



**Department of Visual and Media Arts**  
**BFA in Studio Art 2019-2020**  
**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, 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 (Pre-Req: MGT 268)
MGT 451	Intro to E-Commerce Applications (Pre-Req: MGT 350)
CIS 238	Internet Media & Programming (Pre-Req: CIS 160 or 162)
CIS 371	Web applications (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.