



**Department of Visual and Media Arts**  
**BFA in Studio Art**  
**Graphic Design Emphasis**

**Foundations – 18 credits**

|                                  |                               |   |
|----------------------------------|-------------------------------|---|
| <input type="checkbox"/> ART 150 | Foundations: 2D Design        | 3 |
| <input type="checkbox"/> ART 151 | Foundations: 3D Design        | 3 |
| <input type="checkbox"/> ART 152 | Foundations: Color & Design   | 3 |
| <input type="checkbox"/> ART 153 | Foundations: Making & Meaning | 3 |
| <input type="checkbox"/> ART 155 | Foundations: Drawing I        | 3 |
| <input type="checkbox"/> ART 157 | Foundations: Drawing II       | 3 |

**Art History – 12 credits**

|                                  |                                |   |
|----------------------------------|--------------------------------|---|
| <input type="checkbox"/> ART 221 | Survey of Art History I        | 3 |
| <input type="checkbox"/> ART 222 | Survey of Art History II       | 3 |
| <input type="checkbox"/> ART 218 | Design History                 | 3 |
| <input type="checkbox"/> ART XXX | Art History Elective           | 3 |
| <i>or</i>                        | <i>or</i>                      | 3 |
| <input type="checkbox"/> ART 380 | Experimental Art Hist. Courses | 3 |

**Graphic Design Emphasis – 54/55 credits**

|                                  |                                    |    |
|----------------------------------|------------------------------------|----|
| <input type="checkbox"/> ART 210 | Graphic Design I (Typography)      | 3  |
| <input type="checkbox"/> ART 211 | Graphic Design II (Logo/Symbol)    | 3  |
| <input type="checkbox"/> ART 215 | Advanced Typography                | 3  |
| <input type="checkbox"/> ART 310 | Graphic Design III (Print Layouts) | 3  |
| <input type="checkbox"/> ART 312 | Graphic Design IV: Exp. Design     | 3  |
| <input type="checkbox"/> ART 410 | Graphic Design V (Design Issues)   | 3  |
| <input type="checkbox"/> ART 413 | Portfolio                          | 3  |
| <input type="checkbox"/> ART 415 | Senior Project                     | 3  |
| <input type="checkbox"/> ART 491 | Internship in Studio Art           | 3  |
| <input type="checkbox"/> ART 495 | Issues in Art (Capstone)           | 3  |
| <input type="checkbox"/> PHO 171 | Photography I                      | 4  |
| <i>or</i>                        | <i>or</i>                          | or |
| <input type="checkbox"/> PHO 175 | Understanding Still Photography    | 3  |
| <input type="checkbox"/> ART 258 | Intermediate Drawing               | 3  |
| <input type="checkbox"/>         | Business Elective                  | 3  |
| <input type="checkbox"/>         | Studio/ Graphic Design Elective    | 3  |
| <input type="checkbox"/>         | Studio/ Graphic Design Elective    | 3  |
| <input type="checkbox"/>         | Studio/ Photography Elective       | 3  |
| <input type="checkbox"/>         | Studio/ Photography Elective       | 3  |
| <input type="checkbox"/>         | Studio/ Photography Elective       | 3  |

**TOTAL CREDITS**

**CR**

**Business Elective Choices (choose one)**

|         |                                |
|---------|--------------------------------|
| BUS 201 | Legal Environment For Business |
| CAP 209 | Advertising Basics             |
| CAP 219 | Public Relations Basics        |
| MKT 350 | Marketing Management           |

**Graphic Design Elective Choices (recommended for majors)**

|         |                                      |
|---------|--------------------------------------|
| ART 307 | Digital Prepress                     |
| ART 313 | 3D For G. Design (Exhibit/Packaging) |

