



BFA Graphic Design, Department of Art and Design

Foundations – 18 credit

–	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 credit

–	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	Internship (off-campus)	3-6
or	ART	417, 418	Practicum (on-campus experience)	3

–	ART	495	Capstone	3
–	ART	413	Portfolio	3
–	ART	415	Senior Thesis – Project	3

–	CPH	175	Understanding Still Photography Prerequisite for CPH 373	3
or	CPH	171	Photo 1 Prerequisite for all other photo classes	

–	ART	257	Life Drawing	3
–	Business Elective	(see next column)		
–	Studio Elective	(see next column)		
–	Studio Elective		3	
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TOTAL CREDITS - 84

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 (Exhibit 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, Actionsript, 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.



BFA Graphic Design, Department of Art and Design

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
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 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 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 coursework can 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.