Actionscript, and XML Prereq MGT 350
	CS 238	Internet Media & Programming (Dreamweaver and Photoshop) Prereq: CS 160 or CS 162
	CS 371	Web Applications Prereq: 3-4 CS Class (See your advisor)
	WRT 351	Writing for the World Wide Web

Students who wish to be Photo-Designers may take all six studio electives in Photography.

Students who are interested in pursuing Exhibit/Environmental or Packaging design as a career are advised to take 3-D Graphic Design, Metals, Sculpture, Digital 3D, and Stagecraft courses.

One 3 credit internship is required. Additional internship credits may be used to satisfy studio elective requirements.

Please consult with your advisor to determine how to customize the program to fit your needs and interest.



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This outline is a recommended course sequence for Art and Design – Graphic Design Emphasis. Please consult for GVSU Catalog for further information and general education requirements.

Freshman Year All art and design majors take the six core foundation courses.

Fall (16 cr)

ART 150 2-D Design
ART 155 Drawing 1
ART 151 3-D Designs
WRT 150 Strategies in Writing
One gen ed class

Winter (16 cr)

ART 152 Color
ART 157 Drawing 2
ART 153 Creative Problem Solving
MTH gen ed course
ART 222 Art History Survey II or one gen ed class
**Foundation Portfolio Review and
Graphic Design Program Secondary Admit*

Sophomore Year

Fall (16-17 cr)

ART 210 Graphic Design 1
CPH 171 Photography (or CPH 175)
ART 257 Life Drawing
ART 221 Art History Survey 1
One gen ed class

Winter (18 cr)

ART 211 Graphic Design 2
Studio elective
ART 222 Art History Survey 2
Two gen ed classes
One theme/issues class

ART 491 Summer Internship (3-6 cr)

Junior Year

Fall (15 cr)

ART 310 Graphic Design 3
ART 218 Design History
Studio elective (ART 307 Digital Prepress)
One gen ed or diversity class

Winter (18 cr)

ART 312 Graphic Design 4
One Studio elective
Business Practice Class
One Art History elective
One theme/issues class
One gen ed or diversity class
**Junior Portfolio Review- for continuation in
The Graphic Design Program*

ART 491 Summer Internship (3-6 cr)

Senior Year

Fall (15 cr)

ART 410 Graphic Design 5
ART 413 Portfolio
One studio elective
Two gen ed classes

Winter (15 cr)

ART 415 Senior Thesis- Project
ART 495 Capstone
One Studio elective
Two gen ed classes

General Education Requirements

Refer to the General Education requirements in the General Education Handbook. 120 credits are required for graduation from GVSU. The BFA requirements total 84 credits. The total number of credits required for graduation will be the sum of the General Education requirements and the Graphic Design BFA requirements, and will exceed 120. Taken in 8 semesters, this results in an average of 16 to 17 credits a semester. University requirements all represent important aspects of your education. While each is distinct and important, with careful planning, semester course loads, and time to graduation can be reduced. The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15.

Options for altering semester course loads and time to graduation:

1. Some General Education courses fulfill more than one requirement.
2. General education courses can be fulfilled in a summer study abroad program.
3. General education and theme/issues coursework may be completed in Spring/Summer sessions.
4. Internships can be taken in the summers. As many as two extra internships can be taken to satisfy studio electives.
5. You may opt to extend your time in school to 4.5 or 5 years.