**Other Studio Art Elective Choices**

|                                 |                                   |
|---------------------------------|-----------------------------------|
| ART 257                         | Life Drawing                      |
| ART 355/356                     | Advanced Drawing I and II         |
| ART 245,346,347                 | Jewelry and Metalsmithing Courses |
| ART 260,361,362                 | Painting Courses                  |
| ART 265,366,367                 | Printmaking Courses               |
| ART 270,371,372                 | Sculpture Courses                 |
| ART 275,376,376                 | Ceramics Courses                  |
| ART 321                         | Digital 3D                        |
| ART 380                         | Experimental Studio Art Courses   |
| ART 391,392,393,<br>394,395,396 | Visual Studies Courses            |

**Photography Elective Choices**

|         |                              |
|---------|------------------------------|
| PHO 172 | Photography II               |
| PHO 273 | Classic 4x5 Photography      |
| PHO 279 | Color Photography 1          |
| PHO 371 | Experimental Black and White |
| PHO 272 | Digital Photography 1        |
| PHO 373 | Digital Photography 2        |
| PHO 374 | Color Photography 2          |
| PHO 375 | Studio Photography           |

**Studio electives in other areas must be approved by an advisor. Access to these courses cannot be guaranteed for Graphic Design Emphasis majors**

|         |  |
|---------|--|
| MGT 350 | Principles of Electronic Commerce<br>(Pre-Req: MGT 268)    |
| MGT 451 | Intro to E-Commerce Applications<br>(Pre-Req: MGT 350)     |
| CIS 238 | Internet Media & Programming<br>(Pre-Req: CIS 160 or 162)  |
| CIS 371 | Web applications<br>(Pre-Req: 3-4 CS classes; see advisor) |
| WRT 351 | Writing For the World Wide Web                             |

**NOTES**

1. Students who wish to be Photo-Designers may take all five studio electives in Photography.
2. Students 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.
3. One 3-credit internship is required. The internship must be held off-campus. However, it is recommended that students pursue at least two internship experiences.
4. Film & Video Production electives must be approved by an advisor.
5. 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 (32 cr)** All art and design majors take the six core foundation courses.

**Fall (16 cr)**

ART 150 Foundations: 2-D Design  
ART 155 Foundations: Intro to Drawing 1  
ART 151 Foundations: 3-D Designs  
WRT 150 Strategies in Writing  
One gen ed course

**Winter (16 cr)**

ART 152 Foundations: Color & Design  
ART 157 Foundations: Intro to Drawing 2  
ART 153 Foundations: Making and Meaning  
MTH gen ed course  
One gen ed course

*\*Foundations Review and Graphic Design Secondary Admit*

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**Sophomore Year (31–32 cr)**

**Fall (16 -17 cr)**

ART 210 Graphic Design 1  
PHO 171 Photography (or PHO 175)  
ART 258 Intermediate Drawing  
ART 221 Art History Survey 1  
One gen ed course

**Winter (15 cr)**

ART 211 Graphic Design 2  
ART 215 Advanced Typography  
One Studio Elective  
ART 222 Art History Survey 2  
One gen ed course

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Summer Internship (3 cr)

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**Junior Year (36 cr)**

**Fall (18 cr)**

ART 310 Graphic Design 3  
ART 218 Design History  
Studio elective (ART 307 Digital Prepress)  
Business Practice Class  
Two gen ed courses

**Winter (18 cr)**

ART 312 Graphic Design 4: Experience Design  
Studio elective (ART 313 – 3D For Graphic Design)  
One Art History elective  
Three gen ed courses  
*\*Junior Portfolio Review- for continuation in The Graphic Design Program*

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Summer Internship (3 cr)

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**Senior Year (30 cr)**

**Fall (15 cr)**

ART 410 Graphic Design 5  
ART 413 Portfolio  
ART 495 Issues in Art (Capstone)  
One studio elective  
One gen ed class

**Winter (15 cr)**

ART 415 Senior Project: Graphics/Illustration  
ART 491 Internship In Studio Art  
One Studio Elective  
Two gen ed courses

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**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.
5. You may opt to extend your time in school to 4.5 or 5 years.