Design, B.S. *major*
Graphic Design Emphasis

Once enrolled in the Technology, Art and Design program with an emphasis in Graphic Design, students will have the opportunity to study introductory and advanced topics in print design, advertising, branding, packaging and multi-media.

The curriculum is presented through instruction, demonstrations, and hands-on experiences to help students fully understand graphic design concepts and principles. They have the opportunity to apply their understanding of graphic design theory by completing collaborative and independent projects. Topics addressed in program coursework include layout strategies, typography, production language and technology, desktop publishing software, digital photography, color management and visual merchandising.

When these skills are coupled with our courses in exhibit design, students gain additional breadth of understanding that make them uniquely qualified for areas such as environmental graphics, wayfinding/signage, product design and packaging.

The department prides itself on its close relationship with the industry. Many of our industry partners serve on an advisory board as well as collaborate to bring real world projects to our students. Students create a portfolio of their applied projects to be reviewed by our industry partners. Students gain valuable presentation/interviewing skills to prepare them for their career in graphic design.

**All Design Majors are required to pass a screening process in order to register for Junior Culmination and Senior Culmination. The screening process will take place during the fall of the student's Junior and Senior Year.

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Required Credits: 68
Required GPA: 2.25

REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- TADD 1430 Design Foundations (4 credits)
- TADD 1440 Drawing Foundations (4 credits)
- TADD 2440 2D Design Software (4 credits)
- TADD 3440 3D Design Software (4 credits)
- TADD 3450 History of Modern Design (4 credits)

GRAPHIC DESIGN EMPHASIS

COMPLETE THE FOLLOWING COURSES:

- TADD 3420 Introduction to Exhibit Design (4 credits)
- TADD 3430 Introduction to Graphic Design (4 credits)
- TADD 3548 Advanced 3D Design (4 credits)
- TADD 3549 Interactive Design (4 credits)
- TADD 3568 Exhibit Design/Trade Show (4 credits)
- TADD 3569 Exhibit Design/Environments (4 credits)
- TADD 3578 Typography (4 credits)
- TADD 3579 Branding and Packaging (4 credits)
- TADD 3648 Color Theory (4 credits)
- TADD 4549 Advanced Media Design (4 credits)
- TADD 4579 Advanced Graphic Design (4 credits)

COMPLETE THE FOLLOWING COURSE:

- TADD 3900 Junior Culmination (2 credits)

COMPLETE THE FOLLOWING COURSE:

- TADD 4900 Senior Culmination (2 credits)

SUGGESTED SEMESTER SCHEDULE FOR DESIGN MAJOR, B.S. GRAPHIC DESIGN EMPHASIS

The following is a list of Design Major Courses arranged by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- TADD 1430 Design Foundations (4 credits)
- TADD 1440 Drawing Foundations (4 credits)
- TADD 2440 2D Design Software (4 credits)
- TADD 3430 Introduction to Graphic Design (4 credits)
- TADD 3440 3D Design Software (4 credits)
- Liberal Education Requirements

Sophomore

- TADD 3420 Introduction to Exhibit Design (4 credits)
- TADD 3450 History of Modern Design (4 credits)
- TADD 3548 Advanced 3D Design (4 credits)
- TADD 3569 Exhibit Design/Environments (4 credits)
- TADD 3578 Typography (4 credits)
- Liberal Education Requirements

Junior

- TADD 3549 Interactive Design (4 credits)
- TADD 3568 Exhibit Design/Trade Show (4 credits)
- TADD 3579 Branding and Packaging (4 credits)
- TADD 3648 Color Theory (4 credits)
- TADD 3900 Junior Culmination (2 credits)
- Liberal Education Requirements

Senior

- TADD 4549 Advanced Media Design (4 credits)
- TADD 4579 Advanced Graphic Design (4 credits)
- TADD 4900 Senior Culmination (2 credits)
- Liberal Education Requirements